

# PSI

**PSI Journal**

International Magazine  
For Promotional  
Products

August/September 2024

Volume 63

Including the preliminary  
exhibitor list of the  
PSI 2025 on page 13

# JOURNAL



## Heather Smartt

Goldstar

Emotional intelligence  
is essential

## Product Guide

Ecological and sustainable  
products, vegan  
Chocolate and sweets

## 75 years of Walter Medien

Memories and successes

## 135 years of Stabila

New logistics centre  
inaugurated

**Chocolate and sweets  
Preferably  
sustainable**

**NEW**

Lufthansa  
Frohe Weihnachten  
FROHE WEIHNACHTEN  
reinpapier  
Lindt  
SCHWEIZER MILK CHOCOLATE  
SINCE 1845

**NEW**

fischer  
Lindt  
SCHWEIZER MILK CHOCOLATE  
SINCE 1845  
reinpapier  
CoffeeCup  
PAPER  
REINIGUNGSMITTEL

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www.cd-lux.de

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FESTFACE  
NEUES  
Frohe Weihnachten  
reinpapier

**NEW**

FROHE WEIHNACHTEN  
reinsport  
SCHOKOWÜRFEL

**NEW**

16 frohes Fest!  
SCHÖNE WEIHNACHTSZE  
Lindt  
reinpapier

**NEW**

Frohe Weihnachten  
Oh deer!  
NATUR KARTON  
GRAS PAPIER  
Lindt  
reinpapier

**TIP**

Weihnachten  
KIRSCHER  
FAIRTRADE  
GRAS PAPIER  
reinpapier

Sweet Give-Aways with eye-catching guarantee!

**NEW**

Die besten Schlitten kommen aus der Oberpfalz!  
Milka  
reinpapier

**TIP**

Seeger  
Frohe Weihnachten  
reinsport

**NEW**

FERCAM  
Frohe Weihnachten!  
Hermes  
reinsport  
100% COFFEE  
KAKAOHOLZ

**NEW**

100% Alpenmilch  
SCHOKOLADE  
Frohe Weihnachten  
Milka  
reinpapier



Editorial

# Autumn Performance

For anyone who believed the Olympic Games were showing their age and looking rather outdated, there was a mighty disappointment in store. Paris, the French, sport fans from across the world – all of them, as concerns the images and events, created the most beautiful Games in the world. Fencing in the Grand Palais, breakdancing in front of La Concorde, show jumping in the palace gardens of Versailles, the “Eiffel Tower” stadium. The list goes on and on. All this deserves a Thank you. Paris has modernised. Where cycling once amounted to suicide, today it is a pleasure. The promotional products industry is also duly grateful for so many merchandising and promotional items on display. Olympia is young, attractive and the best stage for the best promotion that can be done on a manageable budget.

It was a good opener for performance in the autumn. The message will have been conveyed to the TV screens of many customers. Now is the time to strike while the iron is hot: Promotion on our own behalf is the order of the day. When experiences come together in pictures, a great mood and excellent products, the promotional product makes it to the final in the contest for customers’ budgets. But the autumn has its challenges internally, too. Even though the stock market is currently making things rather difficult for AI ratings, AI is going to revolutionise internal processes right across company departments. Perhaps not as quickly as some may have thought, but in the middle-term view, guaranteed. And there are short-term rewards to be reaped for getting immersed in the topic from today. Processes will be simplified, staff will be relieved of workload, marketing will become more effective – the bottom line is, the figures will improve.

However, the EU’s regulation 2023/988 is not making things easier for the promotional products business – although AI can be of assistance there, too. In addition to the already known obligations on manufacturers arising from the preceding directive 2001/95, an internal risk analysis must now be performed for every product, inclusive of technical documents that must be retained for ten years and kept up to date. This is expenditure which, at some point, will be reflected in higher prices for many products. It would be great to see politicians also creating some latitude in regulations and laws for the expenditure that they themselves generate. Bureaucracy, inflation and antiquated tax rules are nibbling at profits in many places.

That is not the way to bump-start the economic performance we need everywhere in Europe. But let’s remember the Olympics and make the best out of the situation.

With that in mind,

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

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



Christmas Tree out of the box



Felt Christmas-card

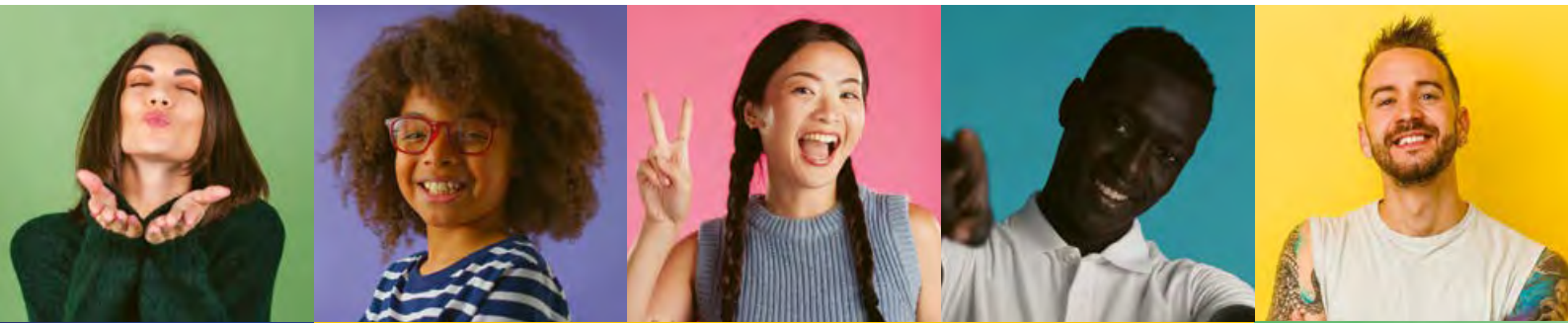


Vitamin-bowl



- Advert -

Your Brand Ambassador



**Your Life,  
Your Style**

# Colour Your World!

**NEW!** | **BIC® 4 COLOURS®  
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Made in Europe



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Ignite  
Creativity  
with a

# Trendy Pastel Look

NEW!

BIC® 4 COLOURS®  
PASTEL

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**MISTER BAGS®**

## Sustainably wrapped!

There are many ways to protect the environment. One of them are the reusable drawstring bags from Mister Bags.

See the many benefits of our printable drawstring bags at a glance:

- made from organic and / or Fairtrade cotton or 100% jute
- durable, reusable, and recyclable
- drawstring for closure
- can be worn in a variety of ways
- available in different sizes
- sustainable and ecological
- suitable for all kinds of occasions
- can be customized according to your wishes
- prove to be the perfect advertising material

All of our cotton drawstring bags have also earned the LFGB seal for food authenticity.



Discover our reusable drawstring bags!

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



GIVE SUSTAINABILITY  
AS A GIFT.



## Chocolate and sweets: Preferably sustainable

14

These sweet and crunchy temptations are among the most popular promotional items and are an indispensable part of any campaign. In our focus topic, in addition to the advertising impact of sweets, we also look at the aspect of sustainability, which is particularly important for chocolate.

## Ecological and sustainable products, vegan

24

In the first product section of this issue, we present “green” advertising in the truest sense of the word. This is because companies are increasingly focussing on environmentally friendly advertising gifts in order to associate their brand with responsible action and at the same time make a positive contribution to the environment.



## Bühring 75 years: Tradition meets innovation

82

This year, Werbemittel Bühring is celebrating its 75th anniversary. The company can look back on an eventful history full of change and innovation. Founded as an exclusive leather goods distributor, the company has developed into a renowned supplier of

high-quality advertising materials and sales promotion products.



## Greenverta: Promoting change in the industry

84

The year 2024 is an important milestone for Media Sp. z o.o.: the Polish company is celebrating its 25th anniversary. Founded as an advertising agency, it has developed into a manufacturer of ecological promotional products. The Greenverta brand was launched in 2020 to offer solutions that make a difference.





# Extended forecast: An Advertising High

**Weather** is a relevant economic factor. There is hardly any industry whose success is not also **dependent on the weather**. The World Meteorological Organization estimates that 80 per cent of the global economy depends on the **weather**. And weather has a large influence on people's consumption and leisure behaviour. As a result, **weather data** can significantly increase the relevance of marketing messages. Or put differently, those who know the degree of **weather dependency** of their products can better reach potential buyers. The magic word is **weather targeting**. The main attraction here is that the purchasing behaviour for every product can be translated into a specific **weather** index, which automatically indicates how the sales of the product develop according to weather conditions. (*marketing-boerse.de, "Marketingkampagnen mit Wetterdaten optimieren"*). A look at the **PSI Product Finder** also reveals that **weather** is a relevant advertising factor, with a wide range of useful, stylish and clever promotional products, as our four exemplarily selected products show.

Trends & Brands



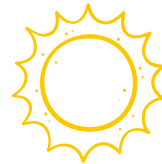
**Coffee despite the rain**

The FARE Set ÖkoBrella To Go consists of a pocked umbrella made of water-saving coloured Polyester-Pongee waterSAVE® cover material, recycled plastics and a real wooden handle. The double-walled thermal mug with a capacity of 400 millilitres keeps coffee or tea warm for an extra-long time. It is dishwasher-safe and completely recyclable.

FARE – Guenther Fassbender GmbH

www.fare.de

PSI 43144



**Foldable sunglasses**

Anti-glare 7-layer filter technology, blocks 99 per cent of ultraviolet rays, comes with a round storage bag.

Forty Four Promotions Co. Ltd

www.44promotions.co.uk

PSI 60422



**A ray of light in the handle**

The light trek automatic flashlight umbrella (the LED flashlight can be unscrewed from the handle)

EuroSCHIRM

www.euroschirm.com

PSI 43420



**Reflective arm lights**

The small arm bag "Armluchter" has two separate compartments with rubberised zippers. Thanks to the reflective material, the bag stands out in wind, weather and twilight.

Troika Germany GmbH

www.troika.de/business

PSI 46311



daiber

# NOVELTIES 2024 LIFESTYLE

Our model is wearing JN1327 Ladies' Hybrid Vest by JAMES & NICHOLSON • Sporty waistcoat with hood in an attractive mix of materials • Easy-care stretch fleece combined with quilted inserts at the front and back stretch fleece combined with quilted inserts at the front and back.

Daiber makes it fashionable.

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



## Fishermen's Chip

**Ocean Tokens**  
**B-TOKEN BVBA**  
[www.b-token.eu](http://www.b-token.eu)  
 PSI 48045

"As a pioneer in ecologically sustainable and environmentally friendly business management, we thought it was high time to tackle marine pollution. We have developed the Ocean Token, a chip made from old fishing nets. We encourage fishermen to collect their discarded fishing nets in harbours. The waste is collected there and recycled into a fully-fledged new 'greener' plastic. The chips can be customised," says B-Token.



## All-round cleanliness

"Plastic is destroying marine life more than ever. But this towel helps to clean up the ocean and save our planet. We work with a network of fishermen who collect plastic from the sea while fishing. We process the plastic waste into rPET yarn called SEAQUAL and combine it with recycled cotton to produce high-quality 100 per cent recycled towels. Purchasing this product supports the Plastic Soup Foundation," explains Hypon.



**Seatowel**  
**Hypon BV**  
[www.hypon.eu](http://www.hypon.eu)  
 PSI 60498



## Transforming old into new ... into better

Light, inexpensive, durable. Plastics are an integral part of everyday life. However, it is precisely their longevity that causes the robust polymers to disrupt ecosystems, as they increasingly accumulate in the environment – including in the oceans, both on the surface as plastic waste and in the form of microplastics in the depths. Researchers at the Royal Netherlands Institute for Sea Research have now discovered a fungus that lives on plastic waste in the sea, feeds on it and thus helps to break down polymer polyethylene (PE), the most commonly used plastic in the world. The only serious drawback is that the fungus feeds and digests very slowly. In tests, the degradation rate was 0.044 per cent per day. (*trendsderzukunft.de*, "Plastikfresser: Im Meer lebender Pilz baut Polyethylen ab"). It is therefore up to us humans to ensure that plastic waste does not end up where it does not belong. The fact that more and more people are voluntarily organising to collect plastic waste or old fishing nets from the oceans or beaches is an immensely important form of support that cannot be valued highly enough. If this waste is upcycled into new products, all the better. The fact that they can also be attractive and convey an (advertising) message is shown not only by our example products.

*Safety  
First*

**FOR A  
STYLISH APPEARANCE  
WORK SHOE SOFT-RUN**



KARLOWSKY FASHION

30°



BREATHABLE



ANTISTATIC



SLIP-RESISTANT

WORK SHOE

*Soft Run*

**LIGHTWEIGHT LACE-UP WORK SNEAKER** | CERTIFIED ACCORDING TO **EN ISO 20347:2022, O1-SR-FO**  
**CUSTOMISABLE WITH EMBROIDERY AND PRINT** | **VERSATILE USE** IN AREAS WITH HIGH  
STRESS DUE TO FREQUENT WALKING AND STANDING

**BS 1** | **WORK SHOE  
SOFT-RUN**

## Market research



### Consumption on the upswing?

Consumer sentiment in Germany improved noticeably in July. Income expectations rose significantly, and both economic expectations and the propensity to buy are rising moderately. The propensity to save, on the other hand, is almost unchanged. In light of these developments, consumption is currently recovering significantly: The forecast for August increased compared to the previous month (revised -21.6 points) by 3.2 points to -18.4 points. This is shown by the latest results of the GfK Consumer Climate powered by NIM. The consumer climate index benefited in particular this month from a

significant increase in income prospects and a slight increase in the propensity to buy. In contrast, the propensity to save remains unchanged and does not contribute to the upturn in consumption. "The brightening of consumer sentiment in July is primarily due to the increase in German income expectations. However, it is highly likely that a role was played by the euphoria surrounding the European Football Championships in Germany, which was felt by many parts of the population," explains Rolf Bürkl, consumer expert at NIM. "It remains to be seen, however, whether this effect is sustainable or just a short-lived boom." [gfk.com](https://www.gfk.com)

Companies should rethink and reverse their priorities. This is what 88 per cent of the "Leaders of Tomorrow" and 83 per cent of the "Senior Executives" in global companies are calling for. Both generations expect companies to make social and environmental issues their top priority, even if this could slow down economic growth in the short term. This is the conclusion of this year's edition of the "Voices of the Leaders of Tomorrow" report, which was conducted by the Nuremberg Institute for Market Decisions (NIM), together with the St. Gallen Symposium. It surveyed 650

# 88:83

## Overwhelming desire for paradigm shift

young managers (Leaders of Tomorrow) and 250 top managers (Senior Executives) from global companies. Also worth mentioning: When it comes to personal responsibility, future and current managers disagree. Only a third of senior executives call for bonuses to be made more dependent on the achievement of sustainability targets than on economic targets. At least twice as many Leaders of Tomorrow (63 per cent) want this kind of measure, signalling their willingness to take on more personal responsibility.

