

PSI JOURNAL

PSI Journal

International Magazine

For Promotional

Products

July 2024

Volume 63

Product Guide

Christmas, gift sets,
custom-made

Toys and plush products

Trends & Brands

Sustainability as a green thread

PSI 2025

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General annual meeting with
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**Climate neutrality
Strategy
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Editorial

Temu and the like

Temu, Shein, AliExpress and Wish are the big players in the ex-works supply chain models from China. It is reported that one in four Europeans has already ordered from them. An outdoor jacket for 11 Euro, an in-ear headset for 0.94 Euro, a fold-out pocket knife for 1.34 Euro or a rapid charger for 1.46 Euro. With annual sales of 16 billion, Temu has outstripped nearly all of them. Thinktanks from the USA claim that Temu pays 30 dollars on top for every order. That sort of thing is only conceivable if you are intent on building up market clout with all of your might and 20 billion dollars up your sleeve.

Two billion customs-exempt parcels come to the EU every year. Around 80 percent of them from Asia, usually from China. And at this point I am pleased to illustrate how big the difference between one million and one billion is – also because I often need to remind myself of it: One million seconds is 11 days; one billion seconds is 31.7 years. Or the fact that you could almost reach the moon if you laid one billion sheets of paper on top of one another. Given those facts, perhaps it is easier to picture how high the mountain of parcels is when it is about two billion parcels high – barely imaginable. And everything that is worth below 150 Euro, or is declared as such, sails into the markets under “customs-exempt”. That is because, at that number, inspection is virtually impossible. The EU does not intend to abolish the value limit until 2028 – much too late, say many, including renowned suppliers in the promotional products business.

But the really bad thing is that business is reportedly being done with cheap Temu products in our industry, too. Rumours, malicious gossip, spiteful competition? Yet again, there are no hard facts. But, where there is smoke, there is often fire. There is an urgent need to get informed about the risks of placing orders with “shop like billionaires”. Important note: companies servicing customers with Temu or other products from these cheap suppliers become importers themselves. Manufacturer's risk is transferred to them. And with electronic items, be they ever so small, major damage has often arisen.

But let us leave aside Temu and the like. The complaint is also increasingly being raised in the industry that promotional products are being passed on to industry customers without any surcharge, or only with a mini-margin. As a result, so the fear goes, structures and quality will be left by the wayside in the long term. Although it ought to be clear to everybody – but everybody – in the industry that we will never find recognition in marketing, promotion and politics if “cheap” becomes our showpiece. Entrepreneurial success is most definitely not cast out of that mould.

With that in mind

Manfred Schlösser | Editor-in-Chief PSI Journal
Your opinion: schloesser@edit-line.de

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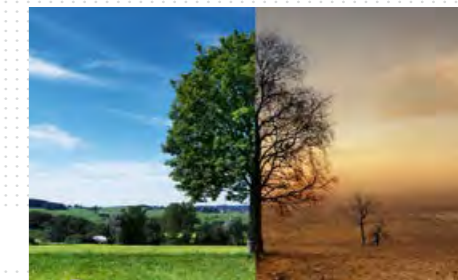
Exhibitors trust the number one

The hall plans are filling up fast, while detailed plans for the trade show are being made. The active feedback from the industry shows how important the PSI is for its exhibitors and visitors. The leading Trade Show for the European promotional products industry will once again live up to its reputation and standards from 7 to 9 January 2025.

Climate neutrality: Strategy with risks

More and more promotional products companies are committing to climate protection and communicating their climate neutrality.

We examine the concept of climate neutrality closely, demonstrating what climate protection measures are all about and showing how to communicate sustainability with success.



Christmas, gift sets, toys



The Christmas period offers an ideal, because emotional terrain for the deployment of promotional products. A targeted selection of products has the potential to create lasting ties and ensures that promotional messages find a way to recipients' hearts – enduring cuddle factor included.

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LIKE A GREEN THREAD...

... sustainability has long run through the promotional products industry. More and more companies – both on the manufacturing side as well as those using the products – recognize the importance of the ecological, economic and social aspects. “Trends & Brands” in this issue of the PSI Journal is, thus, deliberately dedicated to sustainable articles.



Biological writing instruments

Super Clip ORIGIN (This pen is made 100 per cent from materials of organic origin – except for the refill –, which contain natural polymers without any petroleum and are produced without energy from fossil fuels. The pen's components are castor oil, sawdust from sustainably managed European forests and talc from European mines.)
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www.globalinnovations.de
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Getting closer to your goals

“Play to make it happen” (guide to goal-setting in the form of a board game. Its content is research and evidence-based and helps people to achieve their goals effectively. All product components are made entirely from sustainable materials in an ECO factory in Poland.)

i4 d.o.o.
www.inventedfor.com
PSI 49482



Sustainable casing

Turtle Case (This compostable Eco mobile phone case is made of 100 per cent bioplastics. The combination of bamboo and bioplastics allows the protective case to be fully composted within 18 to 24 months.)

Brand.it GmbH
www.brand.it
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Sustainability has many facets.

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The hall plans are filling up fast, while detailed plans for the trade show are being made. The active feedback from the industry shows how important the PSI is for its exhibitors and visitors. The leading trade show for the European promotional products industry will once again live up to its reputation and standards from 7 to 9 January 2025.

PSI 2025: Exhibitors trust the number one

Signs clearly point towards growth



The previous PSI helped to consolidate its prominent position in the European promotional products market and once again proved its importance as a marketplace, international industry meeting point and knowledge platform. "I am totally overwhelmed by the positive feedback from our exhibitors and visitors. It shows that we are on the right track with our vision for the re-positioning of promotional products", summarised PSI Director Petra Lassahn directly after the last trade show. In fact, the concept seems to have impressed the exhibiting companies so much that many have already confirmed their participation for 2025. Six months before the start of the trade show, the planned capacity utilisation is 80 per cent. In addition to halls 9 and 10, part of hall 11 will also be used.

The significance of the PSI beyond Europe's borders

This development shows that the PSI is clearly on course for growth. Among the 356 companies that have already confirmed their participation are renowned national and international industry players such as Anda Present, BIC GRAPHIC EUROPE, burger pen, doppler H. Würflingsdöbler, Easy Gifts, elasto, Giving Europe, Inspirion, JUNG since 1828, Kalfany Süße Werbung, Koziol, MACMA Werbeartikel, magna sweets, Mahlwerck Porzellan, MAKITO, midocean Germany, Nestler-matho, Neutral, Paul Stricker, Schwan-STABILO, SENATOR, Spranz, Porzellanmanufaktur Kahla, Prodir, REFLECTS, Reisensthal Accessoires, Toppoint, TROIKA Germany, uma Schreibgeräte and xd connects as well as the JCK Group with FARE Günther Fass-



The market-relevant themes of textiles and finishing will be expanded. The Textile Village is moving to Hall 9.

bender, Gustav Daiber, Halfar, mbw Vertriebsgesellschaft and SND PorzellanManufaktur. "We are very pleased with the response of our members. The current booking status and over 60 per cent international exhibitors are proof of the importance of the PSI beyond Europe's borders", says a delighted Marlene Ramos, PSI Head of Sales. In line with this, she observes a trend towards increasing stand space.

Expansion of market-relevant thematic areas

In addition to the pure exhibitor programme, the PSI Team is planning to expand the market-relevant themes of textiles, finishing and newcomers. "Following its successful premiere, the Textile Village, which we are setting up in cooperation with the Academy for Textile Finishing, is moving to Hall 9. Textile manufactures, brands and suppliers will have much more space there to present their advertising and promotional textiles as well as their collections for 2025", says Petra Lassahn with regard to this change in the upcoming year.

Market leaders, hidden champions and exciting newcomers

Also larger and re-positioned: the Finishing Area and Newcomer Area. Due to high demand, both themes will be given more space in hall 11, where well-known companies such as Lynx Deutschland, Maegis BV, Mutoh Deutschland and X-Tec will be exhibiting. Based on the motto "Vive la France", visitors are invited to try out various printing technologies and finishing procedures in the spacious hands-on finishing area. The newcomers will be showcasing innovative products that 'surprise'. For more than 60 years, the PSI has been a sourcing platform for promotional products. To meet the demands of our members and give them



the opportunity to diversify their portfolios, we will be acquiring exciting newcomers in addition to market leaders and hidden champions", emphasises Petra Lassahn.

Exclusive setting for the Trend Show

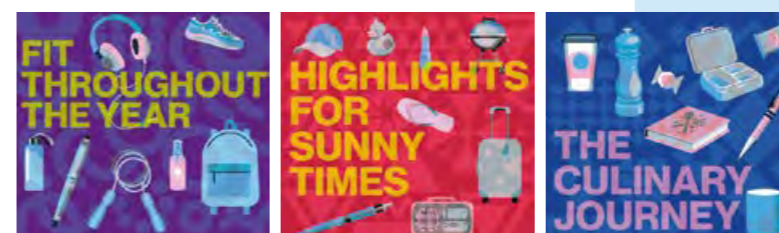
Giving the PSI product highlights a special stage: that is the idea behind the Trend Show, which will be given a special area at the PSI 2025 and divided into three sections: "Fit throughout the year", "Highlights for sunny times" and "The culinary journey". Before visitors immerse themselves into the whole world of promotional products, they can already take a look at the most innovative highlight products from the textile, electronic and multimedia, school and office supplies, baggage and travel as well as food and luxury food segments at the entrance to hall 9.

Being there is everything

Exhibitors who wish to participate in the PSI 2025 from 7 to 9 January 2025 may contact the trade show team directly by e-mail: sales@psi-messe.com or by telephone at +49 211 90191-702.

This also applies to exhibitors wishing to showcase their product highlights in the special Trend Show area.

Ticket sales for the PSI 2025 and the PSI NIGHT on the evening of the first day of the trade show begin in October. <





Extreme weather, droughts, floods: Climate change and its effects have long been a reality. In the Paris Climate Agreement, almost 200 countries committed to making their economies climate-friendly. A challenge for companies, but one that is worth every effort.



Climate neutrality

Strategy with risks

More and more promotional products companies are committing to climate protection and communicating their climate neutrality. We examine the concept of climate neutrality closely, demonstrating what climate protection measures are all about and showing how to communicate sustainability with success. In summary: A custom sustainability strategy and professional communications offer companies a genuine competitive advantage.

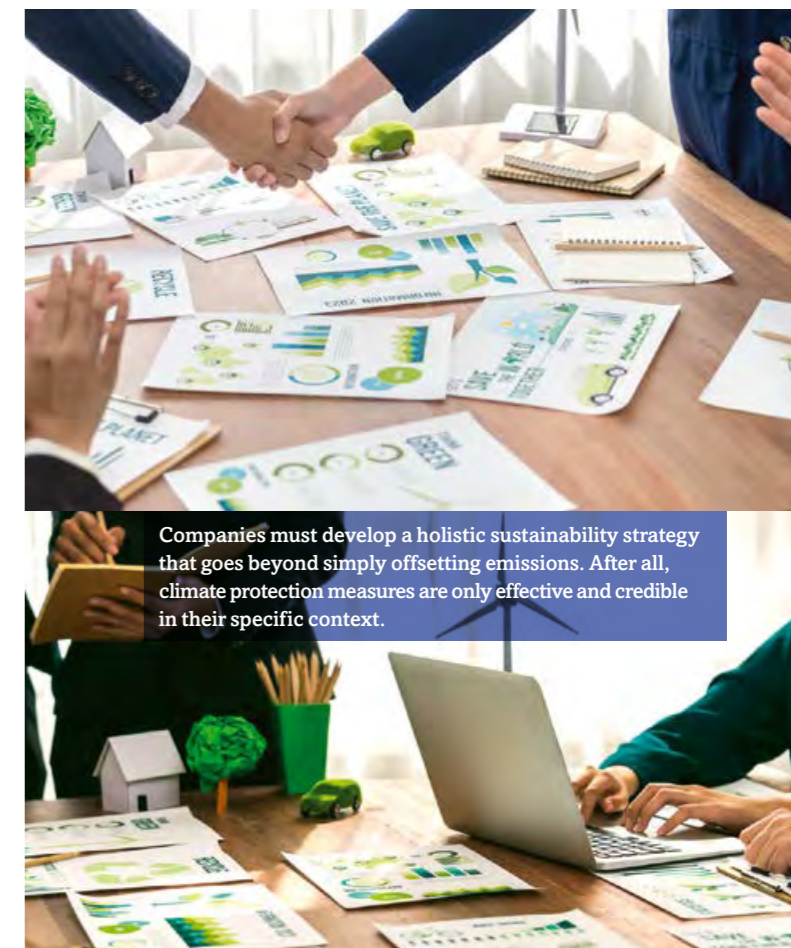
Back in the June issue, we explained the newly passed EU consumer protection rules that prohibit misleading greenwashing and false product claims. Accordingly, companies are no longer able to claim that they are climate-neutral or environmentally friendly, for instance, if they are unable to provide evidence of this. The promotional products industry is also under obligation to tackle this topic, since manufacturers, importers and distributors also utilise green claims in their marketing and corporate communication. They should check whether their statements are in compliance with the requirements of the new Green Claims Directive and can be subjected to scrutiny and are hence reliable. This also applies to claims and briefings by customers that are provided for implementation in campaigns.

Climate policy concerns the industry too

Many promotional products companies have taken the sustainable path, on which climate neutrality is regarded as an important milestone. By utilising climate neutrality in their communications, they intend to demonstrate that they take their environmental responsibility seriously. Precisely because climate neutrality is a major topic in the industry, and climate-related claims may be viewed problematically against the background of the new legislation, we take a look at what climate neutrality means and how the concept works, evaluate its drawbacks and clarify how companies can nevertheless utilise it meaningfully. Knowledge, insights and inspiration can be drawn from an objective look at the exciting climate policy debate.

Climate change as global challenge

Extreme weather, droughts, heatwaves and inundations are increasing around the globe. A daily look at the news shows us the enormous extents of these disasters. Climate change and its impacts therefore no longer exists as a scenario, but has become reality. The global atmospheric carbon dioxide concentration has risen by some 50 percent since 1750 (up to 2022). The main cause of this is the use of fossil fuels. Changes in land use, the erosion of forests, for instance, play a less prominent role here than generally assumed, the German Federal Environment Ministry (UBA) established in 2009. The reduction of greenhouse gas emissions is therefore one of the most urgent challenges worldwide and can only succeed if companies of all sizes and in all industries, throughout the world, join the effort.



Companies must develop a holistic sustainability strategy that goes beyond simply offsetting emissions. After all, climate protection measures are only effective and credible in their specific context.

Compensation measures widely accepted

More and more states are undertaking to work towards the objectives of the Climate Agreement and companies that do not position themselves as climate-friendly are few, even if that is not always verifiable. The topic of climate responsibility has also arrived in the daily lives of German consumers. As can be deduced from a current survey by the Nuremberg Institute for Market Decisions (NIM), CO2 compensations enjoy comparatively wide acceptance:

60 percent of respondents indicate that they have already voluntarily compensated their CO2 emissions, while 70 percent would even like to compensate still more. This ought to be a signal to companies to acknowledge their ranges and efforts. It is interesting to note that compensations already included in the price are considerably more popular than voluntary compensation against a surcharge – providers are accordingly well advised to relieve their environmentally conscious customers of the decision to compensate. Even though the findings of the NIM survey refer to the end customer market, the ascertained trends are absolutely also relevant for companies. In any case, most certificates are acquired by companies and organisations; only 14 percent of demand is traceable to consumers, as market observations by the Environment Ministry (MBA) revealed.

> CO2 compensation as immediate measure

By law, Germany must achieve greenhouse gas neutrality by 2045 – something which not everyone has in sight. According to the Climate Agreement, top priority must go to avoiding and reducing emissions. Compensating climate-damaging activities must only come under consideration if there is no other option. However, we are not always aware of that or it is something that providers like to keep quiet, even though the SBTI Net Zero Standard

(Science Based Targets Initiatives) expressly formulates it that way. At the same time, the standard concedes that CO2 compensation plays a crucial role in achieving net zero emissions more quickly on a global level. As both immediate climate protection and a long-term measure, CO2 compensation is suitable for companies beyond their own value-added chain, in order to neutralise residual emissions, strengthen carbon sinks and restore nature. In addition, it is an important source of funding for climate protection and helps local communities across the world to

Climate Policy: The Basics

Climate neutrality

This term means that human acting has no impact on the climate. Therefore, either a business emits no climate-damaging greenhouse gases or the emissions are compensated in full.