[nim.org](https://nim.org), "Confronting Scarcity"



## 1 in 3 TV adverts violates promotional practice

Almost a third of all commercials on German TV promote climate-damaging products and thus violate the rules on promotional practice set out in the Interstate Media Treaty, a team of researchers from Leipzig University has criticised. The experts analysed commercials from the largest German TV stations and on YouTube and calculated the carbon footprint of promoted goods. The 9,779 commercials analysed correspond to almost 52 hours of video material. According to the study, 30.3 per cent, around 3,000 commercials, appealed to viewers to purchase or consume climate-damaging goods and services. In the clips from the most-viewed videos on the largest German YouTube channels analysed by the communication researchers, around one in seven of the clips promoted a “climate killer”. 86 per cent of the adverts for confectionery were attributed to climate-damaging products. The Leipzig academics emphasise that chocolate in particular has a very large CO2 footprint. They also criticise the fact that “21 percent of all commercials promoted climate-damaging products, for example with images of natural landscapes and wild animals. This conveys the message that you are doing something good for the environment if you buy these products”. This is “misleading greenwashing”.

presstext.com, „Jeder dritte TV-Spot bewirbt einen Klimakiller“



For its new study “The Workplace and the Workforce of the Future”, the job portal Indeed surveyed over 16,000 employees from eleven countries (including around 1,700 from Germany). The result: German employees are generally sceptical about new technologies such as AI. Only 41 per cent have a positive view of its use in the workplace. The international average here was 52 per cent. According to Adobe’s “Age of Generative AI” study, generative AI is primarily used in the workplace when writing drafts or emails (39 per cent), researching or brainstorming (39 per cent) or summarising meetings, interviews or large blocks of text (38 per cent). adzine.de, „Deutsche blicken ambivalent auf den Einsatz von KI“

**AI International:  
Half in favour!  
Or against?**

**248**

**billion less costs?**

A shared energy and climate policy in the EU could reduce the costs of climate protection by 248 billion euros between 2024 and 2050. Germany alone would benefit by 66 billion euros. This is shown by a study conducted by the ifo Institute on behalf of the

Chamber of Industry and Commerce for Munich and Upper Bavaria, which calculates the costs of climate neutrality in Europe up to 2050. “If every country in Europe were to pursue energy and climate policy on its own, this would entail high additional costs. Joint climate protection is always better than national climate protection,” says Mathias Mier, ifo researcher and author of the study. ifo.de



The PSI has cemented its outstanding position as the number one promotional products trade show in Europe and has a solid standing in the industry. The already high and rapidly growing number of bookings and a great deal of positive feedback from exhibitors and visitors shows how indispensable the PSI is as an international trade show platform.

**More exhibitors, larger special areas and new formats**

# PSI 2025

## on track for growth



JCK Gruppe with FARE Günther Fassbender, Gustav Daiber, Halfar, mbw Vertriebsgesellschaft and SND PorzellanManufaktur Take a look at the current list of exhibitors – the QR code on the following page will give you a good overview in just a few seconds.

### Special finishing show almost fully booked

The industry is entirely behind the PSI, which continues to further develop. The PSI 2025 will also grow in terms of space and occupy Halls 9 and 10 as well as part of Hall 11. Many exhibitors have enlarged their stands and interesting newcomers are also enriching the offer. The special finishing area was so well received at this year's PIS that this area is being expanded at the PSI 2025: this way, there are not only larger stands, but also many more of them, so that the area already is almost completely booked. Companies such as Epson, Logotex Europe, Lynx Deutschland, Maegis, Mutoh Deutschland, Print Equipment, Walz Solutions, X-Tec Systems will be demonstrating how promotional products can be customised in technologically perfect and creative ways.

### Start planning for the trade show now

The PSI is a fixed date in people's minds and calendars at the beginning of January. However, you should think about organising trade show tickets early and consider how you can make the most of the PSI. Visiting the Trade Show is free of charge for members. The PSI Ticket Shop will go online at the beginning of October, where you can order Trade Show tickets quickly and easily. Please note that industrial customers may only visit the PSI on the last day of the Trade Show, 9 January 2025. They require an invitation from a distributor member and must prove their identity. <

The last two PSI Trade Shows have impressively confirmed that the repositioning of Europe's leading event for the European promotional products industry has been a success. From 7 to 9 January 2025, the industry can once again expect varied and exciting trade show days in Düsseldorf. The PSI team has designed many new offers and services that provide members with more benefits, expertise and networking opportunities. This has paid off and is reflected in the booking figures: 447 exhibitors who value the PSI as "their" international presentation and meeting point had already registered by the editorial deadline in mid-August. The list of renowned industry players is growing by the day. It includes Anda Present, BIC GRAPHIC EUROPE, burger pen, doppler + Knirps H. Würflingsdober, 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, Reisenhel Accessoires, Toppoint, TROIKA Germany, uma Schreibgeräte and xd connects, as well as

# PSI

The Industry's  
Who and How.  
My PSI. Live.

7-9 JAN 2025

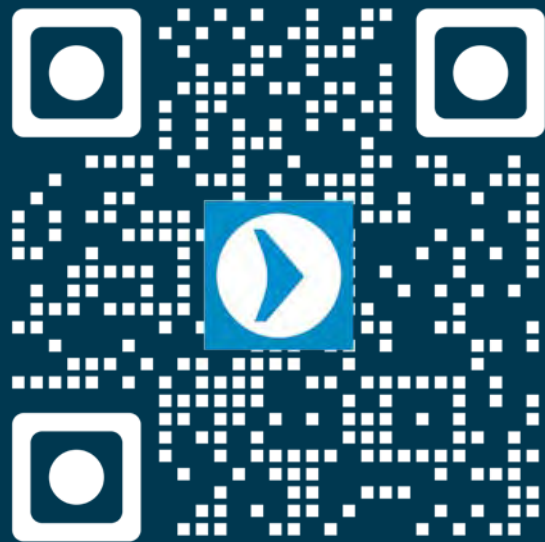
## PRELIMINARY EXHIBITOR LIST OF THE PSI 2025

We are thrilled to present the preliminary exhibitor list for PSI 2025! It is an honor to announce an impressive selection of exhibitors who will make PSI a highlight of the 2025 year's kickoff.

We warmly welcome the following companies under the QR-Code:

Tip:

Save the link to your browser's favorites/bookmarks immediately after scanning the QR code to keep track of the latest updates to the exhibitor list at any time!



scan me

Built by



In the business of  
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The European leading trade show for  
promotional products, incentives and merchandising

**Exhibition Centre Düsseldorf**



# Promotional Classics: Chocolate and Sweets

## Preferably Sustainable

Sweet, crispy treats are some of the most popular promotional products, and a vital part of any campaign. On the following pages, in addition to taking a look at the promotional effect of confectionery we also turn to the sustainability aspect, which is taking on particular importance – especially in chocolate's case.





**S**weets are not only irresistible, but also endlessly versatile and creatively customisable – in confectionery, all the ingredients of successful promotion are combined. For makers of cocoa-based products, guaranteeing sustainability is a particular challenge. Those who pull it off, and insist on sustainability, tackle the root of the ecological and social ills that prevail in the producing countries and make cocoa cultivation so problematic. In that regard, the bulk of confectionery suppliers are incorporating initiatives that are heading in the right direction – from selected producers, through sustainable supply chains to environment-friendly packaging. Precisely in this context, one truth prevails: sustainability is an added value that significantly enhances acceptance and hence the promotional effectiveness of confectionery. For, the way to solve things is not to do away with chocolate altogether – it just has to be the right type.

### A fast-growing market

To make sure we are on the same page, let us clarify the term first. “Confectionery”, according to the Association of the German Confectionery Industry, encompasses a diverse product range. It includes, for instance, chocolate, sweets, and liquorice just as much as exquisite baked goods: biscuits, waffles, etc., but also branded ice cream plus raw mixtures and confections for the food industry. Nibbles such as crisps, peanut flips, savoury snacks and mixed nuts are also included, even though they are not at all sweet. In total, in 2023, 4.3 million tonnes were produced in Germany alone (+2.6 percent), which corresponds to a value of 16.4 billion Euro; half of this amount is exported. Globally, demand is rising year on year, as are cocoa prices, which in January 2024 increased by 73.4 percent compared with the same month in the prior year. Now, let us imagine 86 bars of chocolate – that is the amount, so 8.6 kilos, that the Germans eat on average in a year: only the Swiss manage more. These figures leave room for no doubt: The confectionery market is gigantic and is continuing to grow, which is also an indicator of the significance of sweet promotion. We are not ignoring the fact that all things sweet are usually not healthy – that is the way of semi-luxury foods. Treats are precisely what they are, and we should be glad to have them, since indulgent moments brighten day-to-day life and are fertile ground for promotional messages.

### Sweet promotion is effective

The popularity of all the abovenamed products can be transposed one-to-one onto their deployment in promotion. Confectionery items can work wonders as thank-you gifts, presents to say sorry, greetings at Christmas, Easter, and on anniversaries and birthdays or in the context of

## Snacking is in the genes

Snacking is an innate primal need. No wonder, then, that most people have a reserve of sweet treats always ready to hand. In evolutionary terms, the predilection for “sweet” ensured humanity’s survival, since sweet-tasting plant components are usually edible, whereas bitter ones are often poisonous.

trade shows, events and campaigns. The many delicious ideas and creations offered by our suppliers open doors, convey sympathy, ensure surprises and – especially in the form of larger presents and customised compositions – express esteem. A particularly prominent position is held by Advent calendars, which are available “tailored” according to recipient and come in a diverse array of variants. On account of that, a recognised specialist in this segment is also interviewed here, in the person of Dennis Dirscherl from CD-Lux, who is taking exemplary action in matters of sustainability. Today, customisation is the booster element of all promotional product projects. Just the break-taking advances in the technique of applying



**Very tempting with a strong advertising effect: chocolate, sweets and crunchy snacks should not be missing in any promotional campaign.**

promotional messages mean that fascinating customisation options are available, inspiring creativity. Not only is there an almost endless variety of options for presenting confectionery, the chocolate itself can be, for instance, printed on, dyed, be given sprinkles, moulded, decorated, wrapped in attention-grabbing packaging, and combined with many products to make themed sets. The many creative ways of promoting with chocolate and pralines are explained by Martina Nemeč from Chocollissimo.

### Quality has priority

Many items are also available in mini packets and compact packaging, individually wrapped in portions for snacking, travelling, and gastronomy. In either their sweet or savoury variants, minis are very big when it comes to promotion: as scatter items, they accomplish extensive coverage, leaving their message behind on tables and in pockets quite as a matter of course. It goes without saying that,

even for the smallest packages, top quality contents are the order of the day – in the best case, certified and sustainable. What is more, anything made out of chocolate must be fresh and unquestionably stored correctly. That applies most especially to pralines, truffles and baked goods, which rapidly spoil and become unsightly. Therefore, as with everything that is sensitive and short-lived, it is imperative to take care during packaging and transportation. Confectionery, foods, beverages and cosmetic products are all held to equally high standards.

### Sustainability: the win-win factor

Sustainability – including in the chocolate and sweets product segment – is no longer a matter of doing things meticulously, but is, rightly, a traceable indicator of responsibility towards humans, the environment, and health. It has been established for years that promoters reach ever larger target groups with sustainable products. PSI suppliers and distributors have long since adjusted to the rising demand for sustainable products and are keeping pace with product development and advice. Even



**The cocoa tree is a very demanding and sensitive plant with high water requirements that thrives best in the shade. The first fruits can only be harvested after four years.**

more than with other product groups, the sustainability factor – with chocolate – is far more than a product feature and marketing argument: it is existential for people in cocoa-growing countries. Owing to that, we examine these backgrounds by way of an example and demonstrate the chocolate is indeed a luxury commodity, which we should appreciate and also be able to give as a gift with a clear conscience, if we bear a few facts in mind.

### Cocoa has a poor environment record

Various blog entries by the WWF and the “Sustainable Shopping Basket” initiative vividly illustrate the long route from the cocoa tree to finished chocolate. They explain that the cocoa tree is a highly sensitive plant that needs to be hand-pollinated and only bears its first fruit after about four years. It grows in a very small handful of equatorial countries and is cultivated mainly in Ivory Coast, but also in Ghana or Indonesia. Ideally, the cocoa tree is cultivated together with other plants, in the shade of banana trees or palms. In a near-natural agroforestry system of this kind – so a perfect mix of agriculture and jungle – the plants mutually benefit from one another. In reality, however, many cocoa crops grow in blazing sunshine. On average, 1700 litres of water are needed to make 100 grams of chocolate. Therefore, by itself, cocoa’s water footprint makes up 16 percent of the total water footprint of agricultural products imported into Germany. Without the rainforest’s protection, the plants usually need to be addition-

## The Dark Side of Chocolate/Cocoa

- The cocoa tree is a sensitive plant
- Grows only in a handful of equatorial countries
- A poor environment record: water- and land-intensive, high CO<sub>2</sub> emissions during processing
- Chocolate is a product with one of the biggest water footprints around
- One of the main drivers of deforestation
- Big slumps in production expected, due to mass cultivation combined with climate change
- Social aspects of cocoa cultivation: child labour, improper employment conditions, human rights abuse, low wages, children usually work without wages to the detriment of schooling
- Complicated, non-transparent supply chains
- Major confectionery manufacturers show little transparency
- Profits go to international concerns, while farmers often live in poverty



Most cocoa plantations are located in the blazing sun, which is not good for the plants and leads to high water consumption and the use of agrochemicals.



Near-natural agroforestry systems are ecologically sustainable: cocoa plantations and the environment benefit in equal measure.



Cocoa cultivation is very labour-intensive. Poverty and child labour frequently play a role here.



## Bonbons come from France

Sugar-based sweets – bonbons – are a creation by the French. They were first invented following the arrival in France of sugarcane and the sugar-refining technique from Asia Minor. Chewy sweets were consumed exclusively by the aristocracy, out of bonbonnières (confectionery boxes). The handmade confection became an industrially made product at around the end of the 19th century.

ally protected with pesticides and herbicides. This high water consumption is joined by the likewise very high land use, which makes cocoa cultivation (together with soya, coffee and palm oil) one of the main factors of deforestation, which is a threat to biodiversity. For example, in Ivory Coast, 90 percent of forests have been razed in some regions and replaced with cocoa plantations. What is more, considerable greenhouse gas emissions arise right along chocolate's value-added chain: 2.8 kilo CO<sub>2</sub> are generated during the manufacture of pure cocoa mass alone. For comparison: for potatoes, this is just 0.5 kilo CO<sub>2</sub> and even for coffee, just 0.6 kilo CO<sub>2</sub>.

### Vicious circle of poverty and child labour

To add to the high resources expenditure and poor environment record, the cocoa business is unfortunately still burdened by a whole mass of problematic social aspects. Right at the top of the list is child labour, which occurs in all producing countries. In this context we refer to a well-researched, devastating report that was published by Dunja Sadaqi from the ARD Northwest Africa studio in Rabat (Morocco). The report sheds exemplary light on the situation in Ghana. According to information from the Fairtrade Foundation, 60 percent of global cocoa production falls to Ghana and Ivory Coast. But the farmers there earn less than six percent of the total global income of the chocolate industry – that is, less than one tenth. Surveys in recent years have found that about 1.6 million children between the ages of 5 and 17 in Ghana and Ivory Coast perform heavy labour in cocoa production, 43 percent of them in particularly hazardous conditions. For example, they work at night, using sharp tools, or they are exposed to pesticides. In parallel to the increased cocoa production, the overall proportion of child labour has even grown in the past ten years, despite the fact that it is prohibited by law. Yet farmers are simply unable to afford adult harvesters and that is why they recruit their children. They are aware that they are breaking the law and would rather send their children to school too, but low remuneration and scarce support for the use of technology force them to look to the family for labour. The rest is taken care of by a lack of monitoring and implementation.



## Even the Aztecs loved cocoa

Cocoa confections were treats way back in Aztec days. Cocoa was introduced to Spain from Mexico in the 17th century and was distributed worldwide from there. Initially, it was reserved for the higher social classes only; over the centuries, more and more people came to enjoy cocoa and chocolate.

### Chocolate makers under fire

For years, human rights organisations have been calling out the fact that major chocolate manufacturers could have abolished child labour in their supply chains a long time ago, and criticising the abuse where the premium of around 400 US dollars per tonne introduced for the benefit of cocoa farmers is frequently evaded by deceitful means. To that, representatives of the chocolate industry retort that considerable progress has already been made. In order to introduce light into the shady business of chocolate and to support consumers in their purchase decision, the so-called chocolate Scorecard from the WWF annually rates the biggest chocolate manufacturers according to aspects of environment-friendliness and fair products. While the latest findings are not yet sufficiently extensive, there is discernible progress in terms of the traceability, recording and monitoring of supply chains. According to Score, in addition, 700,000 tonnes of cocoa are still not EUDR compliant. One very encouraging point: The child labour situation is improving thanks to intensified efforts by the industry. Most companies have guidelines, and due to the work of groups such as the International Cocoa Initiative (ICI) and initiatives such as Child Labor Monitoring and Remediation Systems (CLMRS),



**The beans are dried and ground after fermentation. It is still a long way to chocolate, which unfortunately does not have a positive impact on the environment.**

and others, initial positive results are being achieved. Systemic approaches are enhancing the quality of education and healthcare, creating jobs for young adults, and providing support to women and girls. Compared with last year, positive developments are recordable in the area of dynamic agroforestry (DAF). However, the use of pesticides continues to be extensive and is having effects on health. Project support from the distribution side is hugely important and can get a lot done.

### Engagement and progress in the industry

Sustainability efforts by the German confectionery industry can be observed not only in new product formulas, the avoidance of food waste, the use of certified raw materials and the manufacturing processes, but also in the area of packaging. Many more companies are testing alternative packaging options. This is reported by the Association of the German Confectionery Industry (BDSI). The use in confectionery and snacks of raw materials certified according to sustainability standards is being intensively stepped up in the German confectionery industry, and progress is also being recorded internationally. This especially applies to cocoa, the most important raw ingredient of chocolate. At the same time, certification is an important component of developing a more sustainable cocoa sector. In 2022, the proportion of certified cocoa rose to 81 percent. The confectionery industry therefore regards itself as having made excellent progress. On the other hand, figures from industry associations should be con-

## EU Deforestation Regulation (EUDR)

The EU regulation concerning deforestation-free supply chains has been in effect since June 2023. Among other commodities, it applies to cocoa, coffee and timber, but not necessarily, though, to all products made out of them. For example, chocolate and unprocessed cocoa powder are covered, but not the biscuit that has been baked using cocoa butter. According to the regulation, a raw commodity is deforestation-free when it has not been produced on land that was deforested after 31 December 2020. Due diligence is an obligation placed on all who introduce the corresponding commodities or products onto the EU market or export them from the EU. Only products that are both deforestation-free and legal in accordance with the laws of the producing country are approved for the EU market or exported from it. A due diligence declaration is necessary. The EUDR is expected to have significant impacts on the cocoa sector.



Fair trade, certifications and natural production mean that you can enjoy chocolate & co., coffee and other products from the global South with a clear conscience and use them as advertising materials.

sidered with caution, because an industry's own interests are always safeguarded in this context as well. The BDSI continues to be intensively engaged in the "Sustainable Cocoa Forum", a joint initiative set up in 2012 whose members include representatives of the chocolate and confectionery industry, of the German Federal Ministries of Food and Agriculture (BMEL) and of Economic Cooperation and Development (BMZ), of the Federal Association of the German Retail Grocery Trade (BVLH) plus unions, NGOs, standards and certifiers. The organisation aims to improve the living standards of cocoa farmers, protect natural resources and biodiversity, and increase the cultivation and marketing of cocoa certified according to sustainability standards.

### The solution: certified, organic, Fairtrade

One step in the right direction is the stepped-up cultivation of cocoa in near-natural agroforestry systems. The positive interplay of agriculture and forest has the potential to assist sustainable management and higher crop productivity. In addition, fewer pesticides are required and biodiversity is restored. Many of our PSI suppliers are delivering information about the problems, taking part in pro-

## The most important seals for chocolate products

### Strengths and drawbacks

#### Fairtrade – the most frequently used seal

**Pro:** continues to enjoy high credibility and is widely used.

**Con:** Only about half of products are additionally organic.

The criteria were loosened in 2011: from 50 percent fairly manufactured ingredients per product to 20 percent.

#### GEPA – the strictest seal

**Pro:** Despite strictness, has no major impacts on price.

**Con:** Unfortunately rarely found in the best-known supermarkets.

#### UTZ – the seal for discount supermarkets

**Pro:** UTZ insists on extensive transparency and is valued for its analyses.

**Con:** The criteria are rather loose and proofs of raw material origin are often dubious.

#### Rainforest Alliance – has limited relevance to chocolate

**Pro:** Besides sustainability, focus also lies on improving production.

**Con:** Sustainability has taken somewhat of a back seat in recent years – even products from companies like Nestlé can carry this seal.

jects, supporting programmes by the producing countries and getting their customers on board. That is a good thing, and it is appreciated. The rule, when purchasing, for private individuals and the industry alike: the best thing to do is buy sustainably produced chocolate, which means fairly traded, certified products from organic cultivation. Such products, however, are more expensive in most cases – but not as expensive as they would need to be in order to fund really sustainable cultivation, fair prices and transparent supply chains. That is because distributors and end consumers put a brake on high prices themselves: from a certain price threshold and upwards, even the most sustainable product will no longer be bought.

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

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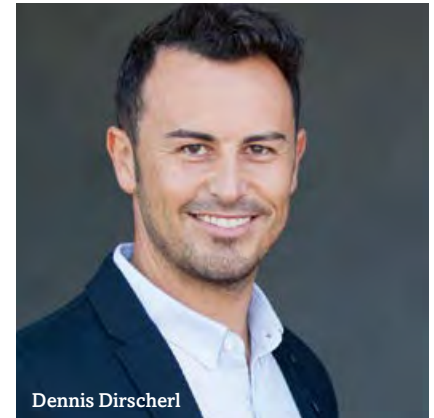
[www.focus.de](http://www.focus.de)

[www.cd-lux.de](http://www.cd-lux.de)

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

# Advent calendars and sweets from CD-Lux

## Impressive customisation and sustainability



Dennis Dirscherl

CD-Lux has been integrating the concept of sustainability into its business practices for years. The expert for Advent calendars and sweet promotional items is characterised by premium quality, sustainable products and forward thinking. Managing Director Dennis Dirscherl explains what the company offers.

CD-Lux is one of the leading Advent calendar specialists in Europe and has an impressively wide range of these appealing promotional products in its programme. Can you give us some examples?

Customised shapes have always fascinated us. When we entered the promotional product market at the turn of the millennium, there were practically only rectangular Advent calendars filled with moulded chocolate. The motif was often standard and you could print a logo on it afterwards. Right from the start, we focussed on cooperations with chocolate manufacturers such as Lindt, Sarotti, Rit-

ter Sport or Milka. This was very well received by our customers. High-quality chocolate emphasises the value placed on customers and employees. We then very quickly developed our own customised shapes, such as the legendary Cube, an Advent calendar in the shape of a cube, where the promotion can be placed all around. Sector-specific shapes such as the popular lorry or van Advent calendars, round Advent calendars, pyramids and, above all, Advent calendars developed according to individual customer requirements make our range unique. Some project examples: a 3D Advent calendar in the shape of an aeroplane for an airline, a 3D tram or a cruise ship. Anything is possible.

Can you explain CD-Lux's success in this segment?

CD-Lux has set itself the task of providing customised Advent calendars and sweet promotional items in their most beautiful form, in outstanding quality, with the best price-performance ratio and with a focus on sustainability. We offer our customers a free graphics service, which

Advent calendar specialist CD-Lux creates the popular Christmas classics for every budget. They are all individual, ecologically sustainable and filled with branded chocolate. The "organic" inlays made from pure paper can be disposed of with waste paper and are biodegradable.



is highly appreciated and very popular. If our distributors receive an enquiry, they are sent a concrete design proposal for presentation to the customer within one day – this usually secures them the order. Thanks to a high degree of automation, including two fully automated Advent calendar production lines, we can deliver reliably and on time. We guarantee that many models can be ordered up until the last week of November. Thanks to high capacities, “rush orders” are still possible until the end of November.

#### Why are Advent calendars such a popular and effective promotional item?

Customised Advent calendars are among the most popular promotional items in the run-up to Christmas: The promotional message is guaranteed to take centre stage for 24 days without getting lost in the flood of the usual Christmas mail. We have Advent calendars for every budget. When you consider that a customised printed Advent calendar with fine Lindt chocolate is available for less than five euros, this is of course a strong argument. Advent calendars are appealing, unobtrusive and simply go down well anytime and anywhere. Our distributors achieve excellent results with our programme and, together, we continue to grow year after year.

#### CD-Lux is not only an Advent calendar expert, but also offers the entire spectrum of sweet promotional items. Can you give us some of the highlights?

Our Easter programme is playing an increasingly important role. The customisable Easter nest, Easter bunnies and colourful chocolate egg sets are the bestsellers here. Our all-season range with custom-printable chocolate gifts in every conceivable design, fruit gums from very small quantities, energy bars, summer items and Healthy & Fit fills its own complete catalogue. If time is of the essence, we can deliver almost all items express within three working days.



Natural paper and grass paper are also used in the comprehensive year-round programme.

#### CD-Lux has long been a pioneer when it comes to sustainability. What does your commitment look like in concrete terms?

As early as 2010, we were pioneers with our Advent calendar inlays made from 100 per cent recycled material, e.g. upcycling from former drinking bottles. With the new “Organic” inlays, we have been focussing on a unique solution for several years now: inlays made from pure paper. These can be disposed of together with waste paper after use and are also 100 per cent biodegradable. Since 2018, we have been producing all products with a financial climate contribution as standard, i.e. with CO<sub>2</sub> compensation and on FSC-certified material. A brand new feature is that all products are available in sustainable papers such as natural cardboard, grass paper or coffee cup paper. This is sustainability you can touch. Resources are conserved during production and the material is biodegradable (grass paper). The innovative coffee cup paper has a special story: It is made from recycled coffee cups from fast food restaurants. Upcycling at its best!

#### What about chocolate?

We provide chocolate in various Fairtrade flavours, as well as those with Rainforest Alliance certification. The new Tony's chocolate is even a completely fair product. Our premium brands also pursue their own sustainability strategies, such as Ritter Sport with its “Our Cocoa” programme and Milka with its “Cocoa Life” programme.

#### How do you implement sustainability in your day-to-day business?

For us, environmental protection is a combination of several components: our in-house 250 KW/h photovoltaic system supplies green electricity, for example for cooling our production halls. CD-Lux is also a partner of the Bavarian Environmental Pact, an initiative for integrative environmental protection. This helps us to constantly learn and scrutinise processes: As we all know, greener is always possible. <

# Advertising with a touch of luxury

Sweets work promotional wonders, and this fact is essentially based on these two factors: product quality and creative presentation ideas. We spoke to Martina Nemeč, Sales Manager for the DACH region at Chocolissimo.

Focus



**Chocolissimo is known for its Belgian pralines, truffles and fine chocolates. What defines their quality?**

Our chocolates contain only high-quality cocoa and cocoa butter from the best cultivation areas, which are carefully processed. We offer a wide range of chocolate – from milk chocolate to dark chocolate with up to 75 per cent cocoa content – and all products are made without preservatives or artificial flavour enhancers. They are only produced to customer order, which guarantees absolute freshness. We ship 365 days a year, and in summer we use cool packs for shipping.

**What is unique about your chocolate products?**

You won't find our products in the shops. The bars in 'The Bar-Experience' range are elegantly presented, featuring flavours such as cloves or nutmeg, and taste perfect in combination with fine wines. Even more sophisticated combinations can be found in the 'ChocoExtreme' collection, which are sprinkled with pink pepper, chilli or lavender, for example. Our fruits and nuts dipped in chocolate are also real eye-catchers thanks to their elaborate decorations.

**Which of these delicacies is particularly suitable for promotion?**

Our products are ideal as sweet greetings for special occasions, as a surprise for birthdays, anniversaries or as an incentive. They are also effective for marketing campaigns, product launches, trade shows, events and company celebrations. Our three flavours of creamy truffles add a touch of luxury. With our handmade, exclusive sweets, companies can delight their customers throughout Europe all year round – there are plenty of occasions to do so. Our chocolate figures are also a highlight: Whether it's a sporty roadster, the latest chocolate smartphone or a customised 2D shape made to order, every product is unique.

**With ChocoTelegram and Choc&Play, Chocolissimo has two innovative concepts for customising chocolate. What's it all about?**

With ChocoTelegram, customers can design personal messages, wishes and greetings using chocolate cubes, add customisable ChocoPrints chocolate stones and choose the packaging. The result is a completely customised gift that is produced individually for the recipient. The Choc&Play configurator allows you to design your own chocolate creations by choosing from various ingredients such as spices, fruit, nuts and decorations.

**What role does the packaging play?**

The packaging is the first thing recipients see and remains in their view until the very end. It creates the lasting impression of a gift. Our in-house graphics department provides support with the design of the packaging – whether it's an engraving on our exclusive wooden boxes, a print on the sleeve, stickers or packaging. Many design options are available, which you can receive in advance as a non-binding illustration within around 2 days. <





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Demand for ecological and sustainable products is rising continuously, and this trend is also reflected in the field of haptic promotion. So, on the following pages, we show you **“green” promotion that is ‘tangible’** in the truest sense of the word.



## A great look and feel

The new generation of the uma Recycelt Pet Pen series impresses with its new feel. Recycled PET material made from 100 per cent PET bottles forms the basis for the entire model series. One half-litre PET bottle produces exactly the amount of granulate needed to make one ballpoint pen. PET recycling makes it possible to reduce plastic waste, save resources and not have to resort to fossil raw materials. The ecologically sustainable combination is complemented by a high-quality soft-touch surface for a pleasant writing experience. The new uma Recycled Pet Pen Gum is innovative, sustainable and unique. With the replaceable refill, the company also focusses on sustainability. The perfect combination of design and writing feel ensures long-lasting writing pleasure. The familiar variety of colours of the previous series is supplemented with a total of 19 colours. The entire writing instrument series is upcycled in Europe into a completely climate-neutral writing utensil by means of compensation payments.



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 uma Schreibgeräte Ullmann GmbH  
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 www.uma-pen.com

## Feel-good massage

The wooden massage brushes in various designs are relaxing, stimulating and resource-saving. The Me-Time Friend massage brush is suitable for relaxing massages, skin cleansing, stimulating the circulation or combating cellulite. The brush body is made of beech wood and equipped with robust, water-resistant natural fibre. The rounded edges of the wooden body ensure a pleasant grip feel. This high-quality vegan body brush is a purely ecologically sustainable natural product that promotes health and vitality. Frank Bürsten relies on renewable energies during production to ensure that its products are manufactured in an environmentally friendly way. The electricity required for production is generated entirely by the company's own hydroelectric and photovoltaic systems. The wood for the brush bodies comes exclusively from regional forests. The wood chips generated during production are used to heat the company buildings. Frank Bürsten lives out a very persuasive ecological concept.



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### Shielded “green”

Fare is offering the new large AC guest umbrella ÖkoBrella and the compact AC pocket umbrella ÖkoBrella, both equipped with ecologically sustainable waterSAVE® cover material. The two new models feature the water-saving coloured polyester Pongee waterSAVE® cover material made from recycled plastics. Flexible fibreglass rails and a handle made of real wood ensure an unmistakable ÖkoBrella look. The successful ÖkoBrella product family is perfect for communicating ecologically sustainable messages in all sectors and offers a particularly large advertising space. Also new: the AOC-Oversize pocket umbrella Fare® RingOpener® and the AC-Midsize stick umbrella Fare® RingOpener®. The umbrellas have an innovative opening system: they open automatically as soon as you pull the handle ring, and the pocket umbrella also closes this way. Some items are dispatched in already used shipping boxes, significantly reducing paper waste. A sticker on the box, which is also made from cardboard, reminds customers of this. The “TOPumbrellaSELLER 2024” brochure provides a good overview of all ecologically sustainable umbrella models and other interesting products, for example in the categories “The inexpensive”, “The colourful”, “The elegant” or “The feather-light”. It is also available as a PDF download at [www.fare.de](http://www.fare.de).





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



## Fresh vitamins

The personal organic superfood garden from emotion factory is full of true healthy superfood that is rich in vital vitamins and minerals. These nutrient bombs strengthen the immune system, promote vitality and support a healthy life. The new vitamin bowl from emotion factory offers the perfect solution for growing organic superfoods easily and conveniently at home and enjoying an extra portion of health every day after harvesting. The high-quality terracotta bowl with a diameter of eleven centimetres is supplied with a substrate tablet as soil and organic seeds for four different types of superfoods. They are sufficient for more than one planting process and therefore the perfect long-cycle advertising messenger. You can choose from the seeds of four edible varieties: salad rocket, radish China rose, radish Sango and cress. Whether on the window-sill, on the balcony or in the garden, the idea of self-sufficiency becomes a reality with the vitamin bowl. The customised banderole of the vitamin bowl offers a large advertising space that can be designed as desired.