CO2 neutrality

A balance between the emission of carbon dioxide and the binding of carbon from the atmosphere in so-called carbon sinks, which are systems that absorb more carbon than they release. In nature, they are primarily soils, forests and oceans. If they are damaged or destroyed, due to agricultural use or deforestation for instance, the stored carbon will be released again. If the only concern is CO2, the impact of other greenhouse gases (methane, etc.) is not taken into consideration.

Negative emissions

Also described as greenhouse gas removal (GGR), which entails approaches for the removal of greenhouse gases from the atmosphere. Negative emissions technologies encompass natural and purely technological approaches which, with the aid of biological, physical and chemical processes, reduce the concentration of greenhouse gas in the atmosphere. Examples are direct air capture (DAC) and geological stores. These are increasingly gaining in significance in climate policy as an elementary component of the concept of a greenhouse gas balance of net zero.

Net zero approach

A maximally large reduction of emissions of CO2 and greenhouse gases right along the value-added chain, while remaining emissions are neutralised by negative emissions. Senken, the CO2 marketplace, quantifies the proportion of unavoidable residual emissions at about 20 percent on average. A combination of avoidance and negative emissions strategies is crucial for a comprehensive approach to climate change.

Climate-positive

This is the description for companies that go beyond net zero, so remove more greenhouse gases than they emit.

Paris Climate Agreement

Signed on 12 December 2015 at the global climate change conference. Along the lines of Agenda 2030 for sustainable development, 195 states undertook to limit climate change and make the global economy climate-friendly. The Climate Agreement involves all states on Earth. They are under obligation, under international law, to elaborate a national climate contribution and concrete steps towards its implementation. The states must report regularly on their efforts. In 2019, the EU passed the European Green Deal concerning its implementation.

The main objectives of the Climate Agreement

- > Restriction of global warming by 2050 to 1.5°C compared with the pre-industrial status (1850–1900 average).
- > Lowering of emissions: In the second half of this century, emissions of climate-damaging gases must not exceed removals of these gases from the atmosphere by carbon sinks (forests, for instance). This “greenhouse gas neutrality” can only be achieved if the global economy rapidly and consistently releases considerably less carbon (decarbonisation). Subsequently, reduction of the greenhouse gas concentration in the atmosphere by means of negative emissions.
- > Adaptation to a changed climate is to be improved and resistance against the disadvantageous effects of climate change intensified.
- > Diversion of global state and private cash flows to sustainable investments (long term).
- > Support to developing countries during measures to adapt to climate change: financially and by means of technology and knowledge transfer.



improved living conditions – that is how Climate Partner advertises its projects. However, CO2 compensation as a voluntary measure by companies that compensate the residual emissions that they cause is neither a cure-all nor a carefree package.

Reliable information not self-evident

We conducted research into how the compensation market works at ClimatePartner, among others, a prominent provider of climate protection projects worldwide that utilise different technologies for the reduction and avoidance of CO2 emissions. The start-up Senken, which, according to its own information is, the world's first trading platform for emissions certificates, also offers an informative website with blog and glossary. The WWF, which, together with various NGOs, has developed the Gold Standard seal built on strict criteria, likewise supplies useful information. The Gold Standard unites emissions reductions with the UN sustainability objectives, in order to estimate a project's effect on the climate and other sustainability aspects. Naturally, self-interest is also clearly discernible in it and other information offerings. When providers of compensation measures use their own seals, we should definitely take a very close look. >

Important Criteria when Choosing Climate Protection Projects

Additionality

Without proceeds from the sale of the certificates, the project would not have been realisable.

Permanence

The lowering or saving of emissions must not be negated again by having the project cause renewed emissions.

Exclusion from double counting

Certificates must not be sold in duplicate or asserted by different parties. That is the case, for instance, when the state lowers emissions in the context of statutory obligations and companies invest in individual projects in the country, which they then account for as a reduction once again. It is a matter of indifference to the climate where emissions are emitted, avoided or compensated. That is why many climate protection projects are located in the global south, where they additionally (are supposed to) support development. Effective monitoring systems and CO2 registers such as Verra, Gold Standard, Verified Carbon Standard (VCS), Pure and Ecoregister ensure that each certificate is only counted once.

Regular verification by independent authorities

Climate protection projects must be consistently validated, registered and regularly examined by independent authorities. Third-party examinations, for example by TÜV or SGS (Société Générale de Surveillance) additionally ensure credibility. During all compensation measures, only accounting and controls guarantee that the compensation quantity of CO2 to be accounted for in the technical or biotic cycle corresponds to the factual quantity of emissions.



Emissions must be the top priority according to the climate agreement. Only then does offsetting come into play. In order for a company to prove that it has offset CO2 emissions, it must purchase an emissions certificate and then book it in the register. This is used to finance climate protection projects.

> This is how CO2 compensation works

Emissions certificates are traded via the compensation markets, which come in two different forms: voluntary and mandatory. CO2 compensation is measured in tonnes of carbon dioxide equivalents (CO2e). As soon as the carbon saving has been verified, a project issues emissions certificates, each of which corresponds to one tonne of carbon dioxide. One emissions certificate is therefore equivalent to one tonne of CO2 that was not emitted, or alternatively is equivalent to the same quantity of other greenhouse gases that have been removed, reduced or avoided by a climate protection project. The issued certificate is entered into a public register, which is managed by an independent authority such as Verra on the Gold Standard. To be able to provide evidence of the CO2 compensation, a company must purchase the emissions certificate and then close it out in the register. This serves to avoid a double payment.

What are the identifying characteristics of serious providers?

- > They always place avoiding and reducing above compensation.
- > They ask for factual and individual data for the calculation.
- > They provide evidence of independent examinations by third parties.
- > They provide information about the project and details about location, type, objectives and standard of the project and act transparently.
- > They delete the certificates immediately and provide evidence of this.

Complicated compensation market

The voluntary compensation market (VCM) is a mechanism that enables companies and individuals to purchase CO2 certificates, in order to neutralise their emissions. It functions independently of the regulatory CO2 compensation market. That is part of regulations systems such as the EU emissions trading system, which statutorily mandates industries with high emissions (for instance, mineral oil industry) to manage and to neutralise their CO2 emissions. In contrast to that, the voluntary compensation market is aimed at companies that want to achieve the national net zero objectives, improve their brand image, or prepare for imminent regulations. Shutting down the certificate is the process whereby a CO2 certificate is permanently withdrawn from circulation once it has been used to compensate or neutralise emissions. This action completes the compensation process and ensures that the certificate cannot be reused, or claimed by another company.

Standards ensure efficiency and quality

The prerequisite for effective compensation is the use of standards that are based on scientific findings. The most important standards for inspecting CO2 neutrality include the Greenhouse Gas Protocol GHP (a global framework for measuring and managing GHG emissions), PAS 2060 (British standards institutions for CO2 neutrality) and ISO 14064 (international standard for the quantification and reporting of GHG emissions and negative emissions). Currently, there is no global regulation that enforces CO2 neutrality. Correct calculation of the emissions to be compensated is the first and fundamental step, for which emissions calculators such as the recognised UBA CO2 calculator or the WWF climate calculator are available. Consultants and agencies assist companies in this.



Sustainability as a competitive factor: Many companies are already investing in environmentally sustainable production, which is the basis for successful sustainability marketing.

Sustainability as competitive factor

Making a contribution towards climate protection is one thing – utilising one's commitment as a marketing instrument is the other side of the coin, requiring just as much attention. According to management and strategy consultants Deloitte, net zero commitment is one of the strongest methods for demonstrating to stakeholders that a company is environmentally conscious in the long term. Companies themselves benefit as well: sustainable companies record higher market share gains, grow three times faster than their competitors on average and achieve higher employee and customer satisfaction. Additionally, alongside environmental sustainability, net zero obligations are aimed at enabling green investments and financing opportunities, promoting financial growth, and supporting innovations in sustainable products and services. In all sources, taking environmental responsibility in heading towards net zero is evaluated as a strategic decision that offers many advantages and positions companies for resilience, market differentiation and sustainable growth. The important thing is not to leave anything to chance, but to develop a concept jointly with consultants, agencies and if applicable, stakeholders, which must suit the company. Because only then will it be authentic and credible.

Risk of greenwashing

Those who show "green" credentials, but are only out to make money without standing by that claim, have arrived in the critical zone of greenwashing. Very recently, an investigative team from broadcaster ZDF revealed where that can lead: An oil concern attempted to fulfil its statutory climate protection provisions with fake climate protection projects in China worth 1.7 billion Euro. Ongoing and even purely made-up projects were indicated as compensation measures in the process. In the course of the

The Way to Avoid Greenwashing

- > Record and truthfully document the actual impacts of products and production on the environment
- > Develop holistic sustainability strategy that goes beyond mere compensation of emissions
- > Concentrate on genuine emissions reduction strategies within one's own projects and the use of high-value CO2 certificates
- > Rely on recognised environment certifications and standards
- > Report transparently and traceably on sustainability practices and if applicable, compensation projects and their development

continuing investigations, contradictions in the work of examining authorities became conspicuous in addition. Unfortunately, that was no isolated case, because fraud and dubious dealings are not uncommon in climate protection. That is demonstrated to us lay the "Golden Vulture" Award, with which the DUH "distinguishes" the most audacious climate lies every year. Campaigns by Nestlé, DHL, Capri Sonne and Avia were among the nominees in 2024. The international finance company Trade Finance Global writes that cases of greenwashing increased by 70 percent in 2023. For that reason, there is another checklist above to bring climate-committed companies out of the risk zone.

Criticism of the climate neutrality approach and CO2 compensation

We have kept one controversial topic until the very end: fundamental criticism of the climate neutrality approach and the concept of balancing CO2 by means of compensation. On this subject, the Federal Association of Con-



Companies that want to offset CO2 emissions should select climate protection projects carefully. Reputable projects fulfil certain standards and provide an impetus for development.

> consumer Centres, the NRW Consumer Centre, the Federal Environment Ministry (UBA) and Deutsche Umwelthilfe (DUH) have published well-founded statements which provide our basis. (Although their concern is also consumer relevance, which does not affect the actual argument – but companies, just like consumers, fall for untrustworthy promises and invest in dubious projects). The term “climate-neutral” on products is not statutorily protected. It merely signals that a company is making compensation payments for this product. The conditions for these compensation payments are not, however, normed or prescribed. It is possible that the entire life cycle of the product and/or only the manufacturing process in the company has been taken into consideration. Additionally, the term allows no pronouncements on whether the company has made efforts to reduce other environmental pollutants (water pollutants for instance) or whether the product itself is environmentally friendly (for example, energy efficient in use). A lack of transparency is the key word here, which can be used to summarise some of the points of criticism. Generally, the DUH regards terms such as “climate-neutral”, “CO2-neutral” or even “climate-positive” as misleading and a deception to the detriment of the climate. With them, it is suggested that products can be manufactured without damaging climate impacts. The fact is that the production of goods or services is always associated with climate gas emissions.

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www.climatepartner.com

compensation effect of forest conservation, respectively reforestation projects, in particular, is judged to be dubious, because CO2 emissions remain in the atmosphere for a much longer period than the binding of carbon in the compensation project's trees can compensate. Additionally, according to the Federal Association of Consumer Centres, the compensation certificates trade is untransparent and not statutorily regulated. According to scientific viewpoints, actual climate neutrality is only achievable at the global level and, even in the future, not at the level of individual products or companies. But the many labels that advertise individual products, services or companies as “climate-neutral” awaken exactly that impression, by leaving the global aspect unmentioned. According to DHU, claims featuring “climate-neutral” cause the appearance that all negative impacts have been compensated, but that is not the case. This, they say, has the effect that consumers utilise these products all too carelessly or even for more often, because they mistakenly believe they are doing something for the climate. Above all, the likewise not protected term “climate-positive” comes into the firing line here, suggesting that a product not only has no negative, but a positive impact on the climate. So say the critics.

Controversial paths to climate neutrality

Even the way to climate neutrality is controversial. The DHU criticises the general fact that companies in industrial states cause CO2 emissions and compensate by means of purchasing emissions credits for projects in emerging and developing countries, even there is often no evidence that the projects are actually providing this support. The

Rearranging production as a solution

All critical voices are demanding an obligation on companies to present plans for the reduction and avoidance of emissions, to which they continuously adjust their core processes, business procedures and business models and publish binding intermediate objectives (e.g. every five years). Nevertheless, critics say, funding high-value climate protection projects is important, in order to advance climate protection globally. However, in communications, this commitment should no longer be designated as a contribution to a net zero objective, but as a contribution to the climate protection objective of the host country. <

“Successful sustainability marketing requires authenticity, transparency and credibility.”

AB3 Green is a full-service agency that advises companies seeking to follow the path of sustainability. **Anke Wulf, Sustainability and Project Manager**, explains in an interview with the PSI Journal just how companies should proceed strategically and what they need to bear in mind when communicating.

It is important to note that reducing emissions has priority, and offsetting only serves as a last resort to minimise the environmental impact.

Which steps can companies take in their approach to sustainability?

Companies should take a strategic and holistic approach. Set up a sustainability team and start by taking stock and identifying weak points. Then develop a sustainability strategy with concrete goals. There are various methods to help you do this, including stakeholder analyses and materiality analyses. Review and adapt your strategy regularly. Seek support to ensure that you have partners at your side who can accompany you.

How can the concept of climate neutrality be positioned in the context of a sustainability strategy?

Climate neutrality is a central component of any sustainability strategy. It aims to reduce greenhouse gas emissions. Remaining emissions can be offset through climate protection projects. Measures to reduce environmental pollution include the introduction of renewable energies and sustainable resource management.

How can the Paris Climate Agreement be implemented in practice?

To implement the Paris Climate Agreement, companies are already taking measures to avoid and reduce emissions. These include optimising production processes and supply chains, improving energy efficiency and switching to renewable energies, as well as promoting sustainable means of transport. Unavoidable residual emissions are offset by the purchase of climate protection certificates.



Green claims, especially statements about climate neutrality, are often used in promotion and marketing. How can companies avoid falling into the grey area of greenwashing?

To avoid greenwashing and fulfil EU consumer protection rules, companies should clearly substantiate all environmental claims. This means providing accurate and verifiable data on measures and their impact, using recognised certifications and conducting independent audits. A sustainability agency supports companies in communicating sustainability strategies in an understandable way. In this way, green claims remain credible and comprehensible.

What characterises successful sustainability marketing and what are the most common mistakes?

Successful sustainability marketing requires authenticity, transparency and credibility. Common mistakes include exaggerated claims (greenwashing), a lack of evidence and insufficient integration of sustainability. Companies should set realistic, measurable goals and continuously monitor and communicate them to avoid these mistakes.

Your advice to companies for communicating their certifications and sustainable approaches?

As a sustainability agency, our advice is to communicate certifications and measures transparently with verifiable data. Use recognised labels and avoid vague statements. Here too, an external perspective helps to integrate impulses and sustainability in all areas of the company. AB3 Green supports companies in communicating their sustainability strategy consistently and credibly. <

The Christmas period offers an **ideal, because emotional terrain** for the deployment of promotional products. A targeted selection of products that embody the holiday spirit has the potential to create lasting ties.



Sweet man in XXL format

The likeable hollow chocolate Santa Claus figure from Kalfany Süße Werbung is now also available in XXL: the new super maxi chocolate Santa Claus made of 70 grams of fine milk chocolate can be customised all around as usual and impresses with its good look and delicious taste. The chocolate Santa Claus can be packaged in white, silver or golden aluminium foil and printed completely according to customers' wishes. It therefore can be adapted to any business segment. It consists of fair trade certified cocoa with at least 30 per cent cocoa. The large Santa is available in quantities of 504 or more and packaged in quantities of 24 in a counter display.



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www.tobra.io

Christmas tree decorated "green"

In keeping with the Christmas theme, tobra presents its Christmas tree pendants. Various motifs are available, including Christmas tree balls, Christmas trees, stars, snowmen and bells. The promotional product manufacturer's products are made from FSC®-certified birch wood. For promotional customisation, tobra recommends a one-sided laser engraving, which is already included. The pendants are made in Germany.



PSI 48301
 VASAD (by SL Bags - SL Lederwaren BV)
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 www.slbags.com • www.vasad.eu

Travelling in style

The Vasad All Classic Travel collection, which consists of a trolley, a weekend bag and a toiletry bag combines a classic look with modern functionality. This line of high-quality travel accessories was designed for sophisticated travellers who appreciate style and comfort. Every part, from the trolley to the weekend bag, is made of durable materials and radiates high-quality craftsmanship. The collection features smart storage solutions and luxurious details such as leather accents for the trolley, the embossed Vasad logo and robust zippers. Whether travelling on business or a planned adventure holiday, customers always travel stylishly and comfortably with the classic travel collection.



Climate-friendly customised products

The pencils available from Reidinger are either super-thin, very short or really long and can also be supplied unsharpened or sharpened on both sides as a special eye-catcher. The writing utensils specialist not only manufactures all products with the Climate Partner Label "Finanzieller Klimabeitrag" (Financial Climate Contribution), but also makes customised products with almost unlimited design possibilities. The logo and message can be individually showcased and a paint finish in special colours, dip cap and decorative ring in the desired length and colour or end cap can be applied in any colour to ensure that the pencils stand out in the crowd. The Reidinger team makes creative unique products, with which companies are guaranteed to distinguish themselves from the rest. The practical pencil configurator allows you to create truly eye-catching and unusual brand messengers with just a few clicks. The design experts are happy to provide advice on request. By the way, not only the look of the eye-catching pencil is unique, but also its environmental performance. The useful advertising messengers made from natural wood go along perfectly with our times.



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Strong cargo box

My logo on food GmbH offers an original pallet container made of paper on a mini-pallet made of real wood. The Cargo Box, a delicious delivery for the Christmas season, is made of ecologically sustainable cardboard and printed with the slogan "Santa Approved – Special Delivery" as standard. The Cargo Box No 4 is filled with an 80-gram gourmet Christmas stollen and a chocolate Santa Claus weighing 25 grams. Six additional fillings are offered. The practical Cargo Box can be custom-printed in 1c or 4c, with a 4c sticker, a tag attached to the ribbon in 4c and 4c all-over printing in quantities of 3000 or more. The mini wood pallet can also be finished by 1c printing on request.



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Custom gift sets

Shortly before the festive season, May Atki is offering a large selection of custom-designable textile products and gift sets. These range from individually designed socks, elegantly packed in gift boxes, through to comprehensive sets that contain hats, scarves, pullovers and socks. Each set is put together based on the customer's preferences. All product designs are tailored to the customer's specific requirements, with the experienced team from the Turkey-based company offering professional services. With global shipping options and a trustworthy reputation, May Atki provides services to customers across the world, including in the USA and Europe.



MOOD FOR CHRISTMAS
 GET INTO THE FESTIVE MOOD
 WITH THE NEW MOOD GUM!

ClassicDesign



0-9340 GUM

Also available as a set.



BOX 0-0944

You can find more glamorous ideas
 for your Christmas presents here.



uma-pen.com/en



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

A warm drinking pleasure

Beverage specialist Römer Drinks offers an aromatic mulled wine in an original jug. It is produced in Nuremberg according to decades of tradition. The wonderful aromas of aniseed, cinnamon, carnations and cardamom guarantee a rich, spicy and sweet taste. The mulled wine recipe can also be individually refined at home, for example with a shot or with other fruit garnishes. Just heat it, but don't boil it – and then enjoy. The bottles can be customised with your own label and a matching capsule in quantities of 60 or more. The mulled wine is also available in a 0.25 litre version and can be ordered from Römer Drinks with a customised label in quantities of 120 or more. As a non-alcoholic variant, Römer Drinks offers an alcohol-free mulled punch in a litre bottle. Also available: standard motifs in a Christmas design, in quantities of 30 or more from stock.

Opening with elegance

The high-quality bottle-opener from the range by Holz Frank combines design and sustainability in a stylish manner. The handle made out of FSC®-certified beechwood not only offers pleasant haptics, but also underscores the manufacturer's commitment to environmentally friendly materials. This opener is complemented by a chic blade made out of black stainless steel, which is both elegant and robust. This exclusive kitchen accessory is eminently suitable as a customised promotional gift. The promotional products specialist from Bavaria offers the option to provide the bottle-opener with precise laser engraving, which is ideally suited to corporate logos or individual designs. Whether intended for customers or as part of the business equipment, this bottle-opener is a practical and simultaneously aesthetically pleasing tool that will make an impression in any kitchen or bar.



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www.holz-frank.com

Recipe pads with cookie cutters

It's snowing outside, the wood stove is crackling in the living room and the smell of cinnamon is in the air. The recipe pads with cookie cutters from emotion factory Heri-Rigoni herald in the tranquil Christmas period. With the baking fun for the whole family, four heavenly baking recipes can be conjured up. These recipe pads can be selected in various creative shapes. The range for the Christmas bakery at home extends from Christmas tree via the star and the bell through to the heart. To make sure that the perfect favourite cookie is also tasty to look at, the baking recipes are complemented by a selection of eleven different, Christmas-shaped cookie cutters. The cookie will be an indulgent eye-catcher on any plate as a result. The title page of the recipe pad awaits a custom design and is therefore the perfect location for the promotional message or the festive Christmas greetings.



PSI 41016
emotion factory Heri-Rigoni GmbH
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www.emotion-factory.com



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Inspire and delight your customers early this year.





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

Eminently individual textile finishing

Textile special productions from Klam are synonymous with maximum individuality, even in small runs. Unique cuts, high-quality materials and perfectly selected colours are a privilege that was previously reserved for global players. From the first creative design idea through to textile production and finishing, together with its European partners the company from Baden-Württemberg realises textile projects that stand out from the masses and convince with quality and attention to detail. The Klam design and service team provides free advice on the widest array of possibilities for textile special productions.

Rain protection with LED-Skylight

The Fare Skylight umbrella models are the ideal companion during the dark season, which brings with it rain-slick streets, fog and crepuscular light. A built-in LED illumination at the upper end of the stick switches on automatically when the umbrella is opened and lights the holder's way – including uneven paths, puddles and dog's mess. The light can even be of help when searching through a handbag for door keys. What is more, the user is better seen by other road users. The Fare® Skylight family additionally convinces with flexible fibreglass ribs and, thanks to its high-quality windproof system, even withstands stronger gusts. The lighting makes the printing on the wedges particularly impactful. With the Fare® Allover Xpress Service, the umbrellas can receive custom printing from 100 pieces. For that purpose, a guest umbrella from the Skylight series can now be chosen alongside a pocket umbrella. Once the model has been selected, virtually any motif or desired monochrome can be printed in the corporate design all over the outer cover. Thus, corporate logos, mascots, photos of company buildings, product illustrations or other attractive photo designs will make a big impact.



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Customised Christmas greetings

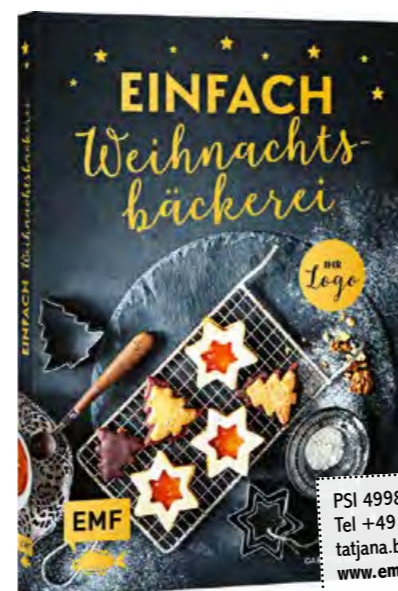
The Advent and Christmas CD catalogue 2024 from the range by CD-LUX thrills readers with innovative new products. Custom-printed Advent calendars are among the most popular promotional products during the Christmas period. The promotional message is guaranteed to stay in the focus for 24 days, without getting submerged beneath all the Christmas mail. The novelties from CD-LUX include sustainability champions such as the innovative Lindt Edition Organic Advent house, the new desk Advent calendar Organic containing Milka chocolate and the tempting Advent calendar containing Merci Petits. Creative upcycling for sustainability pioneers is embodied by the new Lindt advent calendar made out of natural cardboard, coffee cup paper or grass paper. The individual Advent calendars packed with exquisite premium branded chocolate from Lindt & Sprüngli, Milka, Sarotti or Ritter SPORT are simpatico, emotional and ideal for personal gift-giving. On request, the manufacturer will take on full individual shipping directly to the customer. CD-LUX has been financially supporting a conservation project through its products since 2016. Wherever possible, CO2 emissions are avoided and reduced at CD-LUX. Samples and free layout proposals upon request.

Omnipresent Christmas greetings

A Christmas feeling is conveyed by the logo mats from emco Bautechnik, which are produced out of sustainable Econyl® yarn. Customised, each of these Christmas mats is a unique item, guaranteed to delight and surprise the recipient. The foot mat can be optimally printed with all winter and Christmas motifs. In combination with other little presents in the same design, business partners and customers receive a high-impact surprise. The emco Christmas foot mats are guaranteed to be in the focus during the Advent and Christmas period. In addition to advantages such as the effective take-up of dirt and moisture, the carpet mat that can be printed on convinces with the permanent presence of the customer's logo. All products are Made in Germany. The minimum order quantity is just one piece. Express delivery is also possible.



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Sweet festive season

Delicious cookies and sweet desserts brighten up the Advent season and make us joyfully look forward to the Christmas holiday even more. The recipes in the Christmas baking book from Edition Michael Fischer, EMF-Verlag make do with a maximum of six ingredients. The festive classics can therefore be made quickly and easily. This way, the preparations for the festive season remain as relaxed and stress-free as possible. From Christmas stollen to Spitzbuben biscuits and spiced cupcakes, the book has everything that makes a baker's heart beat faster. The number of pages, layout and design, including the logo on the cover, can be customised to suit the advertising company.

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



PSI 49090 • TDJ Stadtgärtner GmbH
Tel 5921 8183986
werbemittel@diestadtgaertner.de
www.diestadtgaertner.de

The Wish-granter

Once a year, Die Stadtgärtner hand-pick dandelion oaks in the meadows and conjure up their signature product out of them: the wish-granter. The genuine dandelion clocks in glass are a unique gift for valued customers, excellent partners and loyal employees. They represent good wishes, are attention-grabbing, appreciative and genuine. The wish-granters available in two sizes are produced in association with local care in the community at the production site in Germany. The Big Wish-Granter is a whole dandelion clock in a high-quality jar with cork, customisable via a hanging label and a jute bag. The Small Wish-Granter contains a single dandelion clock tuft in a small corked bottle, which is secured onto a supporting card with vine twine. The supporting card can be customised with an individual corporate logo and thus becomes a very special, close-to-nature promotional gift. Using it is easy: close eyes, puff hard and believe strongly in the wish.

Turn-key ready

The key rings from Pins & mehr offer creative possibilities to enhance your market presence: By adapting to specific customer wishes, the company creates unique promotional products, which leave a lasting impression. Whether it is a company logo, catchy slogan or individual design, the possibilities for customisation are just as diverse as they are catchy. High-quality materials such as metal, leather, wood or soft rubber and precise manufacturing guarantee durability and quality. The key rings are perfectly suited as promotional gifts at trade shows, events or as a thank you to loyal customers as well. With customised key rings from Pins & mehr, the brand always remains in sight of the target group.



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www.pinsundmehr.de

Put together with care

Original and sustainable promotional gifts are supplied by Retulp Custom with its carefully put-together parcels, combinations of stylish, practical Retulp products with a selection of various vouchers that are ideal for any occasion. The selection comprises either various bestsellers or custom parcels specially sought out under the mix & match option. The promotional specialist from the Netherlands additionally offers the possibility to personalise each product in the gift parcels. Due to the combination of a customised product with a voucher, a completely tailor-made gift package can be created. This not only expresses appreciation, but is also perfectly matched with the recipient's interests and likes.



PSI 60479 • Retulp Custom B.V.
Tel +31 62 2586785 • customize@retulp.nl
www.retulp.nl



Greetings from the snowman

The mailing enhancers made in the EU from natural, FSC-certified birch plywood from team-d impress with their unbeatable advantages: the products are perfectly suitable for a Christmas mailing campaign and offer a wide range of options for printing or laser logos. The Christmas articles, which can be customised with your own motive in quantities of 200 at a low price, are delivered quickly. The motives are sawn out of a three millimetre thick, lightweight board. Greetings from a snowman, greetings from Bethlehem, snow globe tree ornaments as well as pencil holder Christmas trees are available as standard motives.



PSI 44186
team-d Import-Export Warenvertriebs GmbH
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www.halfar.com



Reflective companion

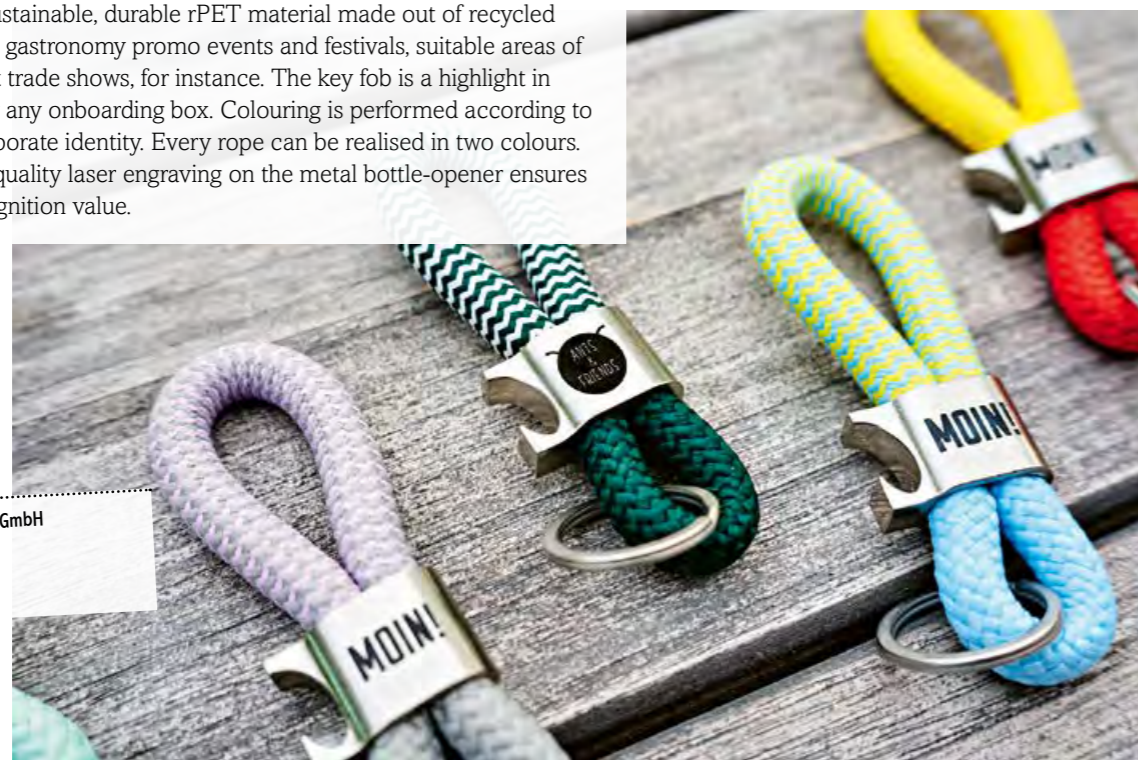
Those wishing to present their company, merchandise, service or message individually and visibly day and night will find reflective tags, stickers, snap-on tapes and other eye-catching products at reflAktive, a brand of safeReflex GmbH. Even special shapes can be made in small quantities at relatively low tool costs. By producing in Germany and with German or European materials, the manufacturer complies with the Supply Chain Act as far as possible. The products are ideally suited for outdoor use and sports, for bicycles, pedestrians, walker and wheelchair users as well as other road users. They are also frequently used for mailing campaigns or product inserts. The manufacturer's staff are available to advise you on the selection and design of suitable products.