## Wild and unique

The new Cow Spot key ring by Gabriele Bühring is one of a kind: rescued leather and genuine cowhide, combined in the classic loop shape, make this customised product a real eye-catcher. It is available in many individual colour combinations, also in small series. A vegan version is additionally available in the form of plant-based artificial leather with a fabric insert. The manufacturer recommends a woven label or blind embossing for advertising purposes. The product is 100 per cent hand-made in Germany and packed loosely in a cardboard box; individual packaging is also available on request.



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### Tastes good vegan too

Frankfurter Kranz cake without cream, lemon tart without egg and marble cake without milk? It's easy: these classics are now also available in a vegan version in the new baking book from Edition Michael Fischer (EMF-Verlag). Nothing stands in the way of sweet indulgence anymore, because this baking book contains 50 recipes for cakes, pies and tarts without animal products. On request, the EMF team can place a logo on the cover and/or the customer's own products on the inside pages. The customer decides on the features, design and content: The result is a customised product that is perfectly tailored to your own needs and those of your customers.



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### Ecological sustainability with style

In addition to the ecological benefits of bamboo as a rapidly renewable raw material, the look of this writing instrument leaves little to be desired. The trend combination of the wood, the GUN-coloured fittings and the colourful stylus make the Tahiti ballpoint pen from Penko an absolute eye-catcher. It is an ecological promotional gift that the customer will enjoy for a long time and a real statement for sustainability and style. The ballpoint pen is equipped with a large capacity refill in top quality. This writing utensil is available in five selected colour combinations.

### Biodegradable

Dimar Tecnoprint combines products made of bamboo into customised and eye-catching promotional products. It offers combinations of some old objects such as mousepads and coaster with a new ecologically sustainable, biodegradable material – bamboo fibre. The bamboo fibre is extracted from the bamboo tree trunk. It is as soft as silk, 100 per cent biodegradable, hypoallergenic and can be customised in full colours by means of dye sublimation transfer. The products from Dimar Tecnoprint Bamboo from Italy are synonymous with nature and modernity.

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### A viable alternative

Manufacturas Arpe is presenting its newly launched customisable mesh bags, which can be considered the ecologically sustainable reinterpretation of carrier or shopping bags. The bags are manufactured on the company's own premises in Barcelona from a locally produced mesh fabric, a reusable and recyclable mono-material. The lightweight, breathable, easy-to-clear and compactly folded mesh bags are a practical and environmentally alternative to single-use plastic bags. They are suitable for any occasion and area, spanning from food and other shopping on to excursions, music festivals, sporting events and much more. They are a versatile promotional product, which can be completely adapted to the image of any brand and provides a stylish and useful solution for everyday needs.

### Natural pencil diversity

At Reidinger, everything revolves around the imaginative range of writing utensil made from the renewable raw material wood. Ecological sustainability is not a trend for Reidinger, rather a corporate philosophy that has been practised for decades. A glance at the wide range of pencils demonstrates that the natural products are not only environmentally friendly, but also aesthetic and functional. The promotional product specialist consistently applies the principle of a circular economy. Every step in the production process is geared towards conserving resources and avoiding or minimising waste. Reidinger customers can be sure that they are acting responsibly. All writing utensils bear the Climate Partner label, which stands for a financial contribution to climate protection. The collection made of FSC-certified wood offers almost unlimited possibilities in terms of design and finishing. The selection ranges from elegant allrounders to crystal-studded pencils for special occasions. Advertisers can let their imagination run wild in the online configurator.



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## Stylish presentation of brands and logos

Brands and logos can be presented in style with senator® porcelain cups, which are produced and printed using 100% green electricity in Germany. These cups combine high-quality materials, excellent workmanship and durability with the advantages of local production in Germany. The use of regional resources and local production minimises transport routes and the associated emissions. Thanks to their low carbon footprint compared to imported products and their sustainable production in Germany, senator® mugs are an excellent choice for quality-conscious companies. There are eight attractive shapes and sizes to choose from. The range extends from the classic straightlined coffee mug to a smaller version that also fits under standard coffee pod machines and the bulbous XL feel-good mug. All models can be printed in up to five colours in a wide range of colours and are dishwasher-safe.



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## Compostable protection

The Turtle Case mobile phone cases from Brand.it are innovative, 100% bio-compostable cases made from bioplastics and bamboo fibres and a prime example of ecologically sustainable product development. The Turtle Case sleeves offer optimum protection and decompose completely within 18 to 24 months without harming the environment. By protecting smartphones, they help to extend the life of the devices, which also is an important contribution to ecological sustainability. Less electronic waste means a reduced environmental impact and resource conservation. This sustainable product solution offers companies an excellent opportunity to demonstrate their own commitment to environmental protection, while effectively showcasing the brand through customised branding. Whether as a sustainable advertising medium at trade shows or as an employee gift, Turtle Case mobile phone cases are more than just protective cases. They are a statement for a greener future.

## Vegan pan coating

CeraVegan is an innovative dishwasher-safe, ceramic-based and plant-based non-stick coating that is being used for the first time in the new Just Vegan series from Lehoff Import and Export. It is 100 per cent vegan and ensures a vegan, fat-free and sustainable cooking experience on all types of stoves. The scratch-resistant CeraVegan coating, which is oven-safe up to 280 degrees Celsius, consists of several layers, the top of which contains a mixture of avocado oil and water, and is produced entirely without the use of fluoropolymers such as PTFE or emulsifiers such as PFOA. It contains neither lead or cadmium, nor PFAS and PFOA. This exceptional coating is free from chemical solvents. Consumer tests have shown that these coatings perform better than conventional non-stick coatings because they contain a natural, purely plant-based non-stick agent: avocado oil. This creates a razor-thin microfilm that increases the non-stick properties of the coating.



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





PSI 45202 • Bags by Riedle®  
Tel +49 7139 93152-0  
sibylle.kolb@riedle.de  
www.riedle.de

## New product line organic

With its innovative Riedle Organic product line, Bags by Riedle remains committed to ecological sustainability and makes a statement in favour of greater environmental awareness, lower emissions and shorter transport routes. The high-quality natural papers made from the rapidly renewable raw materials hemp, cup plant (silphium), grass and apple also with their functionality and durability. The food-safe, compostable and FSC-certified portfolio offers customers the opportunity to present their products and services in an environmentally friendly and creative way. With its "wild" surface, hemp is recyclable multiple times and impresses with its low energy balance and efficient use of space. For example, one field of the plant produces four to five times as much paper as a forest of the same size. The cup plant (silphium) already ensures biodiversity in domestic meadows when it is planted. The fibres produced as waste form the basis for an environmentally friendly uncoated paper. The carrier bags therefore transport their content and brand messages in a very natural and flowery way. The fastest renewable raw material that can be used for a paper bag is grass. It has its very own structure, making it a haptic and visual highlight. It is available almost everywhere in Germany and Europe and therefore has very short delivery routes. Apple paper is an upcycled product made from industrial waste generated during the processing of the organic fruit. Ivory-coloured and with visible enclosures, the carrier bags made from this paper are real eye-catchers that are also easy to process and guarantee perfect printing results. The new Riedle Black is elegant, conveys style and makes a classy statement. The paper is environmentally friendly, carbon and acid-free, biodegradable and FSC-certified. The double reinforcement makes the bag particularly secure, while the super-soft cords ensure a comfortable fit. With high-quality finishes, such as hot and blind embossing or UV varnish, the brand messages appeal to all the senses and leave a lasting impression.

# GO GREEN



## GO CIRCLE L

Das Material: natürlich recycelt.  
Das Volumen: einfach riesig.  
In diesen Rucksack passt ein 17-Zoll  
Laptop hinein und ein individuelles  
Logo vorne drauf.



Notebook-Rucksack  
CIRCLE L



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Starke Taschen.

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Telefon: +49 (0) 521 / 98 244-0  
www.halfar.com

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



## Materials from nature

Promotional products made from environmentally friendly and natural materials are the best way to strengthen your own brand. Customised pins or key rings made of wood from Pins & mehr (Pins & more) win people over in many ways. They are not only aesthetically appealing, but also durable and biodegradable. There is a wide range of different shapes and finishing options in order to skilfully showcase the desired advertising message. When it comes to lanyards, Pins & mehr also offers various materials, which are ecologically sustainable and have a significantly lower impact on the environment. Bamboo is a rapidly renewable raw material and cotton has always been a popular, natural material. Alternatively, lanyards are also available in rPET, cork and other materials.



PSI 60392 • Result Clothing Ltd.  
 Tel +44 120 6798131  
 kblackstock@resultclothing.com  
 www.resultclothing.com  
 www.spiroactivewear.com

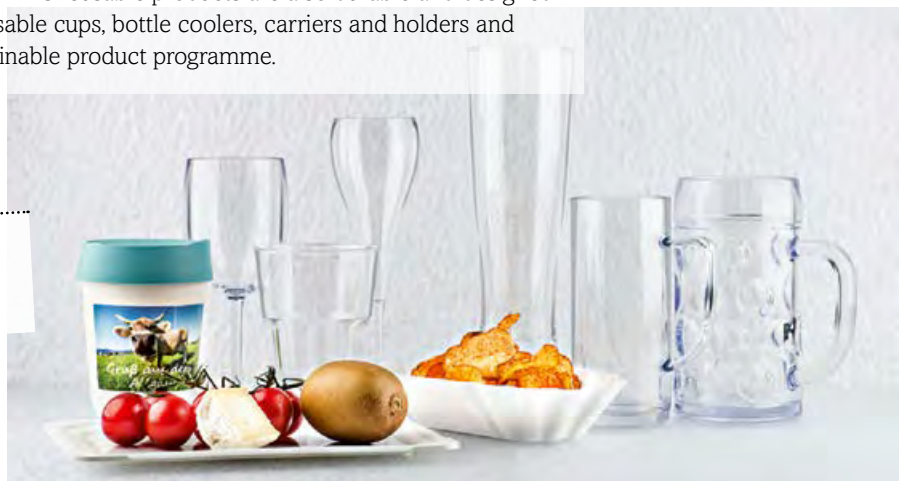
## Fashionably active

Spiro Aktivewear, the sporting line from Result Clothing, is launching three new articles in its collection. The three models are made from environmentally friendly materials from recycled PET bottles and industrial waste and provide an ecologically sustainable alternative to conventional yarns, as they consist of 78 per cent recycled polyester and 22 per cent elastane. The S797F Fitness Skort for women is a classically cut skirt with integrated inner trousers and a high waist for tennis and other types of sports on the court. It is available in white, dusky blue and navy. The S798F women's fitness jacket is made from quick-drying material and lined with mesh in the shoulder area. The product has a close fit, is available in navy, white and black, has side zip pockets and a full-length zip up to the collar. Last but not least, the S799F sleeveless and zipper-free women's sports dress made of recycled hightech stretch material is just waiting to be worn by customers. It is not only ecologically sustainable, but also has a stretchy fit and great look. All three garments are available in sizes 2XS to 2XL and suitable for transfer printing, direct printing or embroidery.

## Sustainable reusable programme

ADOMA has been manufacturing at its site in Wangen/Allgäu for over 40 years: regional, sustainable, reusable. The company also uses its own recycle, manufactures with bio-based materials and keeps everything possible in its own material cycle. ADOMA's reusable products are also durable and designed for everyday use: 2go products, sports bottles, reusable cups, bottle coolers, carriers and holders and much more. ADOMA thus offers a large and sustainable product programme.

PSI 43999 • ADOMA GmbH  
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 www.adoma.de





PSI 45567 • SND PorzellanManufaktur GmbH  
 Tel +49 6183 80080 • info@snd-porzellan.de  
 www.snd-porzellan.de



## Unbeatable porcelain

The porcelain products from SND PorzellanManufaktur are made exclusively from natural ingredients and are extremely stable, much more stable than ceramics from the Far East, for example. If the porcelain is also attractively personalised, its recipient is very likely to use it for many years. Both are longevity factors. And longevity is a key aspect of ecological sustainability and resource conservation. Those who purchase their refined promotional porcelain from SND PorzellanManufaktur make a statement in favour of long-term sustainability and products of the highest quality that are manufactured in Germany with great care. Please read in detail about how porcelain promotional items can be made compatible with ecological sustainability at: [www.snd-porzellan.de/en/more-sustainability/](http://www.snd-porzellan.de/en/more-sustainability/)

## Properly charged

Reflects®, the Cologne-based multi-specialists for promotional products, is presenting four variations of Reeves-myConvertics developed inhouse: the 4-in-1 Evo cable set, the Bamboo cable set with a bamboo box, the colourful variant Color and the Tie cable holder. All products in the Convertics family offer a wide range of advertising options, from laser engraving and doming to pad printing and UV printing. The handy 4-in-1 cable set Reeves-Convertics Evo, which is made from recycled materials for the most part, includes a powerful USB-C to USB-C charging and data cable with an appealing textile cover. The set also contains a USB-A adapter Apple®\* 8 Pin for multifunctional use. Printing and engraving are possible on the prominent advertising space. This practical cable set is also available in the Bamboo variant. The equally powerful Reeves-Convertics Color variant is the colourful further development of the award-winning 6-in-1 cable set, but is characterised by its more colourful look. The product is available in black, white, cyan, dark blue and red. The charging and data cable is made of coloured plastic. Here too, a large share of the product is made from recycled materials. Last but not least, the silicone cable holder Reeves-Convertics Tie combines creative design with practical functions. This cable tie makes it easy to wind up charging cables and headphones and store them in a space-saving manner. The supplied USB-C to USB-C textile cable supports quick charging with up to 60 watts as well as efficient data transfer.



PSI 42487 • Reflects GmbH  
 Tel +49 2234 9900-0 • info@reflects.de  
 www.reflects.de

- Advert -

**Perfect for Christmas: the Retap carafe set!**

Contents: Retap carafe 1.2 L (various lid colors) and 2 glasses 0.4 L

**MADE IN EUROPE**

All printed with the customer's logo. Packed in a sturdy gift box.

*Free individually printed cardboard sleeve from 48 sets!*

Exclusive distribution: [ecobrands respectful distribution gmbh](http://ecobrands.respectful.distribution.gmbh)

office@retap.de  
[www.ecobrands.promo](http://www.ecobrands.promo)



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

## Colour dreams come true

For your own use and as a promotional article: ballpoint pens in the colour of your choice and in small quantities from one of the oldest biros manufacturers in the world. Climate-neutral and completely Made in Germany. With the PMS 3000 service, Klio-Eterna offers an unlimited range of colours, even for small quantities of 3,000 ballpoint pens or more. And since June 2024, now also for the popular and sustainable models made from recycled material. The service is subject to a small surcharge, but this is waived from 25,000 pens. When ordering, simply specify the desired special colour according to Pantone, HKS or RAL. The customer can then mix their desired colour in the in-house injection moulding department and have a sample biros with a binding colour sent to them for approval. After approval, the product is produced and dispatched. It only takes around six weeks from order to delivery. By the way: every Klio-Eterna model is available in the desired special colour from a quantity of 5,000.

– Advert –

Für eine  
 lebenswerte  
 Zukunft.

Klio-Eterna  
 Est. 1900



42205 Qube recycling Mn



41118 Jona matt recycling



41251 Zeno recycling Mn



41018 Cobra matt recycling



Made in Germany

Recycelte Kunststoffe

Hergestellt mit 100% Ökostrom



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

## Sustainably produced in Germany

With a company history of over 120 years, Klio-Eterna is not only one of the oldest manufacturers of ballpoint pens. Klio-Eterna is also one of the few manufacturers that produces completely climate-neutral in Germany and beyond. Since January 2024, Klio-Eterna has held the EMAS environmental certificate, the world's most demanding system for sustainable environmental management. Klio-Eterna produces ballpoint pens in Wolfach in the Black Forest, from the refill to plastic injection moulding and printing through to assembly. This high level of vertical integration from a single source not only enables the highest quality and flexibility to respond to customer requirements. It has also made it possible to optimise standard biros models and manufacturing processes so that they can be produced in small quantities and in all colours.

- Advert -

## Farbträume?

Bereits ab 3.000 Stück realisieren wir Kugelschreiber in Wunschfarbe nach Pantone.