PSI 46970
reflAktive – Eine Marke der safeReflex GmbH
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www.reflaktive.de

A useful innovation with added value

Ants & friends presents its self-developed, innovative 2-in-1 key fob with bottle-opener. The gadget, whose design and utility patents are registered, constitutes a modern, stylish and high-quality promotional message bearer and is a unique product that goes beyond the function of a simple accessory: it opens any soft drink with crown cap with ease. For its manufacture, sustainable, durable rPET material made out of recycled PET bottles is used. Besides gastronomy promo events and festivals, suitable areas of use also include recruitment trade shows, for instance. The key fob is a highlight in every gift set or respectively any onboarding box. Colouring is performed according to Pantone in line with the corporate identity. Every rope can be realised in two colours. Finishing by means of high-quality laser engraving on the metal bottle-opener ensures stylish and long-lasting recognition value.



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PSI 42020 • MBW Vertriebsges. mbH
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www.mbw.sh



Tailor-made marketing

Prospective buyers of the range of promotional products specially made by mbw® insist on tailor-made marketing. With the exclusive special models, the North Germans offer endless possibilities for staging the desired promotional message. Be they Schnabels® squeaky ducks, MiniFeet® cuddly animals, Schmoozies® display cleaners or anti-stress products from the renowned brands Squeezies® and Herr Bert® – together with the highly qualified customer advisors, individual, appealing figures, perfectly adapted to the target group, are developed, including realisation in special colours. Once the desired colour has been notified, mbw immediately presents an impressive visualisation. The appealing figures of choice can be supplied swiftly, straightforwardly and even in minimal order quantities.

Decorations made out of apple peel

Ro-we presents a new collection of Christmas decorations made out of Apple-Skin material. Apple-Skin is a material that is produced out of apple peels and pips. For optimum performance, the promotional products specialists from Italy have combined the apple with a cork basis that is likewise plant-based and vegan. These Christmas baubles can be digitally printed on both sides, which makes them a perfect item for end customers. There are virtually no limits to creativity from a minimum order quantity of 100 pieces. With reference to shape, the Christmas decoration can be realised as a round Christmas bauble, in a star shape, as well as a spherical 3D Christmas bauble with dovetailing. The products are made in Italy.



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PSI 41853 • Frank Bürsten GmbH
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www.frank-brushes.de

Best leather care

Frank Bürsten is presenting the ideal Christmas present for smooth leather shoes, its shoe care set Black Box. Each set contains two beautiful, elegant and high-quality horsehair cream brushes, horsehair shine brushes, shoe polishes and polishing cloths. The set is rounded off by a useful shoehorn, which makes it easy to put on shoes. This shoe care set includes everything you need for the perfect care of smooth leather shoes. The shoe polish is gently applied and rubbed in with the cream brushes. The polishing brushes then make the shoes shine. Regular care will ensure an excellent appearance, long life and enjoyment of the shoes. The whole set is packaged in a black cardboard box. The company, which is known for its decades of experience in the production of high-quality brushes, can implement individual company or advertising logos on the box and on the brushes on request.



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A box seat for credit cards

Under the brand RE98® – Classics & Ideas, Cologne-based promotional products multispecialist Reflects® pulls the latest ace out its sleeve: the RE98-Grand Ouvert credit card holder. The in-house development impresses with its nifty fan function, which enables quick and convenient access to the cards. The practical credit card holder with room for up to five credit cards fits into any pocket. The intuitive push mechanism makes it possible to push the cards gently upwards and to fan them out for a swift overview, as in a card game. In addition, the cards can be removed individually with playful ease. The slender case consists of aluminium and recycled ABS plastic and comprises reliable RFID scanning protection. The RE98-Grand Ouvert can be finished for high impact by means of laser engraving, pad printing and UV printing. The generous, consistently visible aluminium surface is ideal for the presentation of logos and slogans. Appealing gift packaging enhances the product in addition.

Nostalgically coloured

It is smart to link ecological sustainability and nostalgia and combine pioneering design with short delivery routes, as the Europe bags series from Halfar® does. What's special: all bags in the series are made in Europe and directly available from stock, which ensures good delivery conditions for the festive season. In addition to five other colours, it is above all the mottled red that makes this series the ideal Christmas collection. This colour gives the recycled rPET material an extra bit of nostalgic festiveness. With its two notebook backpacks, a laptop backpack, a notebook bag and a sports or travel bag, the Europe series is geared towards a broad range of target groups and occasions. Depending on the model, selected details such as magnetic fasteners, metal accessories, padding, extra handles, trolley loops and hidden zipper compartments add a special touch to the minimalist design.



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www.doseplus.de



Perfect Christmas decorations

The exclusive cookie jar made out of high-quality tin plate from the range by Dosenspezialist gets everyone looking forward to the Christmas festivities: it is ideally suited for festive gift sets, filled with delicious treats. The jar can be personalised with a corporate logo or a custom design by means of digital printing, embossing or laser engraving. Food safe and suppliable at short notice, it is an ideal gift for employees or customers. Various shapes are available for selection, including round, angular or square, to suit all tastes and every design concept. One's own brand can be perfectly positioned with a unique Christmas gift – unforgettable Christmas moments.

Healthy snack

Power meets flavour in the spicy-sweet Snack Balls from Der Zuckerbäcker: the delicious nut and dried fruit balls are the perfect natural snack for small appetites. They are ideal for balancing out stress in the office or as a treat while Christmas shopping. The Energy Balls without sugar supplements or artificial aromas are always welcome. The cinnamon almond variety is vegan and enchants with its subtle spiciness combined with the sweetness of dates, figs, grapes and plums. The individually printed label in quantities of 50 or more positively and lastingly conveys the advertising message to the world. The high-quality jars can be refilled or reused as storage jars.



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- Advert -



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

Front row for travel documents

Reflective Traveller, the document case from Troika, not only serves as an organisational HQ, but is simultaneously an illuminating companion: with its reflective material, it always ensures optimum visibility even in adventurous travel situations. The highly reflective, smart organisation talent features waterproof zippers and hand loop, a front pocket for smartphone or passport, eleven interior compartments for cards and travel documents, as well as a pen loop. Reflective Traveller, available in grey, is 100% made out of polyester. The hand loop ensures easy carrying, while the grey design lends the case a modern and stylish look.



Generous Advent calendar

Advent calendars are well established classic Christmas gifts. Those wishing to stand out and simultaneously become socially engaged will now find new individually printable Advent calendars with chocolate bars from the social impact brand "share" exclusively at Jung. Filled with 24 share chocolate bars, each Advent calendar donates a meal for a child suffering from hunger in Somalia. This way, you can do a good deed with the new house-shaped chocolate Advent calendar. Thanks to its 360-degree design, the new bus-shaped 3D Advent calendar bus is particularly eye-catching. Jung also offers many calendars with environmentally friendly paper inlays that can be disposed of in the paper bin. As an inexpensive give-away alternative, the manufacturer offers the new Klett Santa Claus in 15 grams. Small, delicious and reason enough to remember the advertising message.



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PSI 49348 • Boogie Design
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boogie@boogie-design.pl
www.boogie-design.com

Feel-good winter products

The thought of winter, Christmas and presents evokes associations such as warmth, comfort and cosiness. Along these lines, Boogie Design focuses on feel-good products made of soft and natural wool felt as well as safe and environmentally friendly recycling felts made in Europe. The company from Poland has worked with these materials for almost 20 years. And these products have something that makes everyone want to keep them for a long time: their ability to age beautifully. The range of products of the eastern European promotional products specialist comprises many classic Christmas products as well as new products developed in-house every year. The Boogie Design team is also available for planning special projects.

Peppery promotional arguments

Customers seeking a stylish, multi-use promotional product will find what they are looking for at Spranz. The Metmaxx® salt and pepper mill OrganicDuo is executed in silver. The beautiful product comprises a manually operated salt and pepper mill with ceramic grinders. The product with a designer metal body can be easily calibrated and comes supplied without contents in a designer cardboard box in packaging units of 30 pieces each. Additional designer products without a design surcharge can be found in the Spranz promotional products catalogue, obtainable free of charge.



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

LOLLIS MIT FIRMENLOGO

Passend zur Weihnachtszeit bietet das Lolli-Start Up „Salon Buck“ Logo Lollis mit einem innovativen, weihnachtlichen Twist an!

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SALON BUCK



PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co KG
Tel +49 7834 973-0 • klio@klio.com
www.klio.com



Stylish documentation

The Unique product family from Klio-Eterna combines special materials with high-quality finishing and exquisite design. Besides the traditional ballpoint pen, the high-quality metal writing instrument is also available as a refined rollerball variant. The already highly sophisticated overall impression is supported by the high intrinsic weight and the sprung steel clip. Whether modern carbon or noble walnut wood, the Unique models convince both optically and haptically and leave behind a lasting impression with the recipient. The writing instruments produced out of solid brass possess a gleaming silver tip and an upper section to match. Analogously to the ballpoint pens, the gripping section and the cap are retained in a silver optic in the rollerball variants as well. Personalisation in the form of permanent laser engraving combined with a matching gift case complete the customised and exclusive present.



Practical kitchen utensils

The marcolor print shop offers present sets such as the kitchen utensil duo, consisting of a dish cloth and sponge cloth. Both cloths are customised by direct printing according to the customer's wishes and then combined into a set using a specially produced recycled paper sleeve. This results in a beautiful and useful gift. For the kitchen cloth, you may choose between cotton and half-linen, while the sponge cloths are made of an impressive mix of cotton, wood and cellulose and therefore are entirely plastic-free. The minimum order quantity is 100. A ready-made design template for Christmas or Easter can be used for the sponge cloths, into which your own logo can be integrated.

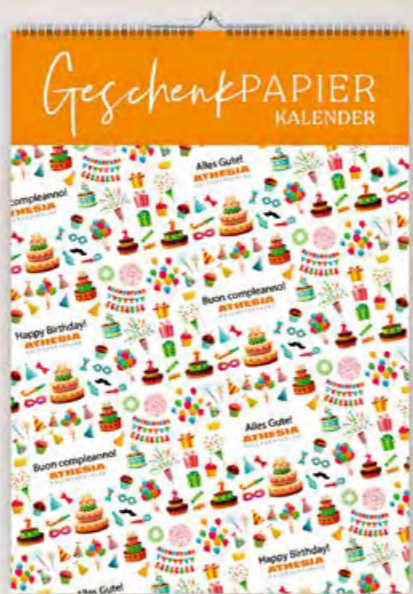


PSI 60675 • marcolor GmbH & Co. KG
Tel +49 6562 93126-0
kontakt@marcolor.de
www.marcolor.de



Calendar with a second life

Promotional calendars are one of the absolute classics among the haptic promotional message bearers. The calendar from Athesia calendar publishers now offers a secondary utilisation, since the desired designs are given a second life as gift wrap, making the sustainable gift wrap-calendar a winner with practical added value. This way, the promotional gift can be combined with custom design and sustainability as gift packaging in a 2025 wall calendar. The calendar is subtly incorporated and, due to its 49 × 68-centimetre format, also makes an eye-catching feature on the wall. A customised corporate gift wrap calendar can be produced from a run of 250 pieces, climate neutrally in addition upon request.



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



PSI 48917 • Promo House s.c.
Tel +48 12 4114242
biuro@promohouse.pl
www.promohouse.pl

Protects against the sun, wind and cold

The unobtrusive cotton bandana with Christmas elements from Promo House is an ideal Christmas gift, in particular for people who are active outdoors. The product protects against the sun, wind and cold. Companies often use it for various large-scale events, as a bandana can perfectly showcase the logo or company's product despite the small advertising space. The Polish promotional products specialist manufactures square-shaped scarves from cotton, polyester, viscose, cotton, blended fabrics and, for upmarket customers, silk as well.

Beverages to keep warm

Hot drinks are a necessity during the cold part of the year. To stylishly enjoy a soothing cup of tea or hot chocolate over Christmas, Römer Lifestyle offers its imaginative Rominox® mug made of porcelain with a golden Merry Christmas inscription. Classy and perfect for the festive season. The mug has a capacity of 350 millilitres and comes in attractive gift packaging. The mug will quickly become a favourite accessory at home or in the office, and not only at Christmas time.

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





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



Lighting around corners

The front light from Troika dispenses white LED light at 150 lumens, at either 50 or 100 percent. The lamp head can be flexed by up to 90 degrees for optimum illumination. The lateral COB-LEDs manage 120 lumens in white as working light or red as warning light. Moreover, a quick flashing function comes included. The 800 mAh lithium-ion battery of the splashproof light can be recharged in an environmentally friendly way via the built-in USB plug. For securing it wherever light is needed, the product possesses a rotatable magnetic holder, a belt clip, and an elastic headband. The light consists of aluminium and ABS plastic and is executed in red.



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

Tea and spices

The most popular Christmas products from Henosa-Plantanas Group GmbH are the various types of tea, packaged in packets, tins and cork jars as well as delicious chocolate nuts such as roasted almonds, snow almonds and cinnamon almonds. Those interested can choose between paper and glossy bags in various colours. The items are packaged in 50 and 100-gram packets or 100-gram tins. In quantities of 100 or more, these promotional products are available with a custom label, with a freely selectable content. A wooden box can also be customised on request. A neutral advertising flyer for forwarding to the end customer is available for download at the following Internet link: <http://downloads.henosa.de/pdf/LeckereWeihnachtsIdeen.pdf>



Wellness at your desk

The Nature present set from Gabriele Bühring and her team is a personal wellness oasis at your workplace. The ecologically sustainable set made of natural and recycled cork from ecological cultivation can be individually made even in small quantities and is lovingly packaged. The small fascia roll for loosening tense muscles, the fascia ball for targeted massages for the neck and feet area and the natural cork desk pad or mouse pad are perfect for a short time-out to enhance your own health: this is not only environmentally friendly, but also provides a pleasant working experience and is additionally available with a gel pad on request. Finishing by elegant laser engraving or printing is recommended. The cork can be dyed individually for larger quantities. The Nature present set is not only an ecologically sustainable eye-catcher, but also simultaneously provides diverse possibilities to relax and recuperate directly at your desk, while enabling more well-being and productivity in everyday working life.



PSI 40807 • Gabriele Bühring
Tel +49 4154 79540-0
Vertrieb@Buehring-Shop.com
www.buehring-shop.com

Christmas, sampled

From today, mbw is supplying interested companies with a Christmas and New Year-themed box of samples for the effortless, cost-effective and target group-oriented provision of samples to customers. This unique box is filled to the brim with plush items, display cleaners, rubber ducks, dog toys and the popular Herr Bert® figure, to match the festive season. These promotional products have a versatile array of uses as employee gift, customer surprise, sponsorship of the local kindergarten's Christmas party or as a give-away referencing one's own product. They offer the perfect solution for presenting the deployed promotional products in a practically relevant way and optimally meeting the needs of customers. The sample boxes can be ordered from today and mbw can send them straight to the customer in neutral packaging.



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

- Advert -



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FOR A WINNING PROMOTION,
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PREMIUM
PRODUCT

QUALITY AND
ENVIRONMENTAL
CERTIFICATION



MOOD for Christmas

The new MOOD GUM from uma creates festive moments to remember. With its ornate details and matt GUM surface, it is not only an eye-catcher, but also a welcome gift for dear relatives, friends or business partners. The soft-touch surface and the soft twist mechanism ensure a pleasant writing experience. It is ideal for writing Christmas cards or important notes. The exquisite quality of the writing utensil is rounded off by laser engraving. Combined with a stylish case, it makes the perfect Christmas present. The biro is even more impressive when combined with a matching rollerball. This way, it is doubly effective as an advertising medium.



PSI 41848
uma Schreibgeräte Ullmann GmbH
Tel +49 7832 707-0 • info@uma-pen.com
www.uma-pen.com

PSI 40785 • Schreiner Coburg GmbH
Tel +49 9561 833011 • info@lineale.de
www.schreinercoburg.de



Individual office utensils

Customised products are standard at office supplies manufacturer Schreiner Coburg. The broad range of products includes, for example, rulers in special lengths and widths for maximum advertising space, in special contours and shapes and as templates, date sliders or data slices, made from plastic or aluminium. Schreiner Coburg specialises in realising special requests with the same care and quality as any standard item. The products are finished on one or both sides by means of using screen, digital or UV offset printing. The Bavarian company manufactures all of its products in Germany and will provide an offer quotation on request.

PSI 60604 • LARQ inc.
Tel +31 639 762598
sales.international@livelarq.com
www.livelarq.com

Water at its finest

With the Larq bottles, not only athletes make the switch to clean, good-tasting water at home and on the move: besides the Twist Top Bottle with its attractive, award-winning two-colour design, the Flip Top Bottle with a Flip-Top straw for sipping and a carabiner for easy carrying is also up for selection. Both drinking vessels are double-walled vacuum insulated, in order to keep water cold for up to 24 hours. What is more, they are dishwasher-proof and can be upgraded for improved intake of liquid. The Larq bottle can be adapted using intelligent extra devices for mobile water purification or filtering. All are compatible with the PureVis™ or Nano Zero technology from Larq.



Rollink



Folds flat to
7cm thick



Made of durable
polycarbonate
hard shells



Fits carry-on
requirements for
most major airlines



Lightweight



Easy to Co-Brand

Max Wagner GmbH
Tel. +49(0)151-70359285
info@rollink-koffer.de
www.rollink-koffer.de



KICK AND RUSH and VAN BAVEL merge

The companies KICK AND RUSH and VAN BAVEL – Enjoy Giving have merged to form the KICK AND RUSH GROUP. According to a statement from the two companies, „this strategic merger makes the Belgian group one of the most important players in Western Europe“ in the merchandising sector.

The newly formed KICK AND RUSH GROUP aims to create „authentic connections between brands, companies and people by offering lean solutions with a human touch“.

„The right product in the right form that supports a clear strategy is what will create an authentic connection between your brand and your audience,“ says Tom Verhaert, CEO of KICK AND RUSH. „VAN BAVEL – Enjoy Giving has an excellent reputation in the branded goods sector, working with renowned brands such as Chiquita, Barry Callebaut, Volkswagen (D‘Ieteren) and Makita. Their expertise fits in perfectly with KICK AND RUSH’s extensive client list, which includes Toyota, Veolia, Dassault, Daikin, Komatsu and many others,“ Verhaert continues.

While VAN BAVEL – Enjoy Giving has many years of experience in drop shipping and managing individual projects, KICK AND RUSH distinguishes itself through its approach to comprehensive global and local merchandising programmes.

The company specialises in the creation of fully integrated digital solutions, web shops and warehousing, offering its customers total transparency and security.

Expertise and transparency in ESG are essential qualities that the new KICK AND RUSH GROUP, now strengthened by VAN BAVEL – Enjoy Giving, brings to the table. As a result of the merger, the Kick And Rush Group will achieve a combined turnover of 30 million euros, according to the press release. As a result of the merger, Van Bavel – Enjoy Giving and Kick And Rush will be seamlessly integrated into the Kick And Rush Group. Michel Van Bavel, former CEO of Van Bavel – Enjoy Giving, will assume the position of Chief Growth Officer.

About the companies: Kick And Rush offers comprehensive branded merchandise solutions, from custom item creation to fulfilment and fulfilment. With operational systems including e-commerce solutions and a state-of-the-art warehouse, the growing team of merchandising experts works to create authentic connections between brands, businesses and people.

Since 1953, VAN BAVEL – Enjoy Giving has been a successful promotional merchandise specialist. The experienced team takes care of effective campaigns from brainstorming to delivery. The portfolio includes original promotional items, premiums and POS materials. „Thanks to our network of reliable partners, we guarantee competitive prices and delivery times while adhering to CSR and sustainability standards. With almost seventy years of experience, VAN BAVEL is a trustworthy partner in the promotional products sector with a strong presence in Flanders,“ says the company.

www.kickandrush.com

Drinkware manufacturer declares insolvency

Listawood (A T Promotions Ltd) has declared insolvency. Ben Peterson and Lee Causer from BDO LLP were appointed the company’s joint administrators on 3 June 2024, as can be read on the company website listawood.com. Established in 1988 as a small-sized provider of magnetic games, Listawood took its first steps on the promotional market in 1992,

reports the website of British industry service provider Sourcing City. The drinkware manufacturer, which was active Europe-wide, intended to meet the ensuing boom in demand for its products with factories in India, Poland and the Netherlands.

Listawood had been an exhibitor at the PSI trade show as recently as in January 2024.

Queries in relation to the company should be addressed to: BRCMTNorthandScotland@bdo.co.uk

www.listawood.com



KICK AND RUSH / VAN BAVEL

Picture: (from left): Thibaut Fontaine (Chairman of Board of Directors Kick and Rush), Michel van Bavel (Founder of Van Bavel), Tom Verhaert (CEO Kick and Rush). Photo: KICK AND RUSH

European associations join forces in the EAC

In the week after Whitsun, several European associations and the American industry association Promotional Products Association International (PPAI) met in Stockholm, Sweden, with the aim of further advancing the promotional products industry. According to a press release, representatives from the ten participating EU countries agreed to establish the ‘European Association Cooperation’ (EAC) in order to better coordinate efforts within the industry and tackle common challenges. PSI Director Petra Lassahn also took part in the meeting as a representative of the European promotional products network, which has 5,000 international member companies.

According to the press release, the aim of the EAC

is to promote cooperation throughout Europe in order to maximise the value of the promotional products industry in the individual countries: ‘Despite many common challenges, the promotional products industry in Europe has traditionally worked on a country-specific basis. The creation of the EAC is a crucial step towards a more harmonised approach where common problem solving will improve industry standards and practices across the continent.’

Focus on sustainability and compliance

Two of the main issues the EAC is addressing are sustainability and compliance, ‘critical issues facing the promotional products market in the EU. The EAC is committed to taking a leadership role and setting standards that promote sustainable practices across the industry,’ it continues. A number of other topics were also on the agenda of the meeting, including the formalisation of the EAC as an organisation. The newly established legal entity, called the Association Internationale Sans But Lucratif (AISBL), will be based in Brussels, Belgium.

Over the course of the two days, participants engaged in ‘productive discussions and strategic planning sessions’. In the evenings, the group explored the cultural and historical sights of Stockholm, fostering a sense of community and mutual understanding. ‘This collaboration represents an important milestone in the promotional products industry and promises to improve co-operation, drive innovation and set higher standards across Europe,’ the meeting concluded.

About EAC

The EAC (European Associations Cooperation) is a newly established industry organisation for cooperation between the many different national trade associations in Europe. The aim of the EAC is to raise the profile of the promotional products and textile industry at European level through the exchange of best practice between member countries.



Group picture with the participants of the EAC meeting in Stockholm.

Task forces set up by the EAC:

- Tax / Legal (Austria)
- Politics / Lobby (Belgium)
- Communication / Marketing / Exhibitions / Trade Fairs (Germany)
- Education / Academy (Netherlands)
- Digitalisation (Switzerland)
- European / Global Monitor / Figures (France)
- Sustainability (Sweden)

Countries represented in the EAC:

Austria • Austria Belgium • Belgium France
Germany • Italy • Netherlands • Poland
Spain / Portugal • Sweden • United Kingdom
United States (unofficial and not official member of the EAC)

Museum of Promotional Articles goes Europe

Following its impressive premiere at the PSI Trade Fair 2024 in Düsseldorf, the Museum of Promotional Articles – MoPA for short – is going on a European tour. The mobile exhibition, which is dedicated to the development of the haptic form of advertising in the form of a detailed documentation and deals in detail with the current and future icons of the promotional products and merchandising industry, is the work of the Cybergroup International team.

Cybergroup CEO Steven Baumgaertner announced at the opening of the MoPA that the presentation would be sent on tour: 'In cooperation with the leading European associations, the exhibits and the history of the promotional product will inspire visitors throughout Europe.'

The exhibition had its first successful stop on the tour at HAPTICA® live in March this year, where Baumgaertner says a number of other contacts have already been made, including with universities. He has now announced that the MoPA will be on display at 'The Supplierdays 2024' in Houten, the Netherlands, on 4 and 5 September. According to Baumgaertner, a further date is then planned in Paris in 2025.

The pop-up exhibition documents the history of advertising and the development of 'classic' product groups on 170 square metres, divided into six rooms and a MoPA Museum Shop. Each room represents the development of individual

product worlds, from their general creation to their first use in the world of advertising. And, of course, the focus is also on the future: where and how are promotional products and merchandising developing? What influence do modern technologies have and how can they be integrated into our future of haptic advertising? In this way, MoPA also addresses the latest issues affecting the promotional products industry. Further information can be found at: www.mopa.world



Thomas Buscher steps on the gas for Bartenbach

Thomas Buscher is the new Key Account Manager at Bartenbach Werbemittel GmbH & Co. KG, the promotional products specialist in Mainz. With his 30 years of experience in the manufacturer, distributor and importer sides of haptic advertising, Buscher has knowledge of all aspects of the industry. By taking Buscher on board, Bartenbach is reinforcing its consulting and sales team.

Since April 2024, the 59-year-old from Worms has assumed responsibility at Bartenbach Werbemittel for key account customers. He will be out and about in field sales and also assist the sales department in acquiring new clients: 'I am a fan of haptic advertising, and you can only really bring it closer to customers through direct contact.'

Thomas Buscher, a passionate motorcyclist and team athlete, takes the same approach to his work as he does with his hobbies: 'I want to step on the gas for ideas, and Bartenbach offers an ideal platform for this. My goal is to win over agency clients as promotional product clients and vice versa.'

www.bartenbach-werbemittel.de



Thomas Buscher. Picture: Bartenbach Werbemittel GmbH & Co. KG

The Icon – now digital: The new LAMY safari note+

As countless studies have proven, writing by hand means better thinking. Handwriting is a crucial key to life-long learning. Based on this finding the company Lamy, with its eponymous brand of high-quality designer writing instruments, places its focus on writing by hand – digitally and analogously. It is part of Lamy's mission to convey writing by hand into the digital age. From July 2024, iPad users will also benefit from the extraordinary Lamy expertise in ergonomic writing instruments: with the LAMY safari note+, which has been developed specifically for the iPad, an additional "digital writing" product joins the brand's portfolio. Based on the global bestseller LAMY safari, it combines tried and trusted ergonomic pluses with the latest technology – four colour ways enable individual expression at the same time, transforming the LAMY safari note+ into a lifestyle accessory.

The launch of the LAMY safari note+ now expands the range of the brand's digital writing instruments by use on the iPad. In digital deployment, the ergonomically moulded gripping section of the LAMY safari note+ takes care of effortless writing by hand. The fine tip ensures crisp, clear text. In addition, its particular tilt and pressure sensitivity combined with matching apps makes it possible to produce different line thicknesses and shades, similarly to a pencil. The individuality of a person's unique handwriting is preserved.

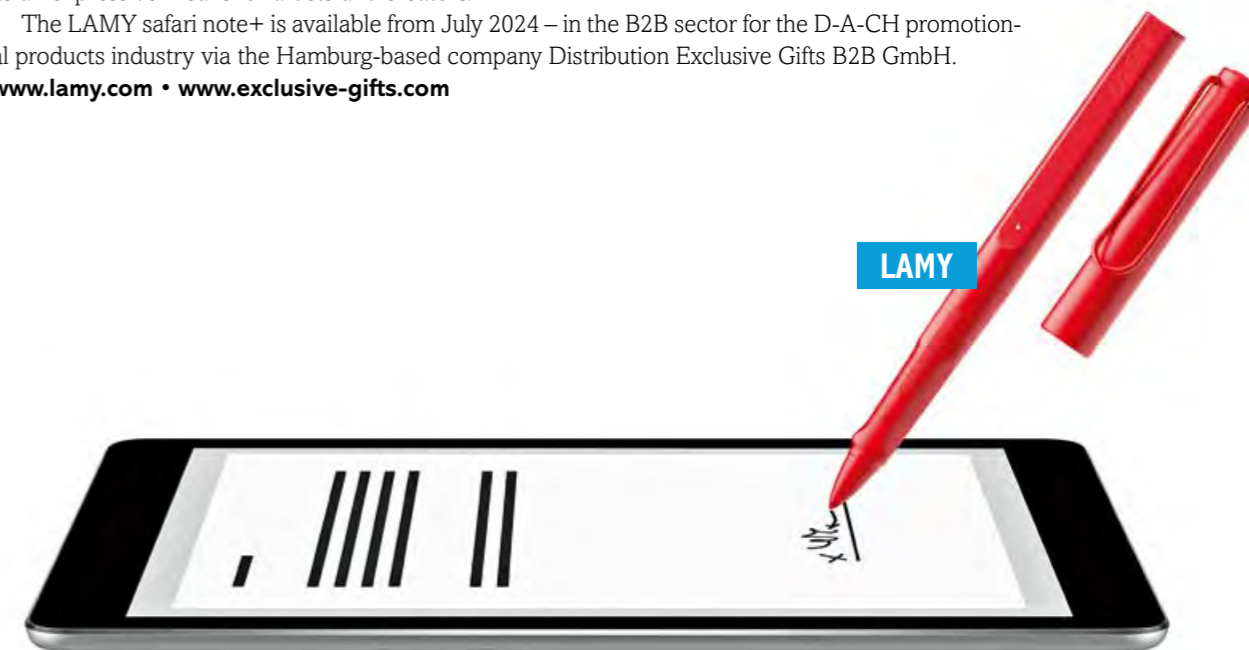
The LAMY safari note+ offers two function keys for user-defined quick accesses that make working with different apps easier. The long battery life of up to ten hours and a USB-C charger, for problem-free charging during parallel use, guarantee that individual creative flow is never disrupted at any time. In terms of colour scheme, individuality is in the foreground: All Black, White, Steel Black and Red. Like its analogue counterpart, the LAMY safari note+ also allows a personal statement to be made.

The LAMY safari ranks among the classics in the writing instruments segment. "The LAMY safari has been one of the design icons in writing instruments since 1980," reports COO/CFO Peter Utsch. "More than 60 million of them have now been sold." Lamy remains true to its icon's features, even in the digital LAMY safari note+: the ergonomic gripping zone and the self-sprung clip, along with an attachable cap for protecting the tip, are derived from the analogue version of the LAMY safari.

Many years of experience in the field of analogue writing instruments mean that Lamy is capable of meeting the specific needs of writing enthusiasts of all ages in the digital sector. "With our expansion of the Digital Writing segment we are creating the pre-requisites for leading handwriting as a learning and creative competence into the future," says CEO Steffen Rübke. The LAMY safari note+ finds uses in a variety of areas: as a companion for pupils and students, as a tool for young professionals or as an expressive means for artists and creators.

The LAMY safari note+ is available from July 2024 – in the B2B sector for the D-A-CH promotional products industry via the Hamburg-based company Distribution Exclusive Gifts B2B GmbH.

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



Configurable cable set wins Red Dot Award 2024

The configurable 6-in-1 cable set REEVES-myConvertics from the Cologne-based specialist for haptic promotional products, REFLECTS®, was bestowed the Red Dot Award 2024 for exceptional product design. The REFLECTS® design convinced the international jury with its high design quality and originality. The award ceremony will be held in Essen, Germany, in June 2024.

The cable set, which came on the market in the spring of 2023, can be configured by colour. Optionally, the black or white cable case can be combined with a silicone ring in 17 corresponding colours. While the case is made from recycled ABS plastic, the cable and adapter are made from recycled TPE plastic. REFLECTS® gives customers a special option with an elegant bamboo version: the REEVES-Convertics Bamboo. This innovative further development combines powerful functions with a warm, elegant aesthetics. This version also features a cable and plugs made from recycled TPE plastic.

REEVES-myConvertics and REEVES-Convertics Bamboo contain a USB-C to USB-C cable with up to 60 watts, an 8-pin for Apple® adapters, a micro-USB adapter and a USB-A adapter. The cable is suitable for both quick loading and convenient data transmission. Thanks to the magnetic fastener, the round-shaped case remains securely closed. The cover can be easily opened by gently turning and pushing it. The case can be conveniently attached to a bag, rucksack or the like. The case offers a large space for advertising messages and can be imprinted on both sides with pad printing or UV printing. The bamboo case can also be finished with CO2 laser engraving. www.reflects.com



REFLECTS®

red dot winner 2024

BERENDSOHN presents new ebsite

BERENDSOHN AG, a renowned German provider of directly distributed promotional products, has introduced a new website at www.berendsohn.de. The new website comes to customers and prospects with a clear and well laid-out design characterised by emotive entry screens and appealing product photos. In addition to the modern look & feel, user prompting has also been reworked and adapted to the needs of optimised usability. Those looking for effective brand messages will find the right inspiration in the online shop. There, the marketing professionals from BERENDSOHN have integrated a hand-picked preselection of unusual promotional products including numerous design classics, products exclusive to BERENDSOHN and sustainably manufactured products. A central function of the new website is the promotional products configuration, which allows customers to have a logo or a specific promotional message printed on their favourite promotional giveaway. These personalised solutions are particularly attractive for small and medium-sized companies (SMEs) that place great value on unique marketing instruments with high recognition, in order to reach their target groups.