# Klio-Eterna

Est. 1900



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



## Flowering confetti

TDJ Stadtgärtner promises colourful advertising with a sustainable twist. Boring confetti was yesterday. Nowadays, it's all about growing and blooming seed confetti. With this colourful confetti, the promotional products specialist from Lower Saxony is creating colourful beds of wildflowers – for insects and for everyone who enjoys them. The confetti consists of a mixture of wildflower seeds and colourful seed paper motifs, which are also sprinkled with wildflower seeds. It is available in two packaging variants: in a fully customisable paper case with a viewing window made of organic film and a practical tear tab or in a parchment bag with a customisable paper header. The shape and colour of the seed paper motifs can be determined individually. This makes these products ideal promotional gifts, perfect giveaways for trade shows, ecologically sustainable advertising products and ecologically valuable gifts for employees, customers and partners.



PSI 46903 • Schäfer Promotion GmbH  
 Tel +49 170 7772614  
 nbrandenburger@schaefer-global.com  
 www.schaefer-global.com

## Vegan leather collection

Schäfer Promotion is presenting a new vegan leather collection. Upcycling and ecological sustainability are more important than ever for most customers and this is what this new collection offers. Manufactured in Germany and available in small quantities. Everything is possible, from key rings and glasses cases to mouse pads. In addition to the vegan material, original car leather is also processed at the customer's request. The manufacturer can send the current catalogue with prices on request.



## Climate-positive product series

Elasto, a renowned and internationally established manufacturer of promotional products, is launching a new, climate-positive product series that is available now. The new organic elastoNature series comprises five products upon the product launch, which are available in the three modern colours: slate, mint and peach fuzz, the Pantone colour of the year 2024. elastoNature consists of carbohydrates such as corn or sugar cane, mixed with mineral fillers that are converted into plastic through chemical processes. The carbohydrates thus replace crude oil and offer a more ecologically sustainable option for reducing dependence on fossil raw materials in plastics production. In addition, elastoNature products have a negative greenhouse warming potential and are characterised by the fact that they absorb more CO<sub>2</sub> during their life-time than is emitted during their production. Thus, they actively contribute to the reduction of greenhouse gas emissions. Further information on elastoNature's range of products can be found at: <https://company.elasto.de/elastonature>

PSI 41369 • elasto GmbH & Co. KG  
 Tel +49 9661 890-0 • info@elasto.de  
 www.elasto.de





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PRODUCT**

**ELIS**<sup>®</sup>

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CERTIFICATIONS**

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34 DIFFERENT COLOURS  
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PRODUCTIONS**



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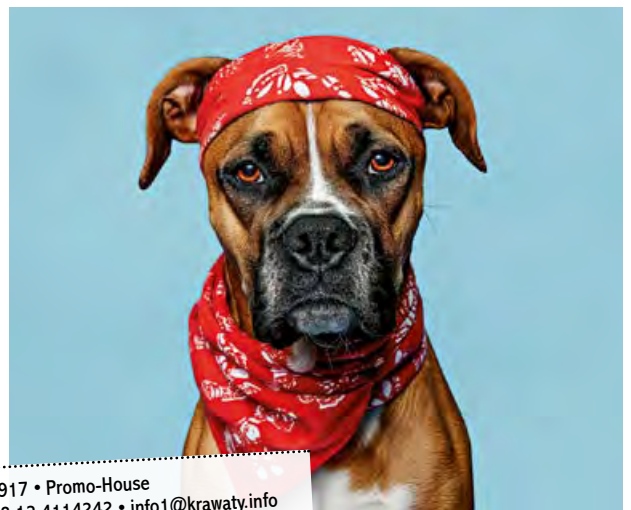
PSI 47306 • emco Bautechnik GmbH  
Tel +49 591 9140603 • n.rudau@emco.de  
www.emco-bau.com

## Nets to mats

Professionals advertise in an innovative and pioneering way with customised, printed promotional mats from emco made from regenerated Ecomyl® yarn. Waste such as lost fishing nets, fabric and carpet remnants and industrial plastic are saved and sorted in order to recover as much of the nylon content as possible. The Ecomyl® yarn obtained this way has exactly the same properties as pure nylon. Compared to conventional nylon yarn production, this process saves 70,000 tonnes of crude oil and avoids 65,100 tonnes of CO<sub>2</sub> emissions for every 10,000 tonnes of Ecomyl® raw material produced. And best of all: after use, the Ecomyl® yarn can be returned to the first stage of the regeneration process. This has a lasting positive impact on the environment. The promotional mats are made in Germany, can be customprinted and are available already in quantities of one.

## Logo in sight

The Tube Bandana from Promo-House can be used by people who play professional sports as well as by physically active people. A bandana has many functions and can be worn as a scarf, headband, hair band or even an armband, all depending on the creativity of the user. Due to its usefulness and functionality, it is often used as an advertising medium. Many companies use its relatively small surface area to advertise products, companies or logos. The bandanas can be printed using a sublimation process or digital ink. With a view to ecologically sustainable development, the scarves are made from recycled polyester micro-fibre, rPET. Each weighing 150 grams, the bandanas can be packed in special cardboard boxes. The minimum order quantity is ten.



PSI 48917 • Promo-House  
Tel +48 12 4114242 • info1@krawaty.info  
www.krawaty.info

## A pick-me up for your luggage

The taste of brewed Fairtrade coffee or tea comes in a practical, patented brewer bag for travelling from Römer Drinks. It enables you to prepare fresh filter coffee or loose tea quickly and conveniently on the go, without compromising on flavour and with respect for the environment. Just pour hot water from the kettle or a vacuum jug, let it infuse, pour it out and enjoy. Ecological sustainability is key, as a tea bag filling can be rebrewed up to three times before the bag can be emptied, cleaned and refilled with new tea or coffee. The bag is also CO<sub>2</sub> and plastic-neutral. In quantities of 100 or more, the brewers can be ordered with a customised front label.



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





PSI 49649 • Knetä® GmbH  
 Tel +49 9721 2906805  
 bestellung@knetae.de  
 www.knetae-b2b.de

## Happy kneading moments

Knetä®, the play dough with 18 bright colours, sets no limits to creativity. It is a haptic promotional product made with love – after all, it is all about creating happy moments and bringing the brand closer to the hearts of customers. Knetä® is not only aesthetically appealing and functional, but also environmentally friendly, made in Germany using high-quality vegan ingredients without alum and suitable for children from the age of one. For carefree advertising to a broad target group. Knetä® Bags can be customised 360 degrees around, allowing any corporate design to take full effect.



**SENATOR®**

# MUGS 100 % MADE IN GERMANY.

- 100% made in Germany
- Up to 95% reduction in CO<sub>2</sub>
- Produced with green energy in our own factory
- High class porcelain
- Eight attractive models
- Up to 5 colours printed
- Large range of printing colours
- Dishwasher safe according to DIN 12875
- Large quantities, short delivery times





PSI 46596 • Polyclean International GmbH  
Tel +49 2561-865580 • info@polyclean.com  
www.polyclean.com



## A box seat in the long-term memory

The rPET GripCleaner® from Polyclean International will be remembered for a long time: the quality product is made in Germany and not only offers a large advertising space for a customised advertising message in words and images at a low price, but also impresses with its ability to clean effectively in addition to being a perfect advertising opportunity. Made from recycled PET bottles, the P-9000® micro-fibre protects the environment and promotes environmental protection. The GripCleaner® not only serves as a practical mousepad, but also as a cleaning cloth for glasses and displays. Thousands of micro-dots on the underside ensure a firm grip. The GripCleaner® is packaged in a glassine bag made from renewable raw materials and sustainable forestry, which is also 100 per cent recyclable and easy to dispose of with waste paper. The manufacturer also offers an express service for orders at short notice. It is ideal for last-minute promotional campaigns and urgent gifts.

## Natural kitchen accessory

Holz Frank uses high-quality oak or ash wood to produce cutting boards that combine functionality with exclusive design. Finished with organic linseed oil, these kitchen accessories not only guarantee a long service life, but also natural aesthetics. You may choose between a classic wooden handle or an elegant version with a leather handle fastened with robust brass screws. Ideal for customisation, the manufacturer offers the option of personalising each cutting board with a razor-sharp laser engraving, a rustic brand print or a detailed photo engraving. Whether with a company logo, slogan or a customised design, these cutting boards become a distinctive part of the brand or a personalised gift that is both practical and stylish. They are ideal for kitchen professionals, as promotional gifts or as a special element in business stationery.



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



## Swedish thoroughness

The in-product for ecological sustainability is the Swedish dishtowel from Teko Tryck, which is made from natural materials. It is not only good for the environment, but with its individual printing is also a work of art for everyday use. The box-checker product is vegan and made according to high ethical standards. It is a zero-waste alternative to paper towels and other towels made from microfibres, which often contain plastic. It can also be washed in the washing machine or dishwasher or even boiled. The towel can also be reused an unlimited number of times. Simply use, reuse and finally compost. All customers have to do to have their advertising ideas printed is send their designs to the Swedish manufacturer.

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



PSI 40940 • Igro GmbH  
Tel +49 6432 91420 • info@igro.com  
www.igro.com

## All things jute

Igro GmbH offers customised bags in quantities of 1000 or more. The packaging made from jute is natural and individual. The rustic feel of the robust natural fibre is reminiscent of merchant ships, warehouses and the wide world. The small-format bags are therefore very popular as original packaging for food and other items. "Jute instead of plastic" is more relevant than ever, as the renewable raw material is biodegradable and decomposes completely without leaving any residue. Anyone who buys jute is clearly thinking and acting ecologically sustainably. Jute is a purely natural product that can be processed into bags and sacks and printed or coloured. An ecological promotional product demonstrates environmental awareness to the customer and helps to avoid piles of waste.

## Traditionally modern

For more than 30 years, safeReflex has been making and distributing snap tapes and snap wraps under the name reflAktive, safety made in Germany. The manufacturer has now technically upgraded this popular and established advertising medium, opening up completely new possibilities for use. By using RFID chips that are attached to the steel core under the film, clack tapes can also be used in the future to allocate or sort participants or products at sporting events or other projects, for example. At the end of the event, the weatherproof products can be cleaned manually and then reused. This new functionality increases the safety of those wearing the bands, especially in difficult light or weather conditions, while the reusability of the product also contributes to ecological sustainability. The snap straps are easy to put on and comfortable to wear, in particular thanks to the high-quality Italian velour on the inside.



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

koziol

Made in Germany



Kleine Helden,  
große Abenteuer!



DIE  
NACHHALTIGKEITS  
MARKE



Hier geht's zu unserem  
Gesamtkatalog.

www.koziol-incentives.de

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



## Environmentally friendly sea friends

mbw® is presenting the MiniFeet® sea friends made of 100 per cent recycled PET-bottles as promotional products for conscious brands. These adorable whale, octopus and starfish cuddly toys are not only soft playmates, but also pioneers in environmental protection. Available in four pastel colours and made entirely from recycled materials, they reduce plastic waste and promote ecological sustainability. Their embroidered eyes and mouths deliberately do without additional plastic parts. In times of high demand for environmentally friendly products, the sea friends from mbw® are ideal for companies committed to sustainability. They are particularly suitable as customer rewards, employee gifts or as eye-catchers at the point of sale and can be personalised with a company logo or slogan. You can discover more creative and certified gifts and appealing promotional products online at mbw® at www.mbw.sh.



PSI 42487 • Reflects GmbH  
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www.reflects.de

## A taste of summer

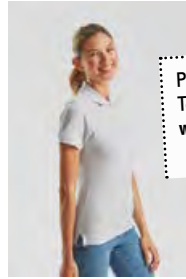
Reflects®, the Cologne-based multi-specialist for promotional products, presents its new own design for the Retumbler-myVivero thermo mug in the Light version as a single-walled, stackable summer mug. The 400-millilitre tumbler is ideal for cold drinks and for use at summer events. Made from recycled aluminium, the to-go cup is a durable alternative to disposable or plastic cups. The fully anodised surface has a glossy metallic shine and is available in five colours. The lightweight cup is perfectly stackable and can therefore be stored in a space-saving manner. The Retumbler-Vivero Light offers a large and highly visible advertising space as well as various advertising options. Customer motifs can be laser engraved or pad printed all around the body of the tumbler.

## Customised sweets

Among the highlights in the promotional products market are the personalised, colourful M&M'S® chocolate bits with individual printing on each individual one. They are currently available from the confectionery advertising specialist Kalfany Süße Werbung. The reinpapier® Advent calendar has also been an integral part of the range of promotional products for several years. These two classics are now available combined in the reinpapier® mini Advent calendar with personalised M&M'S® chocolate bits. As usual, you may choose one to three desired colours from 15 pellet colours and customise the M&M'S® chocolate bits with a logo, image or advertising message. Then send in the self-designed advertising motif for the FSC®-certified Advent calendar blank or select one of the manufacturer's basic motif suggestions. The reinpapier® inlay ensures a sustainable advertising experience, as it is ecologically sustainable through and through. After enjoying the chocolate bits, simply remove the inlay from the calendar and recycle it in the paper bin.

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





PSI 42743 • FOL International GmbH  
Tel +49 631 3531328 • service@folinc.com  
www.fruitoftheloom.eu

### Particular accent

Fruit of the Loom is well known for its great diversity of high-quality styles, which provide the perfect showcase for customised textile finishing. In addition to the large selection of colours, Fruit of the Loom particularly impresses with the colour Athletic Heather, which consists of 90 per cent ring-spun cotton and 10 per cent polyester. Already used materials are reprocessed and utilised for this. Athletic Heather is available as part of the popular Iconic T-Shirt Collection and the Premium Polo Collection in various styles for men and women. The classic Iconic 150 T combines a modern fashion fit with a round neckline and high-quality fabric. The fabric feels pleasantly soft on the skin and is ideal for warmer days thanks to its fabric weight of 150 g/m2. It also offers the perfect canvas for customised textile finishing. The polo shirt is a timeless allrounder and integral part of work wear. It is comfortable to wear and always ensures an elegant look. The Premium Polo and the feminine variant, the Ladies Premium Polo, impress with their short sleeves. For cooler temperatures, Fruit of the Loom offers the Premium Long Sleeve Polo.



### Ecological argument

The Schneider Highlighter 180 has just been awarded the German Blauer Engel (Blue Angel) eco-label. Writing utensil specialist Schneider is continuously pushing forward the ecological sustainability of its products with innovative materials such as bio-based or recycled plastic. One sustainability success story is the Highlighter 180, which has been tried and tested millions of times and now can be completely manufactured from environmentally friendly and resource-saving components. The casing is now made from 90 per cent recycled plastic. The inner reservoir and the wedge tip are also made from recycled fibres and the ink is made from bio-based raw materials. This makes the Schneider Highlighter 180 a prime example of achieved environmental goals. The Highlighter 180 is flat, elegant and pleasant to hold. A gentle mound on the practical clip surface serves as a pressure point for pushing the cap off with the thumb. Circular recesses with the embedded Schneider logo on both sides of the housing are automatically recognised as the correct stopping points. The universal ink of the smart highlighter has maximum luminosity and is highly lightfast. The wedge tip allows two line widths, five millimetres wide or one millimetre fine. Four fluorescent colours and three pastel colours are available.



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

- Advert -

**MULTICOLOR**  
Das Zero Waste Tuch aus  
Österreich

**HERKA**  
FROTTER  
www.herka-frottier.at



MADE  
IN  
GERMANY



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

## A herbal heart rich in vitamins

The innovative herbal heart from tobra enables you to enjoy fresh herbs directly from your windowsill or garden. You can choose from popular varieties such as parsley, chives, basil and dill, which add healthy, aromatic flavours to any kitchen. The herbal heart consists of a carefully composed mixture of nutrient-rich potting soil, natural clay powder and high-quality seeds. The lovingly designed heart simply needs to be placed on the soil and watered, making it particularly easy, even for beginners, to quickly see green herbs sprout up. Herbs not only enrich the diet, but also offer numerous health benefits. They are rich in vitamins, minerals and antioxidants, which increase wellbeing and promote vitality. The accompanying packaging made from FSC-certified cardboard is not only environmentally friendly, but also offers the option of fully customised digital printing, with both the front and back included. Available in quantities of 50 or more.

## Well-packaged food

Roll'eat designs creative and reusable food packaging. Its priority is to raise awareness of environmental protection and reduce the waste caused by plastic bags, aluminium foil and other environmentally harmful materials. The company from Spain has now developed a product line that is even more environmentally friendly. The organic collection is not only reusable, but also made from 100 per cent biodegradable and compostable materials. It is made in Spain, with a strip of organic cotton and a coconut button to close it. This packaging solution also has a dirt-repellent, organic inner film that only needs to be wiped clean with a damp cloth to be ready for use again. You may choose between a sandwich wrap or the snack bag.



PSI 49585 • Roll'eat  
Tel +34 848 3476 • hello@rolleat.com  
www.rolleat.com



PSI 2043  
camarc® design group c/o Kaldenbach GmbH  
Tel +49 9151 817850 • info@camarc.de  
www.camarc.de • www.kaldenbach.com

## Ecologically sustainable writing experience

With its unique bamboo pusher, the ECOupcycled pen from Kaldenbach is more than just a ballpoint pen. Made from recycled aluminium and fitted with a modern metal clip, it not only offers a pleasant writing experience, but also makes a strong statement about environmental awareness. The customer logo is engraved on one of twelve selectable colours to the right of the clip: This ensures a personalised and eye-catching look.



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

## Care with a clear conscience

Cosmetics specialist KHK GmbH has been focussing on ecologically sustainable care products made in Germany for many years now. In its inhouse cosmetics laboratory, the company has developed care products for the body and hands that do not require a tube or jar and are simply packaged in an FSC-certified folding box. Perfect care in one piece: for soft and noticeably nourished skin, the cream is spread over the skin, while body heat makes it easy to apply the delicate glaze. Both the Green Tea hand balm and the body butter with a pleasant mandarin fragrance are produced in the KHK manufactory using ingredients from controlled organic cultivation. Both care products can be ordered in quantities of 300 or more. The matching box is customised with a 4c label, and in quantities of 1000 or more with a 4c print. All care products are produced in accordance with the new Cosmetics Regulation and Cosmetics GMP and are registered in the CPNP portal.

## Put it in the bag

Here, the customer decides what goes inside: the new stand-up pouches made of kraft paper from "Der Zuckerbäcker" are biodegradable and can be filled as required. The stand-up promotional bags are aluminium-free and therefore particularly sustainable. The food-safe material preserves the original flavour of the branded sweets and snacks for several months. High-quality branded confectionery, nuts or muesli mixes are offered as filling variants to go along with different occasions. The best feature is that customers can decide for themselves what goes into the bag. The Ecobags are available in five different sizes and customised with a label designed by the customer starting in a minimum quantity of 100. Snacking without a guilty conscience can be so simple and individual.

PSI 48449 • Der Zuckerbäcker GmbH  
Tel +49 7131 8996146  
psi@der-zuckerbaecker.de  
www.der-zuckerbaecker.de



– Advert –



## cupit

cupit in Homestyle Design. KAHLA offers a mug collection for enjoying drinks and snacks – whether in the park, at work or at home.



100 %  
Made in  
Germany

www.kahlaporzellan.com



PSI 44533 • Albene GmbH  
Tel +49 89 47078600 • info@albene.de  
www.albene.de



## A cult-like trendy sports game

Also known as footbags, hacky sacks are conquering Germany as a fun and trendy sport. They can be supplied in various materials by Albene. The hacky sack reduces stress. Footbag is a sport in which a small cloth bag filled with granules or sand and is played alone or with several people using legs and feet. The ball, often called a hacky sack after the brand name of the American company Wham-O, has a diameter of around 2.5 to 6.3 centimetres according to the specifications of the International Footbag Players' Association and is sewn together from several parts. These components are often made of artificial leather, such as Amara or PU material. The balls can be customised for different purposes by the type and quantity of filling. Playing with the Hacky Sack has become a trend in recent years and is particularly popular among young people. The first forms of today's footbag were played in Asia as early as 4,000 years ago. The international breakthrough in the games and sports market followed in the mid-1970s. With the first truly large European Footbag Championship in Berlin in 1999, a scene of its own developed in Europe. Albene produces the footbags in quantities of 500 or more as customised and unmistakable promotional gifts.

## Decorative und harmonious

Useful, appealing, decorative and made from renewable raw materials: All these features characterise the decorative lamp book from the promotional products manufacturer Lumitoys-GmbH. The lamp in book design is a stylish and high-quality customer gift that adds a warm and special touch to any room. The wooden cover offers plenty of space for a personalised design and the glued paper pages provide the lamp stability, while the light is diffused in a uniquely atmospheric way. Various shades of brown are available as a base for the cover, into which the logo is engraved. Colour printing is also possible as an alternative. The decorative lamp is charged via USB and available in various LED colours or with colour-changing LEDs. Various lamp sizes are additionally available. Customised packaging can also be provided on request.



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



PSI 60708 • Beefree Plastikfreies Leben  
Tel +49 176 34560828  
info@beefree-plastikfrei.de  
www.beefree-plastikfrei.de

## Natural packaging solution

Beefree beeswax towels are the best alternative to conventional plastic wrap and disposable plastic. These ecologically sustainable and plastic-free cloths make it possible to cover bowls and wrap food again and again. Thanks to their antibacterial properties and easy cleansing, they last for several years with good care. The beeswax towels have been produced according to high equitable and social standards in the Ebersberg workshops in Germany since 2019. These workshops are a recognised facility for the support of mentally ill people. The towels consist of organic cotton, beeswax and tree resin and are lovingly handcrafted. Both the packaging and the beeswax cloth can be customised on request.





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

### Splendid pens

The Metmaxx® AluEcoLogo ballpoint pen from Spranz, which is available in black or titanium, is a true business writing instrument made from brushed, recycled aluminium. The recycled share of the aluminium is over 90 per cent. This elegant product is equipped with a natural bamboo pusher, Metmaxx® TopLevelSetUP ink and Dokumental®. The TC Tech writing tip is made in Germany and impresses a writing performance of 800 metres. The product is perfect for customisation with a laser-engraved customer logo.

### Extended (promotional) lifespan

At Klam Textiles Marketing & Embroidery, ecological sustainability means integrating environmentally friendly practices into all aspects of textile finishing. This comprises the selection of sustainable materials and the minimisation of waste and energy consumption during production. The company prioritises durable, high-quality products in order to extend the lifespan of textiles and thus reduce the consumption of resources. On request, sustainable Lycocell and PET recycling yarns can be used for finishing. The staff based in Southern Germany are available for free consultation on the individual finishing options.

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



# MASGUANT

## Promotional gloves



Send us your client's logo, and we will provide you with a **free sample** for you to show them.

🇩🇪 Bonifatiusstraße, 62 A  
 D-40547 Düsseldorf +49211577928-0 info@masguant.de

🇪🇸 Alemania, 44  
 08700 Igualada +34 938 052 267 marti@masguant.com



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



## Ecological favourites

Whether for employees, loyal customers or as a small gift: the ecologically sustainable promotional products from mbw® always reflect current trends and support a sustainable way of life. Made from 100 per cent recycled PET bottles, the recycled cuddly toys from the Northern German company impressively demonstrate the environmental awareness of the advertiser. The Schnabels® squeaky ducks made from renewable natural rubber also offer durability and a special feel. In addition, collected marine litter is transformed into high-quality Seaqual Yarn, which forms the basis for the manufacturer's allover print mini-shirts and triangular scarves. These products allow motifs to be printed seamlessly over the entire surface.

## Transformation to the future

CD-LUX has been producing ecologically sustainable premium-quality promotional products with a financial climate contribution since 2018. This means that the CO<sub>2</sub> emissions of the products are regularly documented and offset by a financial climate contribution to an environmental protection project. On request, CD-LUX can produce the desired advertising material on particularly sustainable materials, such as grass paper, uncoated paper or coffee cup paper. These materials are popular due to their climate and resource-friendly production and waste reduction through upcycling, are recyclable and compostable and have a natural feel. CD-LUX's exclusive new products include customised premium chocolates from Lindt, Milka or Ritter SPORT, exclusive pralines and new products for the summer and related to the theme "healthy and fit". These and the many ecologically sustainable advertising ideas such as the new Tony's chocolate are just waiting to be discovered. CD-LUX produces the promotional product within a few days and sends it directly to the end customer on request.

PSI 45452 • CD-Lux GmbH  
Tel +49 9971 85710 • info@cd-lux.de  
www.cd-lux.de



## Long-term classic with powerful images

Promotional calendars are among the absolute classics when it comes to haptic advertising messengers and continue to enjoy great popularity year after year. With a high-quality brand calendar from Athesia, advertisers are sure to remain in their customers' field of vision 365 days a year. The exclusive Weingarten Calendar 2025 Planet Earth shows the breath-taking abundance and uniqueness of our planet's natural landscapes. In keeping with the title, FSC-certified paper is used for the 48 × 46-centimetre wall calendar, with CO<sub>2</sub> offsetting via ClimatePartner. Starting at a minimum order quantity of 50, advertising logos and messages are applied to the monthly page, among other things. Individual packaging and customised worldwide shipping are optionally available.



PSI 44546 • Athesia Kalenderverlag GmbH  
Tel +49 89 693378258  
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www.athesia-werbekalender.de

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



## Good wood

Marcolor offers a diverse selection of high-quality promotional products made of wood veneer. Among the products based on this natural product are postcards and greeting cards printed in your own design, promotional rulers and bookmarks as well as customised products such as inscribable glasses passports or reading aids for children and seniors. All products are made according to customer specifications. A special feature of the products is their composition: the wood veneers are particularly thin and flexible with a size of only approx. 0.4 millimetres. The standard materials maple, beech and walnut are immediately available from stock. Other types of wood such as oak or cherry are also available on request with longer delivery times. Printing is carried out using UV offset, screen or digital printing. Individual names for business cards, consecutive numbering for vouchers or QR codes can also be digitally printed on the product. White printing is also possible. For a particularly high-quality look, business cards or wooden cards can be given the finishing touch with laser engraving. Laser finishing, in particular, creates an enormous range of customised design options without taking the natural beauty of wood as a raw material out of the equation.

# reeves.

BY REFLECTS

## The evolution of Convertics

CONVERTICS EVO: 4-in-1 cable set made from recycled materials



Recycled aluminium, recycled ABS plastic, recycled PET plastic



Item No. 52658



## Compact charging power

Compact 4-in-1 cable set made from recycled materials. The evolution of the REEVES-myConvertics offers **up to 60W charging comfort**. Includes USB-C to USB-C cable, USB-A adapter, and Apple® 8 Pin adapter. The case opens sideways and closes magnetically.



The 25 cm USB-C cable can be used for fastening, ideal for home, office, and travel.

**Double-sided refinable case with an elegant aluminum plate** for laser engraving, pad printing, UV printing, or doming. Delivered in a high-quality gift box.



The now three-member elasto management team (from left):  
Marcus Sperber, Tobias Rösch, Frank Sperber.

## Additional managing director at elasto

elasto GmbH & Co. KG has expanded its management team. Since 1 August, Tobias Rösch has joined Marcus and Frank Sperber as a further Managing Director of the advertising materials manufacturer from Sulzbach-Rosenberg.

Tobias Rösch has held various positions in the family business for over 20 years. In his previous role, he was Head of Product Management and Import and an authorised signatory of elasto. He will be responsible for the areas of purchasing, product management and quality management and will drive forward their process optimisation. His appointment as Managing Director will further strengthen the management of elasto. According to a press release, Rösch brings with him extensive knowledge of the company and the challenges and opportunities of the promotional products industry.

“We are very pleased about this step and that we have gained someone for this position in Tobias who knows the company inside out,” says Marcus Sperber. “With his in-depth knowledge of the promotional products industry and the market, we are convinced that he will play an important role in the future development of elasto.”

“I am very much looking forward to my new role and to actively shaping the future of elasto together with Marcus and Frank,” says Tobias Rösch. “My main focus will be on optimising existing processes and providing new impetus for our divisions.”

### About elasto

elasto has been making brands tangible since 1980 and offers solutions for conveying individual messages – with the service promise of a family business. The versatile repertoire guarantees an all-round positive brand experience: elasto relies on both sustainable plastic production “Made in Germany” and efficient global sourcing. The focus is on promotional products that inspire with their benefits and also make an impression in terms of sustainability.

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



## New Key Account Manager for Northern Europe

On 1 July 2024, Annika Segerud began her job as the new Key Account Manager for the Scandinavian and Finnish market at Senator GmbH. She has more than 20 years of experience in sales and has been working in the advertising industry for 14 years. Annika Segerud lives in Sweden and works for the German headquarters of Senator GmbH in

Groß-Bieberau. “We are delighted to welcome Annika Segerud to our team. Her expertise in the industry will benefit the entire company and contribute to intensifying our activities on the Nordic market”, emphasises Judith Fröhlich, Managing Director of Sales and Marketing at Senator GmbH.

Senator GmbH is one of the leading manufacturers of personalised writing utensils and mugs based on Germany. Founded in 1920, the company looks back on a more than 100-year history with many years of experience in production and printing on its own premises. [www.senator.com](http://www.senator.com)

## Geiger acquires majority stake

The American promotional products distributor Geiger from Lewiston, Maine, USA has acquired a majority stake in WER GmbH, which is based in Senden near Münster. Geiger is the world's largest family-owned promotional products distributor. "We have known Geiger for a long time as a leading global company. Geiger enjoys an excellent reputation, has been successful on the market for decades and, above all, stands for the same values and corporate culture that have made WER GmbH so successful," reports Alex Heinecke, Managing Director and one of the three Managing Partners of WER GmbH along with Marc Strickrodt and Mirco Häßlich.

"The integration into a globally operating company like Geiger is an excellent foundation for the successful long-term further pursuit of our pathway to growth during recent years and gives us access to new markets and resources," adds Marc Strickrodt. Geiger already entered the European market very successfully via the Great Britain in 2018.

London-based Vicky Kinasz, Vice President and Managing Director of Geiger International, says: "This acquisition further expands our international presence and enhances our capabilities in key markets. The synergies between our organisations will create new opportunities for innovation and growth that will benefit our many international clients." The expansion strategy of WER GmbH through organic and inorganic growth will be continued.

"We are very happy and, frankly, proud that Geiger has chosen us as their partner for the German market. This is a confirmation of the great work of our entire team in recent years and it strengthens our position as the first point of contact in Germany for colleagues who want to place their company in good hands or join an excellently positioned market companion," explains Mirco Häßlich, who will continue to be responsible for and press forward with M&A activities in the future. The entire WER team is looking forward to the many new, international colleagues and the journey together with Geiger.

"We have been looking for a suitable partner in the German market for many years and are delighted to have finally found one in WER GmbH," explains David Geiger, Vice President and General Counsel. "WER GmbH's corporate culture and commitment to the highest standards of service, quality and ESG have exceeded our expectations. By leveraging the strengths and resources of both companies, we will bring even greater value and innovative solutions to the market," adds Jo-an Lantz, President and CEO of Geiger.

### About WER

WER GmbH has made a name for itself in recent years through numerous takeovers and successions. With over 100 employees and its positioning in the drop shipment, full-service and online business, the company has become well-known in the promotional products industry and serves customers in Germany, Great Britain, Luxembourg, Austria and Switzerland.

### About Geiger

Geiger is the largest private and family-owned promotional products distributor in the world. The fifth-generation company is headquartered in Lewiston, Maine, USA, with offices in the USA and Europe and more than 450 independent sales representatives. Geiger is a socially and environmentally responsible company.