Multi-channel advantage: for those merely seeking initial information in the online shop and desiring in-person consultation, an experienced promotional products expert from BERENDSOHN will come and present the favourite products on prospects' own premises. As further word comes out of Hamburg, "the relaunch underscores the BERENDSOHN philosophy of being perceived as a concept partner in the promotional market." Thus, comprehensive digital services are offered, which are realised in-house by qualified industry professionals. All this is intended to supply customers with additional coverage beyond their analogue presence and enable them to focus on their business at the same time. www.berendsohn.de



BERENDSOHN



At the end of the training days, all participants were awarded a 'certificate'.

GWW Young Professionals

The fruit gum production at the specialist Kalfany Süße Werbung was also visited.



During the factory tour at the writing instrument specialist uma in Fischerbach.

First 'academy' for the next generation of promotional products professionals

In May last year, the 'GWW Young Professionals' started their mission to inspire young and committed people for the promotional products industry. The main focus is on networking and further training. In mid-May 2024, the 'Training & Events' working group organised the first 'Academy' for the next generation of promotional products professionals among GWW members.

The academy is a new training and networking event designed to introduce aspiring promotional products professionals to interesting training content and networking opportunities. The available places at the first meeting of this kind were quickly filled. The programme for the 16 academy participants included visits to the promotional confectionery manufacturer Kalfany Süße Werbung in Herbolzheim and the writing instrument specialist uma in Fischerbach.

The focus there was on guided tours through the production areas of the two companies, combined with training in the various printing techniques used in the companies to personalise the products and packaging. A meeting with a management executive of one of the largest local companies provided interesting facts from everyday business life. Topics such as product composition, digitalisation and sustainability were also on the agenda. The participants used their free time at the evening get-togethers to get to know each other better and exchange ideas. At the end of the training days, all participants were presented with a 'certificate'.

'As our industry thrives on the relationships between the people involved, we had planned a number of things to turn the academy into a networking event. Given the extremely harmonious atmosphere during the days and the initial positive feedback from the participants, we seem to have succeeded in doing this,' summarises Steffen Fischer, who organised the academy. 'We also seem to have found the right combination of theory and practice with this event. The positive response has encouraged us to continue in this direction and offer further training events. If we succeed in attracting and retaining young people for our profession, our endeavours will have been successful. After all, the industry can make very good use of 'young blood,' says Fischer, summarising the academy days, not without thanking the event's supporters, the companies Kalfany Süße Werbung, uma Schreibgeräte Ullmann, IP Adelt, WIL Langenberg and Geiger Notes, on behalf of the GWW Young Professionals.

Supporters of the first GWW Young Professionals Academy:

- IP Adelt GmbH
- WIL Langenberg GmbH
- Geiger Notes AG
- Kalfany Süße Werbung GmbH & Co KG
- uma Schreibgeräte Ullmann GmbH

Major autumn trade show in the Netherlands

The Supplierdays in Houten, the Netherlands, open their doors on 4 and 5 September 2024. The “biggest autumn trade show in the promotional products industry”, according to the organisers PPP and PromZ, is being launched for the first time under its new name. Hitherto, the Supplierdays, as “De Leveranciersdagen”, were a fixed component in the haptically promoting trade show calendar.

The new name is “a logical step”, say PromZ. As a trade show organisation, the focus on both the exhibitor and visitor side is increasingly on Northern Europe, the organisers say. There is a further novelty: for the first time, two halls will be occupied in the Expo Houten, which offers more than 200 exhibitors the opportunity to present their products and services. The Supplierdays are addressed at suppliers, importers, distributors of promotional products and services, and agencies. The Museum of Promotional Articles (MoPA) will likewise be in attendance. The pop-up exhibition by Cybergroup International, which celebrated its impressive debut at this year’s PSI, is devoted to the development of the haptic promotional form and deals with present-day and future icons of the promotional products and merchandising industry. Further information on Supplierdays 2024 can be found at: thesupplierdays.com/en



hibition by Cybergroup International, which celebrated its impressive debut at this year’s PSI, is devoted to the development of the haptic promotional form and deals with present-day and future icons of the promotional products and merchandising industry. Further information on Supplierdays 2024 can be found at: thesupplierdays.com/en

MEDICAL promotion expands its marketing and sales team

The company GRAMM medical healthcare GmbH has consistently expanded its business segment ‘MEDICAL promotion’ over the years to take care of its promotional product distributors and meet their needs. ‘In light of the growing demand for first aid products, we recently decided to boost our MEDICAL promotion business segment and expand our in-house sales and marketing team’, explains Managing Director Marc Sauer. Amanda Giatti is now responsible for graphic design, layout and preparation of printing data for the first aid promotional products. Petra Vogel and Martha Lisavakis are experienced sales professionals who will assume the responsibility for order processing and customer service. They highly value providing personal and professional customer service.

As a German manufacturer, the company GRAMM medical healthcare GmbH, known in the promotional product world as MEDICAL promotion, has the highest quality standards for these sensitive products. It wants to encourage every promotional product distributor to inform themselves about what exactly the increasingly strict laws for medical products mean for them and who is responsible for ensuring the accurate, standard-compliant labelling, production and marketability of bandaging materials. ‘Unfortunately, a variety of suppliers still sell goods from the Far East without conforming to relevant European standards. Promotional product distributors often place their confidence in suppliers and rely on them in terms of compliance, even though they can be held responsible in this respect, too, which not many realise,’ warns Marc Sauer. MEDICAL promotion offers promotional product distributors a variety of EU-certified medical promotional products. Its adhesive bandages, first aid sets and medical kits can be customised with logos or customer motifs. ‘Since the company GRAMM medical has been developing, manufacturing and distributing medical products for more than 100 years, it was logical for us to adapt this knowledge to the promotional product industry so that we can supply our customers with reliable products and continually ensure top quality’, adds Sauer. www.medical-promotion.de



Marc Sauer with his marketing and sales team (from left): Amanda Giatti, Martha Lisavakis, Petra Vogel.

MEDICAL promotion

elasto launches new climate-positive product series

elasto, the renowned and internationally established manufacturer of promotional products, is launching a new, climate-positive product series that is available immediately.

The new organic elastoNature series comprises five items at the product launch, which are available in three modern colours: slate, mint and peach fuzz, the Pantone colour of 2024.

elastoNature consists of carbohydrates (such as corn or sugar cane) mixed with mineral fillers, which are converted into plastic through chemical processes. The carbohydrates thus replace crude oil and offer a more sustainable option for reducing dependence on fossil raw materials in plastics production. The market for this has been growing for several years.

Furthermore, elastoNature products have a negative global warming potential. These products are characterised by the fact that they absorb more CO₂ during their lifetime than is emitted during their production, which means they actively contribute to reducing greenhouse gas emissions. For example, 182g of CO₂ is absorbed per ‘Tivoli’ cup. You can find more information about the elastoNature series on our homepage:

<https://company.elasto.de/elastonature>



elasto

Sustained interest in industry and trade

After the lively kick-off of the GWW-NEWSWEEK on 28 February in Frankfurt (that we reported on), the event organiser, the German General Association of the Promotional Products Industry (GWW), yielded positive results upon the conclusion of this year’s series on 15 May. The association reports there were “satisfied faces among the exhibitors and end customers” at the other seven tour locations (Bielefeld, Dortmund, Dresden, Berlin, Hamburg, Stuttgart and Munich). Around 80 promotional product producers and suppliers, including renowned suppliers with a wide

range of products, specialised producers and young start-ups, presented the entire spectrum of haptic advertising to representatives from the industry customer sector who promotional product distributors and consultants invited, many of whom were at their own counters. GWW estimates 3,480 visitors attended the event, representing a ‘slight increase’ compared to last year, including a significant plus of 29.9% in Dresden. It was a somewhat controversial location due to the weak number of visitor interest last year). Discussions were held in advance when the merging of participation in the TREND and NEWSWEEK events came into effect, which was met with mixed responses.

The next GWW trade show date is TREND on 24 September. This time, it will be held in ‘Messeboulevard Nord’ at the Cologne Exhibition Centre. More information is available at: www.gww.de



The GWW in Dresden registered a significant plus in visitor traffic.

On 4 and 5 June, the German Association of the Promotional Products Industry (GWW) held its annual general meeting. The meeting point was the Park Hotel DOLCE by Windham located above the spa gardens in the Hessian town of Bad Nauheim. The agenda included current projects and the trade show formats of the Association.

GWW Annual General Meeting

New concept for spring trade shows



The participants listened attentively to the reports of the Executive Board and the Advisory Board.

Almost a year after the election of the new GWW Executive Board, around 80 of the 450 members attended the first day of the meeting at the beautifully situated and spacious DOLCE by Windham event location. After the welcoming address by Chairman of the Board Frank Jansen, the agenda initially included customary items such as the presentation of the annual report and statement of accounts, the presentation and adoption of resolutions on the financial reports of the GWW and GFW mBH, which carries out the trade shows of the Association. This was followed by the discharging of the Executive Board and Management.

Current projects

After a coffee break, the “current projects” were presented. Eva Hassenbach and Christiane Nemetz kicked things off with a report from the Advisory Board, which defined the “top 3 priorities” in its work plan as the “revision of the concept for the TREND and NEWSWEEK trade shows” (along with “active involvement in the concept develop-

ment for trade shows”), a “new concept for attracting new and retaining existing members” and a “more intensive dialogue between the Advisory Board and the Executive Board.” Representing the “Young Professionals” in the Association, Linus Boell reported on a ‘young’ project of the GWW in the true sense of the word. This group, which was created last year, aims to inspire young people to dedicate themselves to the promotional products sector and provide them a platform for exchanging ideas, sharing knowledge and making the industry as a whole more attractive for young people altogether.” The most recent project was the first “Academy” for the next generation of promotional products professionals with visits and training sessions at the manufacturers Kalfany Süße Werbung and uma Schreibgeräte (see also page 45 in this edition).

Political activity

Ralf Hesse and Frank Jansen then reported on the political work of the GWW, which is making efforts in Berlin to further improve the fiscal framework for the deductibil-



CEO Frank Jansen (left) opened the meeting. At the board table (from left): Ralf Samuel, Ralf Hesse, Elke Bobek, Dirk Winterhoff and Ralf-Uwe Schneider.

ity of promotional products and is “building on new contacts with the support of the leading association in this regard” (Frank Jansen). According to Jansen, cooperation with associations such as BGA and ZAW is becoming “increasingly intensive”. As already stated at the strategy meeting of the Executive Board and Advisory Board, it remains the “aim of the Executive Board to strengthen ties with other business associations and thus increase our power to act; contacts with European associations are also being cultivated and intensified in order to be able to draw on an even stronger network in the future.”

Contacts with higher education institutions

An additional building block to gear the promotional products industry for the future is the establishment of cooperation between the GWW, higher education institutions and chambers of commerce: “The aim here is to develop a training line that is more precisely tailored to the needs of the industry and to obtain greater scientific and practically useful input from higher education institutions for the industry in order to maintain a broad knowledge base in the coming phase.” Jansen reported on initial contacts in the university sphere, which are still at a very early stage though.

Lecture on sustainable business

As a representative of the Executive Board, Ralf-Uwe Schneider took part in the first meetings of the EAC (European Associations Cooperation) in Stockholm and presented this newly established industry organisation focussing on cooperation between the various national promotional product associations in Europe and its aims (see also page 41 in this edition), before Silvan Dolezalek talked about new efforts to optimise “digital associational communication.” A presentation by sustainability management and strategy expert Bettina Schlüter on the omnipresent topic “ecologically sustainable business management” with

a particular focus on the promotional products sector concluded the first day of the annual meeting. The participants took advantage of the evening that followed for the communicative exchange of ideas during a barbecue in a summery atmosphere.

New concept for Spring TREND

The second part of the conference agenda on the following day was held in the elegant Art Nouveau theatre of the complex, in whose stalls the crowd of participants, now reduced by some early departures, became somewhat lost. In addition to the presentation of the current GWW Promotional Products Monitor Dr. Markus Preißner from IHF Köln GmbH, which reflected the results of the 230 participants in the survey with a slightly positive trend for the industry, the “trade show formats of the GWW” were on the agenda. This includes a new concept for the Spring-TREND 2025 and the first day of NEWSWEEK, which is still linked to it (but now with a free choice of exhibiting companies). As announced, they will take place this time in cooperation with the Stuttgart Trade Show under the umbrella of the EXPO 4.0 (instead of the promotional products trade show GiveADays, which was previously part of this structure) together with the trade shows wetec (International trade fair for signmaking, large format printing, light advertising & digital) and TecStyle Vision (Europe’s leading trade fair for textile decoration and promotion) on 12 and 13 February 2025. There were a few critical questions from the floor about the visitor concept, which had not yet been finalised.

News on the EU Product Safety Regulation

The programme of the meeting ended with a presentation by Kai Koschorreck, a lawyer who has been long associated with the association, regarding the changes and stricter new rules in the EU Product Safety Regulation. The content will be implemented in the Association’s member area and the speaker will also be personally available to answer questions on the topic in future. After having lunch together, the participants travelled home. <

For the first time, Europe's leading Trade Show for the promotional products industry focussed on a partner country: the Netherlands. The chairman of the Dutch industry association PPP, Joop van Veelen, and John Swaab from Het Portaal shared with us why this type of cooperation ultimately benefits all of us, what new synergies resulted from it and how they view the PSI as a platform for the industry.

The advantages of being a PSI partner country

Greater visibility – even more quality

How was the response to your appearance as the first PSI partner country? **JOOP VAN VEELLEN:** "Being represented at the Trade Show as a partner country and with this pavilion has given us a great deal of visibility. We had at least twice as many visitors compared to the previous years and they stayed twice as long. We were able to serve a small lunchtime snack, which was very well received, and had many conversations. PSI repeatedly showcased us as a partner country at the opening and on many other occasions and did a very good job. The cooperation was also very good in the run-up to the event. Altogether, the whole event was a very good idea."

JOHN SWAAB: "Yes, I think that was a very good choice. The Netherlands is primarily known as an importing country. So a partnership like this makes sense. Thus indeed: a good idea."

How satisfied are you with this premiere?

JOOP VAN VEELLEN: "We met many colleagues from other countries and are very satisfied. The high level of internationality was a great advantage for us. We exchanged ideas intensively with the associations from other countries. This helps us a great deal because we need international cooperation to further advance our industry. We wish to work together even more closely in the future, in particular at the European level."



Joop van Veelen,
chairman of the
Dutch industry
association PPP

What positive momentum do you hope to see for the Dutch industry in the longer term?

JOOP VAN VEELLEN: "Our industry is very professional, but we have to continuously further develop in order to be fit for the future. Especially with regard to issues such as ecological sustainability as well as legal principles and regulations at the European level, we constantly have to be at the cutting edge to remain competitive. International partnerships and exchanges such as those at the trade show are immensely important for doing so. This is where we find the necessary information and inspiration in order to shape the further development of our industry in the interests of all players."

JOHN SWAAB: "Of course we have established important contacts. Anyone who has a business enterprise in any form must come to the PSI. This is where you will find 80 to 90 per cent of the partners from whom you can source your products. Those who are not members and do not come to the trade show will miss out on a great deal of knowledge on the industry."

What opportunities result from the partnership for both markets?

JOHN SWAAB: "Germany is a large producer, while we are more specialised in imports. We purchase the products that we do not import from the Far East in Germany. For example, it is where we get plastic or ballpoint pens. We need each other. Germany is a large market and we have



Being represented as a partner country, the Dutch Pavilion has given the Netherlands a great deal of visibility.

a large port. That is a good combination and that is why it is very logical that we cooperate. It is a good partnership."