### WER GmbH



Top from left: Alex Heinecke (WER GmbH), Marc Strickrodt (WER GmbH), Rob Wozniak (CFO Geiger). Below from left: Mirco Häßlich (WER GmbH), Vicky Kinasz (Geiger International), David Geiger (Geiger). Picture: © WER GmbH/Geiger

## New Head of Sales for promotional products at reisen-thel

Mathias Bodenschatz has been the new Head of Sales for promotional products at reisen-thel since May 2024. He and his team, which includes Valerie Völk, Claudia Parma and Salvatore Sangiorgio, are your expert sales partners for the German and international promotional product sector. The sales foursome uses their 70 square metre showroom at the reisen-thel headquarters in Gilching for appointments, where customers can enjoy viewing and experiencing the reisen-thel portfolio. In the future, appointments with promotional product customers will also be organised at trade shows such as the ILM Of-fenbach, in order to offer additional brand-touchpoints for reisen-thel and to pro-mote the range effectively in person. As in the past, reisen-thel will be represent-ed at trade shows that are key for the promotional product sector, such as the PSI, GWW Trend and the Werbewiesn, and will be available there as a point of contact.

### About reisen-thel

Since 1971, reisen-thel has stood for style, sustainability, quality and functional-ity in the field of trendy shopping, travel and business bags, as well as practical accessories. All their products are perfect suited as employee gifts and incen-tives. All sustainable and high-quality reisen-thel bags and accesso-ries can be printed or embroidered, and can therefore be individu-ally personalised for each customer. In addition to the general reisen-thel port-folio, there is an exclusive collection of selected bags and accessories for the promotional product sector, which are particularly suitable as give-aways for trade shows or larger events.

[www.reisen-thel.com](http://www.reisen-thel.com)



reisen-thel

## Triple the Sales Expertise

Kalfany Süße Werbung has strengthened its sales team by three new members. An industry connoisseur has been ac-quired for the management in the shape of Jana Haußmann. With her expertise as a sales manager in distribution, she has now switched to the supplier side. "I am delighted to be on the supplier/manufacturer side for the first time. This way, I can get to know this industry that's so familiar to me afresh. And in particular, I'm looking forward to helping de-velop the organisation further. I am certain that we will be able to record many successes this way," reports Jana Haußmann. In addition, An-ette Klumpp and Hendrik Sonst will be on hand for customers in the German-speaking region with practical advice, from the offer request to completion of order. Anette Klumpp was em-ployed previously as a brand manager and is looking forward to new challenges and insights into the exciting and variety-filled environment of the promotional products industry. Hendrik Sonst comes from haulage, where he was respon-sible for the completion of high-value cargo transport op-erations and the organisation of international charter traffic.

[www.suesse-werbung.de](http://www.suesse-werbung.de)

Kalfany Süße Werbung



The "new kids" at Kalfany (l. to r.): Anette Klumpp, Hendrik Sonst, Jana Haußmann.

## TROIKA GLOBUS – Designer Collection: Giving the world a home

Early this year, TROIKA Germany took on the globe collection of emform, which has been incorporated into the company's portfolio as TROIKA GLOBUS – Designer Collection. According to the company's announcement, "in principle, all models are also available for B2B."

The designer globes by TROIKA are available in various models, in five different sizes and diameters of 13 to 43 cm, some of them with built-in lighting, different bases, movable axis and in numerous colour variants. The countries and cities are labelled in English. The globes are ideal as stylish decor, be it on the desk, shelf or sideboard. With their realistic details and high-quality finishing, these globes are not just decorative items, but also educational tools for inquisitive minds of all ages.

A new model – the BOOKGLOBE SINGLE globe with bookend – will be available for the promotional products industry from September. Whether Goethe, Shakespeare or cookbook – the globe will ensure that literature classics, guides and other favourite reads feel optimally accommodated and appreciated. The book-holder, 155 millimetres high and 130 millimetres wide, consists of a black/silver globe and a black bookend made of metal with a large engravable surface for the customer logo. A second variant is available with green-brown land areas and blue seas. Affixation by means of a magnet makes it possible to pick up and contemplate the globe with ease.

More details at: <https://business.troika.de/catalog/de/globus> • <https://globus.troika.de>



TROIKA Germany



The new model: BOOKGLOBE SINGLE with bookend

## Ralf Uwe Schneider new employee at the GWW office

The German promotional products industry association GWW (Gesamtverband der Werbeartikel-Wirtschaft e.V.) has announced that Ralf Uwe Schneider has joined the GWW office team of Ralf Samuel, Ira Kunert, Bastian Hofsummer and Matthias Oehler on 1 August 2024. He had previously resigned from his position as a member of the Management Board with effect from 31 July 2024.



Ralf Uwe Schneider

According to the statement, "the GWW Board of Directors has been in intensive discussions with the management team over the past few months to strengthen the team. Our tasks have grown with new projects such as the cooperation with the German Advertising Research Association, the tasks within the management of the new European association EAC iASBL and the support of young professionals. At the same time, we want to continuously improve and expand our proven services. In Ralf Uwe Schneider, the company has found someone "who already has all the knowledge and is immediately ready for action and therefore a valuable support".

Schneider, who has many years of experience in the industry, was, among other things, sales manager at Senator and Jung Bonbonfabrik for many years, followed by three years as head of the PSI dealer network and most recently as sales manager for Germany, Austria and Switzerland for the British drinkware specialist AT Promotions Ltd / Listawood. After the insolvency of AT Promotions Ltd / Listawood became known, the GWW approached board member Ralf Uwe Schneider and was able to recruit him to work in the office . [www.gww.de](http://www.gww.de)

## uma is among the TOP 100 innovators

For the third time, uma Schreibgeräte Ullmann GmbH has won the coveted TOP 100 Award, placing it among Germany's top innovators. The TOP 100 seal, which is awarded to particularly innovative medium-sized companies, honours not only the innovative output, but also the entire innovation potential within a company. At the official award ceremony on 28 June, science journalist Ranga Yogeshwar congratulated the company on this achievement.

“A ballpoint pen is more than just a writing instrument” – uma has proven this time and again in recent years. The family business has established itself worldwide as a manufacturer of writing instruments in the promotional product sector and stands out with their unusual, innovative and sustainable promotional writing instruments, particularly through their use of recycled and recyclable materials. “In our search for a sustainable approach, we came across recycled PET material back in 2016,” explains Alexander Ullmann, Managing Director of uma Schreibgeräte Ullmann GmbH. What began for the writing instrument specialist in 2016 with the courage to try out new ideas has now grown into a product line with over 20 different models.

By upcycling in this way, the writing instrument specialist from Fischerbach has created an exemplary model of sustainability. The granulate from a 0.5 litre PET bottle can be collected, sorted and recycled, and moulded into an uma writing instrument, which can then be used as a long-lasting promotional medium.

“Europe's most popular writing instrument series thus impressively demonstrates that these innovations in the use and processing of materials can sustainably assert themselves on the market,” explains Alexander Ullmann and adds: “We are constantly giving the uma quality refill a new, fitting look and know how to optimally showcase the customer's promotional message.”

“Even if it's just a writing instrument, we never tire of using new materials and new production processes to stay one step ahead of market requirements,” adds his brother, Managing Director Jochen Ullmann. For the family business, it is not ‘just’ about product development but also about practising sustainability. For this reason, the entire production in Fischerbach has been climate-neutral since 2019. After determining the CO2 emissions, the top priority is their active reduction, in addition to offsetting. Since the beginning of 2023, large-scale photovoltaic systems have adorned all three uma plant buildings. As a result of this environmentally conscious approach, the company decided to have its quality and environmental management system certified in the middle of last year and is now ISO 9001:2015 and 14001:2015 certified.

Constantly optimised processes, technology used specifically in the area of writing instrument finishing and new, contemporary sales support measures for uma customers are the basis for the renewed TOP 100 Innovator award. “We are committed to sustainability in the development of new models. It makes us proud that, as a third-generation family business, we have now been awarded the TOP 100 seal for the third time, after 2019 and 2022. It confirms our innovative and forward-looking approach,” summarises Managing Director Peter Ullmann. [www.uma-pen.com](http://www.uma-pen.com)



**uma Schreibgeräte Ullmann**

Joy at the award ceremony (from left): Managing Director Jochen Ullmann, science journalist Ranga Yogeshwar and Jessica Ullmann.

Picture source: © compamedia



## Change in PPAI leadership announced

Dawn Olds, MAS, former PPAI board chair and longtime HALO executive, will serve as interim president and CEO, according to an announcement from North American trade association PPAI (Promotional Product Association International).

In a letter to members on behalf of the PPAI Board of Directors, Chairman Andrew Spellman, CAS, announced that Dawn Olds, MAS, has been named interim president and CEO of PPAI. Olds will lead PPAI during a leadership transition and an ongoing succession plan for the top leadership post held by Dale Denham, MAS+, since August 2021. The PPAI President and CEO is selected by the PPAI Board of Directors.

Olds is the first woman to lead PPAI in the organization's 121-year history. She spent her entire 35-year career at HALO, the No. 2 distributor leader in the 2024 PPAI 100 list, and recently retired as HALO's senior vice president of industry relations and DEI. A longtime volunteer, Olds served on the PPAI Board of Directors from January 2020 through January 2024 and was Board Chair from January 2022 through PPAI Expo 2023.

"Dawn brings a wealth of experience, an unrivaled leadership style and a deep understanding of the promotional products industry, making her exceptionally qualified to lead PPAI through the upcoming transition in PPAI's leadership," Spellman said.

According to Spellman, the board has taken steps to initiate a formal search for the association's next president and CEO.

"I am honored that the PPAI Board of Directors has entrusted me with the responsibility of upholding the values of PPAI during this important time of transition," Olds explains. "I will work closely with all staff to ensure that everyone has the support they need to be at their best and provide outstanding service to PPAI members and stakeholders."

[www.ppai.org/media-hub](http://www.ppai.org/media-hub)

PPAI



Dawn Olds. Image source: PPAI

## Personnel Change in Management

Howard Cubberly, who has headed the team as General Manager over the last ten years, is leaving the company. Heather Smartt, who has been working in the industry for 18 years and was previously head of global product development at Goldstar, assumes the new management role.

Over the past ten years, Howard Cubberly was considerably responsible for Goldstar's growth and development. Numerous distinctions, the development of new product categories, expansion into North America and Europe as well as

the introduction of the Simplicity® concept are attributable to him. "Thanks to his outstanding leadership style, we have achieved numerous milestones within the company, successfully survived the pandemic that struck in 2020 together, and consolidated Goldstar's market-leading position," Goldstar announces in a statement, paying particular tribute to Cubberly's "efforts towards a great team-focused environment, a vibrant brand and his entrepreneurial spirit." Heather Smartt is looking forward to "continuing the great work Howard has done during his time at Goldstar. We are standing on a firm basis," reports the General Manager. Heather Smartt intends to optimise services and continue to strengthen social and ecological consciousness throughout the company. Her concern is a smooth and seamless transition. In addition, she will continue to occupy her hitherto role in product development, in order to advance expansion of the overall business portfolio.

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

Goldstar



## Early Christmas greetings from Daiber

This September, the corporate fashion company Gustav Daiber GmbH is offering its customers a Christmas discount campaign for the first time: Under the motto “From summer tan to Christmas sparkle”, both existing and new customers will receive a 20 per cent discount on finishing costs from 1 to 30 September 2024 when placing an order with a minimum order quantity of 50 pieces. They can choose from fashionable leisurewear, practical hats or cosy, soft blankets, for example, and can already discover individual Christmas gifts for their customers. Daiber is on hand to advise customers on choosing the right item and the most suitable finish. “For us, Christmas starts as early as September,” says Bernd Seeger, Sales Manager at Gustav Daiber GmbH. “With this promotion, we are not only giving our customers presents early, but also inviting them to prepare for the coming Christmas season.”

In the run-up to the discount campaign, existing finishing customers will receive an additional taster of the upcoming festivities: In mid-August, Daiber will send out an exclusive package to its loyal existing customers. Included: an embellished jumper with a Christmas motif and personalised information about the discount campaign. Daiber is thus offering its embroidery and printing partners in particular inspiration for effective textile promotions at Christmas.

**Gustav Daiber** will send out an exclusive package to its loyal existing customers. Included: an embellished jumper with a Christmas motif and personalised information about the discount campaign. Daiber is thus offering its embroidery and printing partners in particular inspiration for effective textile promotions at Christmas.

**www.daiber.de**

**Daiber sends its customers an early Christmas greeting and inspires them with an embellished jumper with a Christmassy look.** Image source: Daiber



## Three Companies Under One Brand Roof

Prosfera.pl, Lanyard.pro and Smyczomat.pl have merged under the common brand Lanyard.PRO. The new name was subjected to rebranding, which also includes the introduction of a new logo. The aim of this novelty is to increase the global notoriety of the brand Lanyard.PRO and its recognition value, to strengthen market position and to optimise communication with customers. “Amalgamating forces under one brand will allow us to operate more effectively and offer improved customer service,” underlines Henryk Surdej, CEO of Lanyard.PRO. The new logo retains element of the earlier brands, in order to make the transition through the change process easier for customers. The logo’s renewal is part of a more comprehensive rebranding project, which also contains changes in the communications and marketing strategy. “Changing our symbol is a further step in the development of the Lanyard.PRO brand. We want to be recognised and appreciated by our customers, which is why we are working continuously on strengthening and optimising our brand,” adds Barbara Hałas-Katra, Sales Director. The new logo will be gradually introduced on products and promotional materials as well as integrated into the website and social media profiles, in order to guarantee coherent communication. This is an important step in the company’s development and a further stage in building up a strong Lanyard.PRO brand.

**www.lanyard.pro**

**Lanyard.PRO**



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**.PRO**

## Sustainable partnership: doppler umbrellas “take a seat” in Škoda cars

Specially developed by doppler for the car manufacturer, the new Škoda umbrella made from environmentally friendly materials combines innovation with ecological sustainability. In the future, it will be an integral part of the equipment of many Škoda cars and reliably protect the driver and passengers from the rain.

What connects the Austrian family business doppler with the Czech car manufacturer Škoda? The idea of ecological sustainability as a key concern. In its search for external partners and the goal of resource-conserving procurement, Škoda found what it was looking for in the umbrella manufacturer from Braunau. At Škoda’s “Workshop on Sustainable Innovation” in the Czech Republic two years ago, doppler impressed with its sustainable umbrella ideas. The umbrella, which was specially developed in cooperation between the two doppler teams from Austria and the Czech Republic with Škoda, will gradually become part of almost all Škoda cars delivered from now on. “The aspect of sustainability always plays an important role in our quality standards. We are therefore all the more pleased that we can contribute to Škoda’s environmentally friendly action plan with our umbrellas,” says Jiří Fuka, Managing Director of the doppler site in the Czech Republic.

Made from sustainable materials and distributed by doppler Czech Republic, the Škoda umbrella consists of a recycled canopy (rPET) with a PFC-free fabric finish that is water and dirt repellent. It also impresses with the use of



Stowed away smartly as an accessory, the Škoda umbrella from doppler is quickly at hand.

100 per cent industrially compostable material made from hemp fibres in places where plastic parts are generally

used in umbrellas. “With the high quality and durability of our products, we at doppler also focus on ecological sustainability beyond production and materials. This means that we can reduce new purchases and, as a result, waste,” explains Martin Würflingsdobler, Managing Director of doppler. The joint branding of the umbrella demonstrates the connection between the two brands. “The umbrella is one of the very few parts of Škoda cars on which the manufacturer brand doppler is visible. This is a clear message that fills us with pride,” he adds. Thanks to its modern and simple design, the Škoda umbrella from doppler impresses not only as a rain guard, but also as an accessory.

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

doppler H. Würflingsdobler



Jiří Fuka, Managing Director of the doppler site in the Czech Republic (left) and Martin Würflingsdobler, Managing Director of doppler, with the sustainable Škoda umbrella.

Images: doppler H. Würflingsdobler GmbH

## New impetus for customised products

mbw® has announced that a new team member has joined the company that sells promotional products that guarantee a good mood: ‘Rimma Vins handles customer requests and orders for custom-made products, and in the process, it relies on its outstanding knowledge of English to communicate effectively with international suppliers and customers’, says the company based in the Northern German city Wanderup.

Rimma Vins has lived in Germany for three years, and mbw® is her first professional stop in the country. mbw® adds, ‘With her expertise, she is supporting the company with improving the competence of the import department for customised products and delivering very high-quality custom-made products.’