Which encounters particularly impressed you?

JOOP VAN VEELLEN: "I was positively surprised by the many international visitors. I was particularly impressed by the willingness to exchange ideas and to cooperate, which I sensed everywhere here."

To what extent does an exchange also take place, for example regarding ideas or designs?

JOHN SWAAB: "Based on my experiences over the past ten years, the quality of the products here at the trade show is continuously increasing. Everyone is talking about the environment and that everything should be green, but when the products are of higher quality and can be used longer, that is also sustainability. In my view, promotional products have become better and better, so that people want to have them and really use them. For me, that is the biggest change in recent years."



John Swaab,
Het Portaal

What impressions did you take away from the PSI?

JOOP VAN VEELLEN: "The main thing I take away from the three days at the trade show is an increased awareness of ecological sustainability. Moreover, it has once again become clear to us that our industry in the Netherlands must be further professionalised. Things are already moving forward and I have gained the impression here that we are headed in the right direction."

JOHN SWAAB: "It was really three great days. The mood was good and people were very enthusiastic, even though the situation around the world is indeed worrying at the moment. Most people are positive, nevertheless. That was clearly noticeable. People who don't read properly say the event is smaller. But compared to last year, it has grown by 25 to 30 per cent. On the contrary, the trade show is well on the way to a successful comeback. That was the most important feedback I received."



With **playful ease**, the selection of products from these categories ensures that promotional messages find a way to recipients' hearts. Enduring cuddle factor included!



PSI 60588
sigikid H. Scharrer & Koch GmbH & Co. KG
Tel +49 9201700 • heidi.rhau@sigikid.de
www.sigikid.de

Practical companion for kids

The kids' brand sigikid presents a large assortment of bags with unusual motifs and designs. It now includes rucksacks for kids two years and older and can be customised with an individual logo for a minimum order of 50 units. Sigikid has a wide assortment of lovingly designed shapes or cars designed in detail and plenty of ideas for exclusive models made by its in-house design team. For a minimum order of 1000 units, almost every wish in terms of shape and colour can be turned into exclusive models.



Ecological street chalk

The ecological street chalk from iubilo Werbeartikel is made from natural chalk and dyed with safe colourants. It is made in Germany and can write brilliant colours on stone, asphalt, chalk boards, paper, cardboard and textiles. The convex shape lies comfortably in your hand. Thanks to the film coating, it is nearly dust-free, so your fingers stay clean. The chalk is available in green, red, grey, blue, white and orange. The sturdy cardboard box can feature a personalised imprint on five advertising surfaces, and customised packaging is possible, too.



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

Magical tricky puzzles

With just a few twists and turns, the elxact magic cube snake can turn into a swan, ball, elephant or many other imaginative figures that feature the logo of the advertising company. It promotes creativity and spatial imagination in the same way as the elxact mirror cube. This cube wins people over with its smooth diagonal rotatability. It has nine fields on each side, just like a magic cube; these fields are then subdivided into other different fields. The cube can come in a customer design or in the standard version with a reflective foil.



Cuddly toy

The cuddly toys designed with love from the MiniFeet® brand come from mbw®, a company from Northern Germany. These charming, cuddly toys are more than only just a toy. They are brand ambassadors that radiate warmth and affection. From classic teddys and themed characters to innovative display cleaners and animal toys – the MiniFeet® collection leaves no wish unfulfilled. They can be used as striking giveaways at trade shows, consolation plasters in healthcare facilities or iconic collector's items.



PSI 42020 • MBW Vertriebsges. mbH
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PSI 49982
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tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Colourful and fun handicraft

The sustainable game and handicraft ideas in the new book 'One Thousand and One Ideas' from Edition Michael Fischer (EMF) guarantee an end to boredom. These ideas invite people to try things out and join in the fun. Materials such as wool, cardboard and paper offer diverse ways to have handicraft fun. The EMF team places the logo of the advertising company on the cover and/or inside of the products. Customers determine what equipment, design and content is included in this custom-made product.

Plush for any occasion

The 'Wasen' rabbit for the Stuttgart 'Wasen' fair is a good example of a custom-made cuddly toy. For over 28 years, team-d has delivered a colourful product range for happy kids. Any design is possible with these plush toys – whether small or really big, with or without clothes, animal, person or fantasy figure, standard plush or rPET, short or long-haired. Even large formats over one meter in size are possible. Sizes from 15 to 20 cm can usually be custom-made for a minimum order of 3,000 units. The production of the plush toys is inspected by a TÜV-certified toy safety specialist.

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Turning a snake into a cube

The elxact elastic cube with an edge length of 75 millimetres does not show its secret when assembled: When it is fully disassembled, it changes into a snake and the individual cubes are connected with an elastic band. This way, it is kept in the user's hands and any user will want to put the snake back into the shape of a cube. Customers are reminded of your company when an advertising message is placed on it.

Ingenuity and fun games

The CreaCard Eco game cards from Anda Present lend every interaction a dash of ingenuity and fun – whether you are having fun games with friends or want to impress customers at a business-related event. As part of Anda's BE CREATIVE collection, this highly customisable product offers companies a special opportunity to present an appealing corporate image. The packet contains 54 French game cards made from natural kraft paper; different options are available for customisation. The price for CreaCard Eco includes a full-colour printed box and an identical full-colour imprint on the backside of every card.



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

Using four-legged friends to capture customers' hearts

Mbw® is selling an individually adaptable toy for cats and dogs, which facilitates a deep emotional connection between customers and your brand. These products finished with a customer's logo are a sign of attention for people's four-legged friends and a daily reminder of the brand's reputation. The toys appeal to a variety of industries and are ideal for animal supply stores, insurance companies, dog schools, veterinarians, dog-friendly hotels or as unforgettable giveaways at trade shows. Promotional products from the Minifeet® brand convey positive emotions and long-term memories.

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



Modelling fun

With the FIMO kids 'funny kits', STAEDTLER presents a funny game and modelling sets that specially developed for kids. The soft modelling clay requires fine motor skills, creativity and fantasy, even at a young age. The funny figures can be quickly shaped using simple basic moulds and then hardened in an oven. The different sets contain 2 FIMO kids' blocks, a modelling rod and a tattoo arch. A label is used to place custom advertising on the set and is available for a minimum order of 100 units. For orders of 2,000 units or more, customers can personally select the colour of the FIMO blocks and design the sets to reflect their own motif and company mascot.



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www.sigikid.de

Cuddly advertising messenger

There are plenty of very popular cuddly advertising messengers from sigikid available because nearly every product in the assortment can be turned into a customised brand ambassador. The cuddly mini cotton comfort blankies available in different sizes and with different motifs are perfect birthday presents for employees, customers or patients. Imprinted logos are possible for orders starting from 50 units. The delivery time for these mini-blankies is three to four weeks.

Collection box for card fans

Welcome to the world of card games with the exclusive card game tin made from high-quality tinplate, courtesy of Dosenspezialist. Whether at poker evenings with friends or fun bridge games – this tin can be the perfect companion for all card game lovers. It can be upgraded with a company logo or an individual design using printing, embossing or laser engraving, leaving a lasting impression on customers and business partners.



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

Looking after your four-legged friends

As a supplier of dog and cat pet products, Condedi has made a name for itself and regularly introduces new innovations for the promotional product market. One new product is the cotton discus called 'Jane', which has a ring and is made from cotton. It is a great way for pet owners to interact with their pets. The discus features a large advertising surface. It can be finished with printing. The clicker is a great product to train pets, and the tic removal card 'Bully' is quite an eye-catcher. It makes it easy to remove tics with its built-in magnifying glass.



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



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

Conveying emotions

They warm the hearts of children, parents and everyone who yearns for a soft touch. The plush dog Rebarb from Anda Present is a charming addition to any type of marketing campaign that is supposed to convey a dash of comfort, security and charm. As a new member of Anda's GO GREEN collection, this dog made from recycled PET plush fabric showcases cheerfulness and environmental consciousness. Rebarb wears a cute, customisable t-shirt that can be imprinted using transfer printing.

School yard classic reinterpreted

Iubilo Werbeartikel presents two schoolyard classic games, and elastic jumping strap and hopscotch, combined in one game set, which includes an instructions brochure. The durable 300cm long elastic jumping strap is very stretchable and is stitched for stability. The ecological street chalk is made from natural chalk and dyed with safe colourants. It is made in Germany and can write brilliant colours on stone, asphalt and chalk boards, as well as paper, cardboard and textiles. The advertising packaging made from sturdy cardboard can feature a personalised imprint on five advertising surfaces, and customised packaging is possible.



PSI 44109 • WWF Verlagsgesellschaft mbH
Tel +49 257193760 • info@wwf-medien.de
www.wwf-medien.de

Magically magnetic

With the elxact magnetic cube, the company is introducing a new, complex magnetic 3D puzzle. The fun artistic cubes have 36 magnets that are used to make more than 70 different figures. The elxact puzzle cube is no less inspiring and tricky, with seven individual pieces that are put together again into a cube. The puzzle cube comes in standard colours or a natural colour. It is a great promotional product for any age group! It can be finished using silkscreen or digital printing.



PSI 44457
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www.e-xact.de





Brightly coloured ambassadors

Large promotional areas and eye-catching colours set the scene for promotional messages. Stabilo's versatile range of highlighters features anti-dry-out technology and a colour spectrum of bright neon, soft pastel and natural colours. The colour range has grown continuously over the years and offers an incomparable colour spectrum. These versatile products are suitable as promotional materials for a **wide range of target groups and applications**. The long open storage life, with four-hour dry-out protection, guarantees all Stabilo highlighters a long service life with a lasting promotional effect. The precise ink control system ensures that the ink is applied evenly to the paper. Also practical: underlining and highlighting with just one highlighter thanks to the wedge tip for two line widths. In addition to classics such as the BOSS ORIGINAL, the range includes innovative highlighters such as the NEON in tube form and trendy products such as the BOSS MINI by Snooze One – a likeable mini highlighter with cool graffiti-style slogans by Berlin artist "Snooze One". Sustainable products such as the GREEN BOSS made from 83 per cent recycled plastic round off the highlighter range.

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

Container as promotional space

The Container Banner from Graffiti print is suitable for all types of commercial containers. Fully customised in terms of size and cut-outs for windows and doors, it is **ideal for promotion at sporting events and concerts** and can also serve as a cover for old containers, enhancing their aesthetics. Made from high quality polyester, it remains weatherproof for a long time and makes the promotion on it distinctive and eye-catching. Precisely manufactured and printed using a sublimation printing process, the Container Banner can be customised with any graphics, images and content.

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



Colourful rainbow world

Colourful and optimistic, the new BIC® 4 Colours® Rainbow Decor is a vibrant addition to the range of promotional products. With its captivating rainbow-inspired design, this biro is **more than just a writing instrument**: It's a bold statement of uniqueness. What sets this pen apart is its commitment to sustainability. The new clip design features a 13% reduction in plastic, in line with the responsible practices of BIC Graphic and the BIC Group. In addition, a logo or promotional message can be printed on the top white part of the pen for even more customisation. Conceptually, Rainbow Decor encourages companies to embrace diversity and inject vitality into their promotional strategies. This creates a lasting impression on customers and partners.

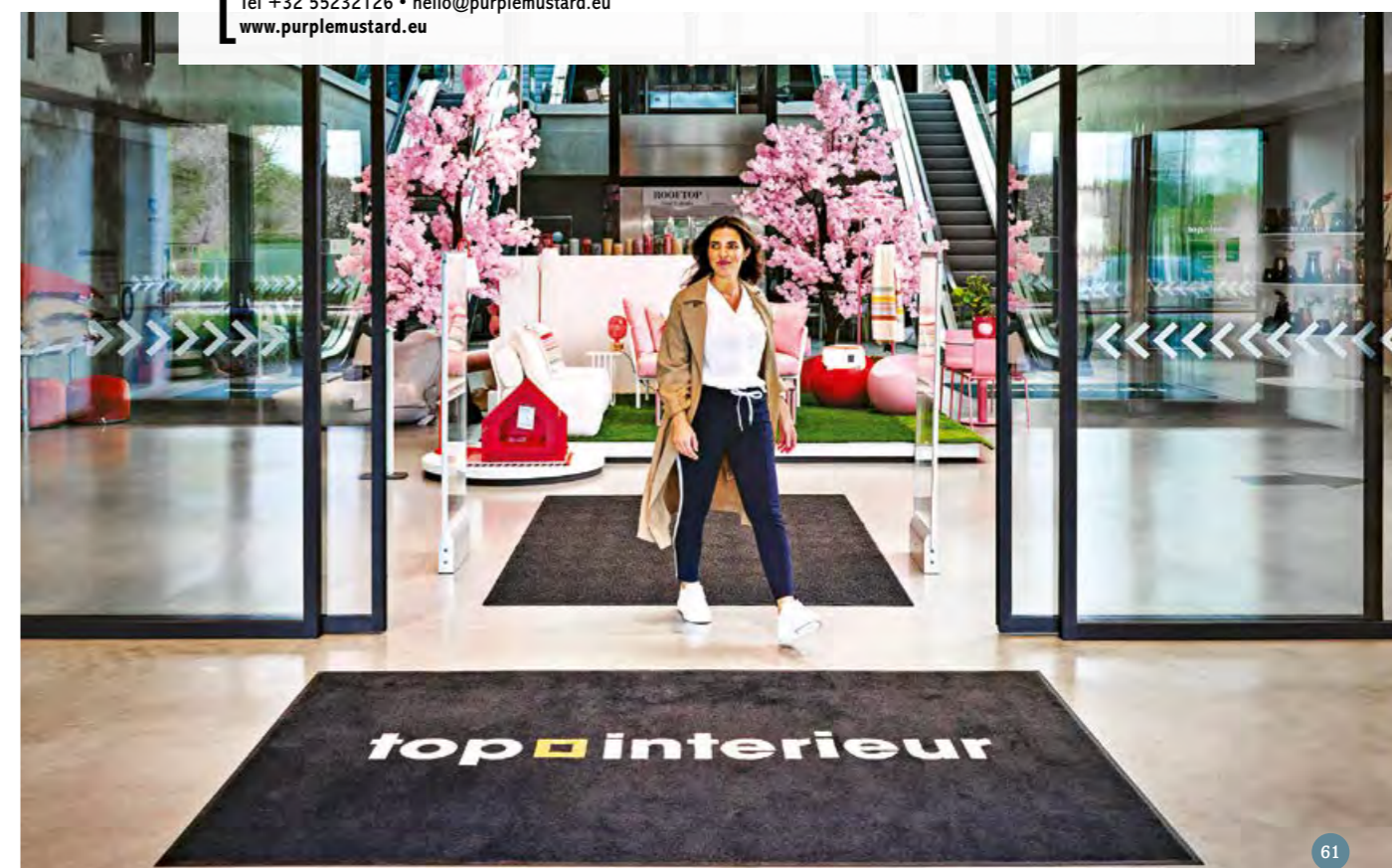
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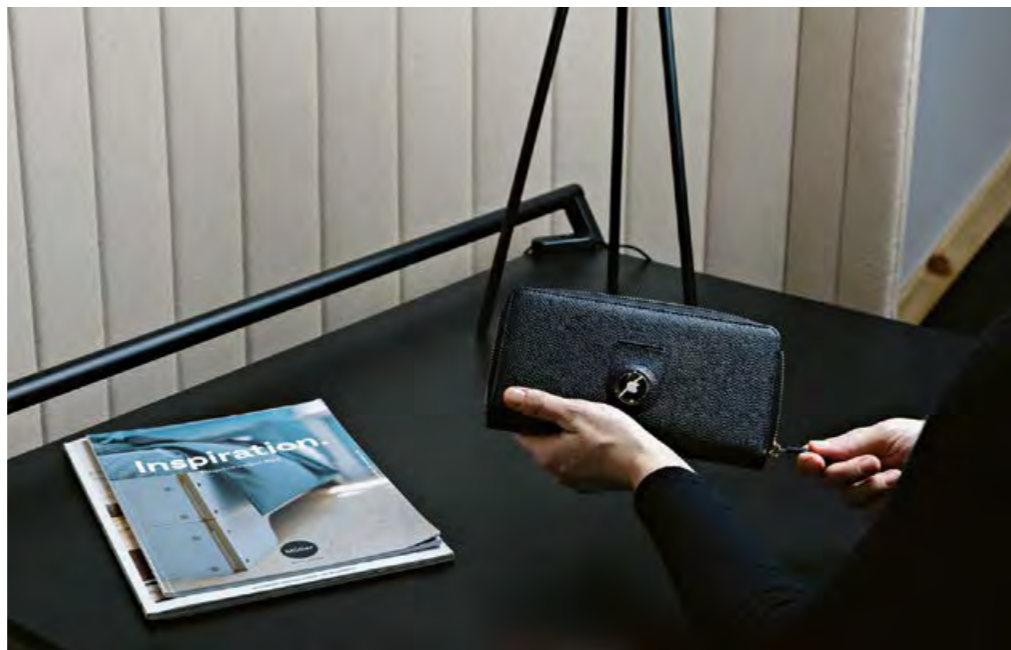


Hardwearing entrance

Purple Mustard Europe has come up with an eye-catching solution for the entrance to your shop or office. The ColorStar logo mat combines durability with customised designs to keep your space **clean and inviting**. Made from eco-friendly, 100 per cent recycled PET carpet and fitted with a high-quality nitrile rubber backing, the ColorStar logo mat can withstand heavy use and stay in place. A customised logo or artwork is digitally printed in 66 standard colours with great attention to detail, yet the mat is particularly dirt-repellent and easy to clean. It is produced within 24 to 48 hours, is available in various sizes and perfect for anyone who needs a high-quality, functional and visually appealing mat for high-traffic areas.

PSI 60490 • Purple Mustard Europe NV
Tel +32 55232126 • hello@purplemustard.eu
www.purplemustard.eu





The right wallet for you!

The Troika Ladies Smart Wallet with cut-out for an Apple AirTag® brings your search for the right wallet to an end, according to the supplier. With 18 compartments for cards and an additional 6 compartments for cash, receipts or even your smartphone, it provides **enough space for all your important items**. The read protection (RFID) ensures that data is secure, while the zip protects valuables from falling out. The high-quality faux leather in black also gives the wallet an elegant look that goes with any outfit.

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

Wooden coasters just the way you want

Holz Frank's drink coasters made of FSC®-certified oak wood bring a sustainable touch to your table. The surface of each coaster is treated with organic linseed oil to preserve the **natural beauty and durability** of the wood. A soft felt underlay effectively protects your furniture from scratches and wear. The manufacturer offers the option of customising the shape and personalising each piece with a high-quality laser engraving of your logo or slogan.

PSI 49957 • Holz Frank GmbH & Co. KG
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www.holz-frank.com



More than just an apron

Karlow's new denim aprons feature a casual style and robust quality. The bib apron (LS 41) and the apron tie (VS 14) in a "rough" denim look are equipped with removable contrasting bands in a natural effect. They offer **maximum wearing comfort**, as the straps of the bib apron cross over the shoulders, lessening pressure on the neck. The aprons can be customised with a wide range of finishing options. Companies can have their logo or brand name printed, embroidered or screen-printed on the aprons. Laser finishing is an absolute eye-catcher.

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



Colourful creative writing

In recent years, the world of promotional writing instruments has developed into a vibrant stage of colours and creative freedom. The spotlight is on Schneider's "Mix & Match" principle. Their clever method combines writing instrument components such as the barrel, clip and tip in a variety of colours to create **unique colour experiences**. Schneider manufactures all its moulded parts in-house and is therefore able to offer this option. Appearance plays a major role, whether in a fashion accessory or a promotional gift. This is precisely where Mix & Match comes in and fulfils the user's needs and wishes. Writing instruments can be put together in almost infinite colour combinations. From vibrant colour contrasts to stylish monochrome designs – there are no limits to creativity. This offers an exciting choice to companies wanting to convey their brand message in an aesthetically pleasing way and strengthen their corporate identity. The option of designing writing instruments in the company colours allows for a coherent brand presence.

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- Advert -

High-energy companion

The D&K ID Group describes its 6in1 Energy Lanyard as a "high-energy companion". The versatile lanyard, which offers the right fit for every charging situation, combines **six connection options** in a single cable, ideal for connecting iPhones, Android smartphones and more via USB type A or USB-C to PCs and notebooks. It can be used for charging or data transfer. Customisable packaging makes it the perfect give-away for employees or customers.

PSI 45649 • D&K ID Group
Tel +49 7664611880 • info@dk-id.com
www.dk-id.com



Calendar combines function and nature

Integrating nature into everyday life is becoming increasingly important. With this in mind, emotion factory presents the Seed-Paper Desk Calendar, which creates a unique combination of **functionality and closeness to nature**. The desk calendar is not only a practical companion through the year 2025, but also a way to participate in active sustainability. Its base is made of robust kraft paper, the front and back of which can be customised. But the special thing is inside: The seven pages of the calendar are made of seed paper, which can be planted after use. This results in crops of mint, lavender, camomile, carrots, tomatos, black-eyed susans, poppies or daisies.

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



Custom formats no problem

In addition to the two classic sponge cloth formats 170 × 195 mm and 202 × 220 mm, marcolor also produces these cloths in a mini format. With a size of ca. 100 × 110 mm, the small sponge cloths are **perfect for cleaning** stamps and brushes and are therefore finding their way into the creative industry. They are in no way inferior to the larger versions and are available in the eight basic colours in addition to a white version. Printing with a custom motif is available according to customer wishes.

PSI 60675 • marcolor GmbH & Co. KG
Tel +49 6562931260 • kontakt@marcolor.de
www.marcolor.de



History in stone: classic – timeless – innovative

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

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

Sweet tree for the festive season

What would Christmas be without traditional gingerbread and biscuits? At Römer Präsente we say: only half as nice. The ROMINOX Tre Arbo serving bowl set with bamboo board and **three ceramic bowls of different sizes** provides the ideal festive presentation for the included delicacies: a gingerbread mix (200 g), gingerbread sticks (200 g) and caramelised crispy mini biscuits (125 g). The gift set is rounded off with a gift box in a Christmassy Bordeaux colour. The wooden serving board can be engraved on request.

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



Exclusively for PSI distributor members | Visit to KLAR Seifen



Advertising away from the mainstream? With a great story behind a promotional product of a different kind? In short: with a haptic-advertising package that will make your customers' hearts beat faster? Then you should join PSI ON TOUR as a distributor member. **PSI ON TOUR is the new format** that enables members to visit companies, attend trade shows and take part in training courses. The PSI invites interested distributor members to visit **soap manufacturer KLAR Seifen** in Plankstadt on **Tuesday, 10 September 2024, at 2 p.m.**, together with the PSI in a **closed distributor group**. Afterwards, PSI invites all participating PSI distributors to a cozy culinary get-together, where there will be enough time to exchange ideas and learn interesting news from PSI.

An exclusive look behind the scenes

Participants will be given a glimpse behind the scenes of Germany's oldest soap manufacturer. In 60 minutes, they learn everything about the art of soap boiling in Heidelberg, since its beginnings in 1840. Using old machines, they learn about different ingredients and how recipes have developed over the decades, from waste and leftovers to a trendy lifestyle product. The production facility was completely rebuilt in 2020 and now runs on almost 100 per cent self-generated electricity. In addition, participating PSI distributors learn how almost no waste is generated during production, as all ingredients can be reused over and over again in the production cycle. KLAR Seifen also manufactures all its products for other brands, completely customised and adapted to their requirements.



PSI ON TOUR: How PSI distributor members benefit from the new format:

- ▶ They can get directly in contact with their personal PSI contact person at international trade shows.
- ▶ They get new product suggestions for their offer to their buyers.
- ▶ They can experience PSI suppliers up close and take a look behind their production processes.
- ▶ They can expand their expertise in topics such as sustainability and production processes.
- ▶ They benefit from exclusive delegation trips to various countries and can exploit the potential of the respective target market.

Registration

Please register bindingly by **no later than 4 September 2024** using the form provided on the PSI Network page: psi-network.de/en/psi-on-tour-klar-seifen-llc-form

INSERENTENVERZEICHNIS | LIST OF ADVERTISERS

PSI No.	Inserent Advertiser	Seite Page	PSI No.	Inserent Advertiser	Seite Page
46905	Brauns-Heitmann GmbH & Co. KG	031	43410	Mister Bags GmbH	002+003
45452	CD-LUX GmbH	U4/OBC		PSI - RX Deutschland GmbH	U3/IBC, 069, 071
43144	FARE - Guenther Fassbender GmbH	055	60235	REFLOACTIVE Sp. z o.o.	057
42819	Gustav Daiber GmbH	U2/IFC	60831	Salon Buck UG	033
45666	Halfar System GmbH		46903	Schäfer Promotion GmbH	007
	Rucksäcke und Taschen	027	45328	Stilolinea Srl	037
41016	Heri-Rigoni GmbH emotion factory	001	41848	uma Schreibgeräte Ullmann GmbH	021
47464	Karlowsky Fashion GmbH	005			
47814	Lupenmaxx GmbH	063			
60609	Max Wagner GmbH	039			
42020	mbw Vertriebsges. mbH	023			

Beilage | Insert (* Teilaufgabe / Partial circulation)

47990	GrafoTex BV - GF textiles*
	PSI - RX Deutschland GmbH*

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
 email: psi.media@rxglobal.com or via RX Upload Portal
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PSI Supplier Finder

| An important touchpoint to the target group



How did this decision come about?

MARTINA LIPP: "The digital transformation is continuously setting new standards. The pandemic gave an additional impetus to these standards. This enabled us to make the Supplier Finder available to our customers online in May 2021, for the first and only PSI Digital."

What benefits does the Supplier Finder provide to PSI members and potentially interested parties from the promotional products industry?

MARTINA LIPP: "Searchers enter a keyword such as the company name, a location, or product group and click on 'find', just like a Google search. They then obtain the corresponding results, which can be further specified using filters."

It sounds like a practical service for distributors' everyday business operations. But what is the added value for suppliers?

MARTINA LIPP: "As part of their membership, distributors with access to the Product Finder automatically have access to the Supplier Finder and therefore potential (new) customers. With the Supplier Finder, we offer every supplier member an important touchpoint within the 'right' target group and thus the opportunity to increase sales."

What data can suppliers enter and how time-consuming is it to create an entry?

MARTINA LIPP: "As part of a membership, we make our own detailed online site available to our suppliers. Just like the PSI Product Finder, this can only be viewed in our login-protected area and is not public. The supplier data are automatically transferred from the member database into the online Supplier Finder. In addition, your own page can be enhanced with an appealing image gallery and clearly arranged landing pages for individual themes free of charge. For maximum benefit, each Supplier Finder profile contains a link to the offered products offered in the PSI Product Finder – provided they are entered there."

If you have any questions on the PSI Supplier Finder, Martina Lipp and the PSI Team are available to answer them personally anytime just by writing an email to importe-productfinder@reedexpo.de.

The PSI Supplier Finder is a reliable source for distributors in their search for suitable PSI suppliers. In addition to company master data, it contains important information such as product groups and certifications obtained. Martina Lipp, PSI E-Business Manager, explains why the PSI Supplier Finder provides such valuable support in the everyday operations of the industry.

Since when has the PSI Supplier Finder been an integral part of PSI membership and how has the offer developed since its introduction?

MARTINA LIPP: The Supplier Finder has basically been around as long as the Promotional Products Service Institute itself. Simply put, the Supplier Finder is a directory of all PSI supplier members that provides our distributor members with information about companies, their contact details, available finishing options, certificates and product groups in a bundled format. However, the service has only been offered online for three years."

my PSI

Visit ASI Show in Chicago with PSI!

Our special programme, exclusive for PSI members, includes:

Monday, 22nd July 2024:

Welcome Cocktail Reception for all present PSI Members – Hosted by ASI and American Solutions for Business (PSI Member 20564)
Location: Café Bionda

Tuesday, 23rd July 2024:

Attendance to ASI's Education Day and the New Product Preview reception
Location: McCormick Place, West Building

Wednesday, 24th July 2024 – 1st Show Day (10 a.m.– 5 p.m.)

VIP badges for all PSI attendees
An invitation to the exclusive and invitation-only Counselor Awards reception
5.15 p.m. – 7.45 p.m.
Free ticket to the ASI Show Gala
7 p.m. – 10 p.m.
Location: House of Blues Chicago Music Hall

Thursday, 25th July 2024 – 2nd Show Day (10 a.m. – 2.30 p.m.)

VIP badges for all PSI attendees

Don't miss this opportunity and visit the ASI Show Chicago with PSI ON TOUR!

For all details, registration to the events, hotel bookings (Special rate available until 10th June) and further information, please contact Viola Proietti: Viola.Proietti@rxglobal.com

We are all industries

You know how it goes: somebody asks you what industry you work in. My usual answer nowadays (also to draw my interlocutors a little out of their shell) is: "In all of them." Because that's exactly the case. All of us – promotional products manufacturers and distributors alike – work jointly on behalf of companies from all industries. From A as in automobiles to Z as in zoos. Even swimming pools and yoga schools find promotional products invaluable!

That's an interesting thought, and it's also important beyond small talk, because it highlights new outlooks and opportunities. Again and again, we need to see the bigger picture, in order to view the needs, requirements and the potential in the market in a new light, to appraise them and act proactively. Of course, many companies in the promotional products industry are specialised, in products, services or even in customer industries, but that cannot stop us from taking a look across the board: What works in other industries? What innovations can we propose to our own customers? What products, materials, technologies etc. are deployed elsewhere, in order to gain attention? How can we become even more sustainable and high-value?

Not everyone can offer everything. But all of us can open ourselves to more opportunities, intensify mutual exchange and build up partnerships. This is not only an encouraging invitation to you, but above all also a commitment for us as PSI. Because this is where we come into play as Europe's largest network and the leading European Trade Show for the promotional products industry. At both the macro and micro level, we work daily on advancing our community by planning the next events, providing you with comprehensive information, and facilitating and encouraging communication. And of course, by being a presence in politics, business and society and stepping up resolutely, in order to make use of our strength as a large community for the benefit of us all.

We are an industry for all industries – let's not lose sight of that big thought among all the small details of everyday work, and carry it forward so that it can result in the promotional products industry's continued positive development.

Yours,



Petra Lassahn
Director PSI



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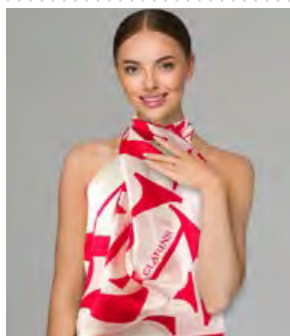
In the business of
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Tangible “green” advertising

We will be presenting tangible “green” advertising in the first thematic product section of the next edition. After all, the demand for ecological and sustainable products is continuously growing, and this trend is also reflected in the promotional products industry. Companies are increasingly using environmentally friendly promotional gifts to associate their brand with responsible business operations, while simultaneously making a positive contribution to environmental protection. They are focussing on products made from recycled materials or biodegradable substances. Vegan promotional products are also gaining in importance as they do not contain any animal ingredients and appeal to a growing target group. By using ecological and vegan promotional products, companies can emphasise their ecologically sustainable philosophy and inspire their customers. Our second product theme “chocolate and sweets” takes a multi-sensory approach to advertising in a sustainably tasteful way.

Please already start thinking now about your product presentations for the October 2024 issue of the PSI Journal, which is dedicated to the themes “Camping, Outdoors, Umbrellas, Tools and Knives” as well as “Products for Employee Incentives, Onboarding Gifts” and send your product suggestions by 19 August 2024 to: Edit Line GmbH, Editorial office of the PSI Journal, e-mail: hoechemer@edit-line.de



Made-to-measure fashion accessories

Tie Solution GmbH has a remarkable history, from the vision of its founder, Antonio G. Sanchez, in 1989 in Wetzlar, Germany, to its current recognised position as one of the leading manufacturers of made-to-measure accessories such as scarves, neckerchiefs and ties. We were there and present the manufacturer’s sophisticated range of products.

Serving the ball for the anniversary



In a year of major sporting events such as the European Football Championships and the Summer Olympics, there is another event that cannot be missed: the Cybergroup BeachCup. For the tenth time, cyber-Wear Heidelberg invited the “smashing stars” of the industry to the BeachCup site in Ketsch. A look back.

Imprint



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