[www.mbw.sh](http://www.mbw.sh)



mbw®

Rimma Vins

On July 24 and 25, 2024, the ASI Show 2024 took place in Chicago. A group of PSI members traveled to the capital of the US state of Illinois as part of PSI ON TOUR. A special program awaited them. And PSI Director Petra Lassahn was delighted with the successful launch of the new PSI format.

**With PSI ON TOUR at the ASI Show 2024 in Chicago**

# Enriching Experience

Industry



**A very special moment at the ASI Show in Chicago: PSI Director Petra Lassahn, Katrin Stühmeyer-Halfar and Armin Halfar met 91-year-old ASI founder Norman Cohn.**



he ASI Show Chicago, the promotional product industry's summer special show, takes place between the trade show hustle and bustle at the start of the year and the fourth quarter's holiday high season."

That is how the organiser, the Advertising Specialty Institute (ASI), describes the trade show, which took place in the capital of Illinois on 24 and 25 July. The enlarged exhibition floor surface in the McCormick Place Convention Center provided space for 466 exhibitors (including 110 new ones) to welcome around 5,000 visitors. These visitors included the delegation that journeyed to Chicago in the context of PSI ON TOUR. PSI Director Petra Lassahn was joined on the trip by Katrin Stühmeyer-Halfar and Armin Halfar (with children), Carl-David Heinemann from CDH and Ignacio Mitjans from Makito. "So it was a great start for our new format," Petra Lassahn is delighted to report. A deputation from the Turkish industry

association and from the British industry service provider Sourcing City, which forms the PromoAlliance together with PSI and ASI, were also among the travelling party. Recently, these three partners resolved to intensify their partnership following various successful campaigns.

## Impressive ambience – impressive ASI founder

Even before the ASI Show, a warm welcome was extended to all attendees in the form of an invitation to a fantastic "Chicago Architecture Center River Cruise". This involved a boat trip on the Chicago River past more than fifty buildings: a stunning backdrop that provided a foretaste of the two days to come. And these had some unaccustomed moments in store for the German visitors, such as the welcome in the trade show hall with music and confetti. "The mood among the exhibitors and visitors was simply amazing", ran the unanimous summary of the days in Chicago. Another special occasion was meeting with 91-year-old Norman Cohn, ASI founder and counterpart of PSI founder Walter Jung. "It was a particular joy and honour for us to meet Norman Cohn. It's remarkable how he's still a part of things and engages with young people so he can report from his treasure-house of experience."

## Education Day with wide range of topics

The excellently attended Education Day on the eve of the trade show demonstrated how extensively a treasure-house of experience is in demand and how broad-based the industry's interest is. The day featured sixteen talks, which traced a large arc from the power of customised promotional products and artificial intelligence, via content marketing strategies plus personality and self-marketing workshops, through to avoiding social media stress and the art of standing out from the crowd. <

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An anniversary in a year of major sporting events. For the tenth time, Cybergroup extended an invitation to the BeachCup in Ketsch – twenty-nine teams from within Germany and abroad followed that invitation on 29 June. A networking event of the sporting kind, where not only the summer sun was smiling.

## 10<sup>th</sup> Cybergroup BeachCup 2024

# Rousing Anniversary of an Industry Sporting Event



29 teams competed in the 10th Cybergroup BeachCup.

Those who still recall the announcement of the debut event in 2012 will know that conditions were identical to those this anniversary year. Back then, the announcement ran: “In the year of football World Cup and Summer Olympics, cyber-Wear is also putting on a sporting event (...) For one day in Ketsch, not far from the cyber-Wear headquarters, it will be all about the outdoor sport. Play, fun and interpersonal contact between employees and customers will be at the forefront at the same time: real athletic ambition will be no obstacle, though!” This description can be almost transposed 1:1 onto 2024. The pandemic is culpable for the fact that the tenth anniversary could only be celebrated after twelve years. From 2020 until 2022, the BeachCup was cancelled due to circumstances.

### Major sporting spectacle

Organiser cyber-Wear confidently classified the 10th Cybergroup BeachCup as a “superlative sporting event”. Ac-

cording to information from the company, around 400 guests from across Europe and the USA found their way to Ketsch. Even before the first serve on the Saturday, Friday evening was entirely given over to “pregaming”. Some 250 guests enjoyed the summer weather and the relaxed mood and used the opportunity to “warm up”. Then, on the Saturday, twenty-nine teams confronted one another in 107 exciting games in total, treating the numerous fans who had also come along to seven hours of thrilling sport. As suited the solemn occasion of the anniversary, the mayor of Ketsch opened the BeachCup and could not resist having a go at playing too.

### Players' Night with an excellent vibe

Despite the hot temperature of 35 degrees, a great atmosphere prevailed in and around the four arenas. Thanks to lavish catering and refreshing drinks in particular, sport teams and public alike were well able to cope with the heat. The individual matches in the group phase were each completed within allotted time slots, and the points scored



In the middle:  
The REFLECTS Pirates triumphed in the anniversary year.  
Right: cyber-Wear CEO Steven Baumgaertner presents the coveted trophy.

were added up. That way, successively, four teams confronted each other into the final round. The “Bear Gang” from Magna sweets made it into the “little” final, having secured third place at the same point last year, and the previous year’s winners “Atlantis Fioi” from Master Italia narrowly scored a victory at 22:20 and achieved Bronze this year. The final, which was played across the full distance of two winning sets this year, was contested by the reflects-Pirates and the Mahlwerck Chiggers, who had remained undefeated throughout the tournament. The reflects-Pirates emerged triumphant at 2:0. This sporting day was rounded off befittingly by the Players’ Night in the

Mannheim boathouse, which once again saw the holding of the official prize-giving ceremony. And then it was time for all the party people to really let their hair down, which they did exuberantly. The Players’ Night went on into the small hours.

### Registration for 2025

Companies that are keen to see their own team compete in the 11th Cybergroup BeachCup can sign up directly with organiser Simon Merkel, E-Mail: s.merkel@mycybergroup.com. A handful of starting positions are still free. <

These 29 teams competed in the Cybergroup BeachCup 2024 on 29 June (in alphabetical order):

Company	Name of the team
AGIQON GmbH	A-Team
cyber-Wear 1	Elsa’s Squad
cyber-Wear 2	cyber-Allstars
Fare 1	The Magic Windfighters
Fare 2	The Stormmasters
Gustav Daiber	Daiber Eagles
Hakro	Hakro Beach Rebels
Halfar	Halfar Vikings
Handstich	UFS UNITED FASHION SQUADS
Inspirion	Sandkastenfreunde
Jung since 1828	Young Gorillas
Kalfany Süße Werbung	Bären Company
Magna Sweets	Bärenbande
Mahlwerck	Mahlwerck-Chiggers
Master Italia	ATLANTIS FIOI
Midocean	midocean Sunrisers
prodir	Prodir Beach Pens
PSI	PSI Tiger
Reflects 1	REFLECTS Pirates
Reflects 2	REFLECTS Party Pirates
RICHARTZ	Richartz Whales
Senator	Schreiberlinge
Spranz	Metmaxx MegaMen
Stickerei Seifert	Stick Gang
Toppoint	Toppoint Topshots
Troika	Troikaner
Volksbank Kurpfalz	Smashing Bankers
Welp Druck	Welp Gladiators
xd connects/micx-media	Baggerparade

All pictures: © cyber-Wear GmbH

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### Interpersonal relationships

**For Simon Merkel, COO at cyber-Wear, the Cybergroup BeachCup 2024 was not only a sporting highlight, but it was also, once again, the industry's summer celebration. We spoke with the host and organiser about the beginnings of the event, its added value for the industry and the future of the BeachCup.**

**How did the idea for the Cybergroup BeachCup come about? What was the catalyst?**

“The catalyst was the invitation we got, many years ago, to the l'tur world cup in Baden-Baden. We were invited as the sole external supplier from outside the travel industry. There was a beach volleyball and a football tournament. In our case, beach Volleyball was the better variant for a mixed team and we had a huge amount of fun. For the football, unfortunately, there were far too many injuries during the event. My former colleague Mario Siebig then set up the cybergroup BeachCup the following year, with the sport club of his hometown Ketsch providing the best-ever basis. After Mario left the company, I took on the privilege of looking after the BeachCup and we've been making it bigger every year.”

**The original starter field of fourteen teams doubled a long time ago. What makes the BeachCup so attractive?**  
“Mainly the consistently good weather here in our region

and clearly, every single participant and guest as well. We notice year after year that people are 100 percent fired up to join us in Ketsch – true to the motto: Summer, sun, BeachCup! Simply the best bit about the BeachCup is the all-inclusive package throughout the day, like the barista truck, ice-cream van, massage, children's face painting, bouncy castle and lots, lots more.”

**The Cybergroup BeachCup is an industry event. Where do you see the added value of such an event for the industry?**

“The added value of the BeachCup lies in people simply coming together to expand partnerships. We meet new contacts at every BeachCup and our suppliers also get to meet new people on our side every year. Many topics or problems can be resolved much more quickly and easily after an event like this.”

**How's the future of the BeachCup looking? What plans are there?**

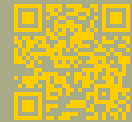
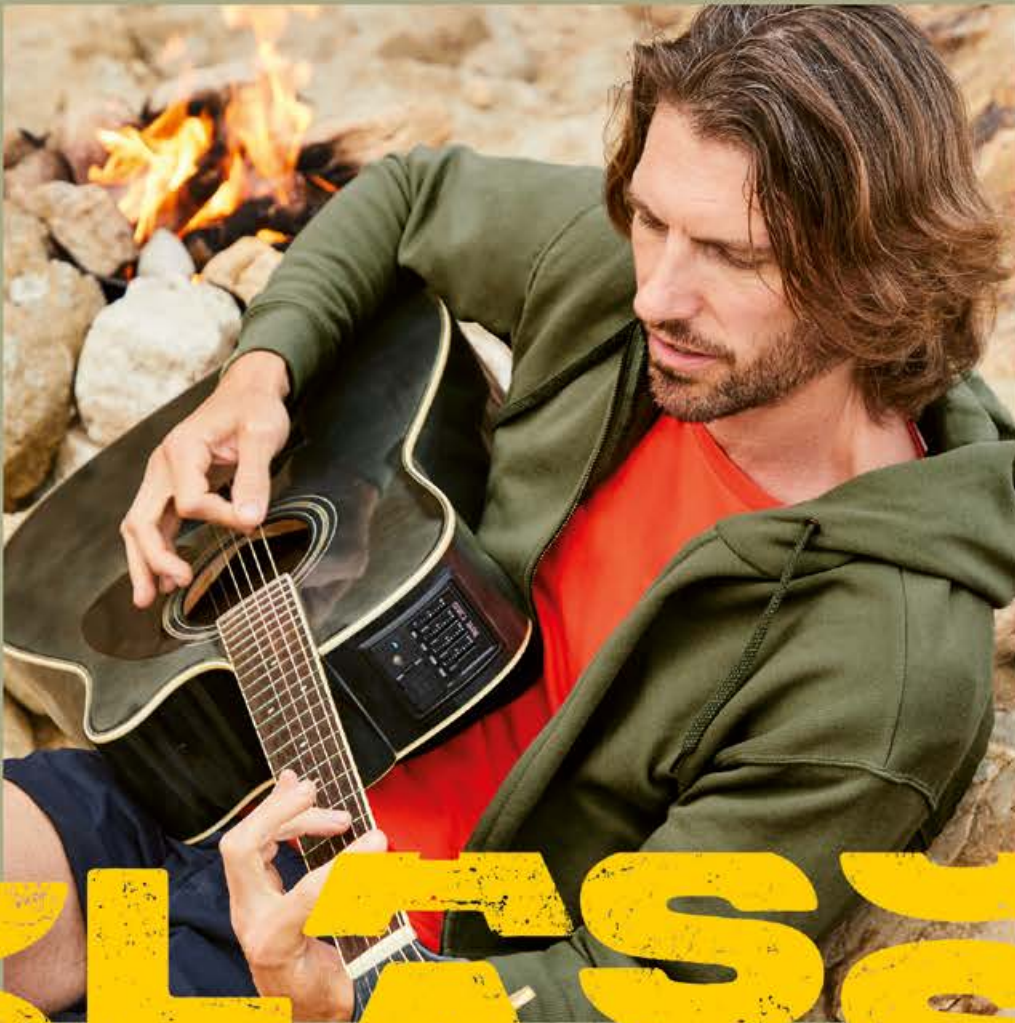
“To be honest, we thought the hype and demand would die down a bit this year after the 10th BeachCup, but that turned out not to be the case. I already received five registrations for 2025 at this year's evening event and very often heard the plea for this not to be the final BeachCup. So, the 11th BeachCup is going to take place on 14 June 2025. We're already making a start on the planning. Every year, the future of the BeachCup also depends on the TSG Ketsch sports club. As long as they are willing and have enough team power, we will continue the BeachCup. New plans are sure to come up again and again at the annual coordination meeting.”







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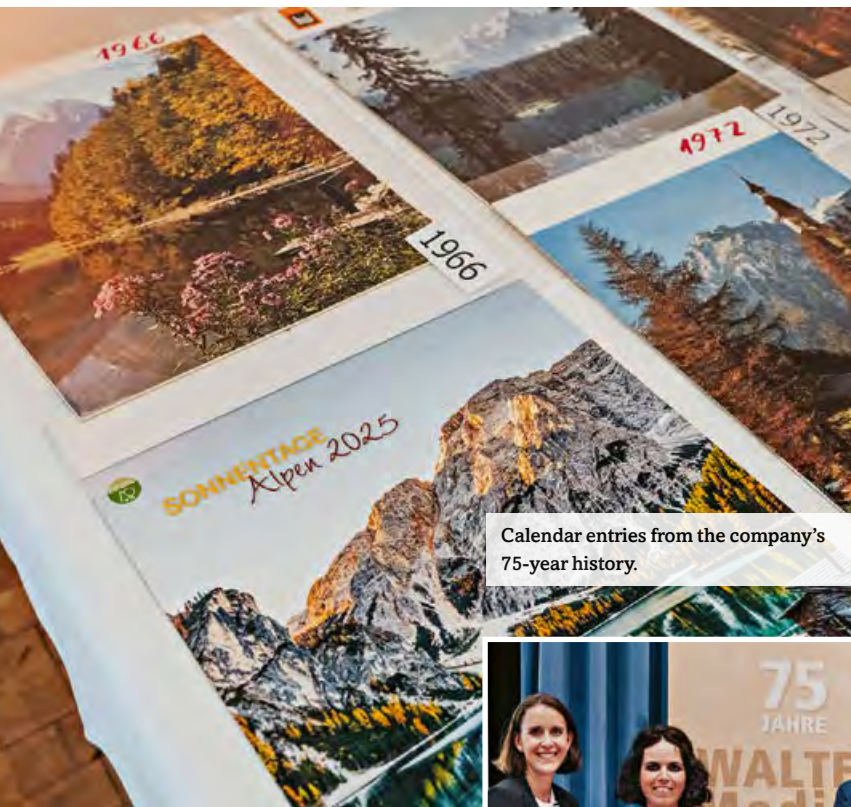
**Classic Hooded Sweat**  
62-208-0

**Classic Hooded Sweat Jacket**  
62-062-0

In June 2024, WALTER Medien GmbH celebrated its 75th anniversary at the community centre in Brackenheim/Germany. This traditional company, which specialises in the production of promotional calendars, celebrated with an entertaining mix of presentations, film clips, a comedy show and musical entertainment.

## 75 Years of WALTER Medien GmbH

# Memories and successes



Calendar entries from the company's 75-year history.

### Family values

Dr Eberhard Nehl, Managing Partner, highlighted the milestones of the past decades, including the introduction of the Toyota Production System (TPS), which has made a significant contribution to increased efficiency. In her speech, Managing Director Eva-Christine Nehl recalled the company's humble beginnings in 1949 and emphasised the importance of family values, personal responsibility and timely investments that have led to success, such as the introduction of the driverless transport system and the digital order bag, which has significantly reduced administrative work. "My ambition is to continue to drive digital transformation in the company through processes, automation and standardisation," Eva-Christine Nehl summed up.

### Innovative strength with added value

In their words of welcome, Thomas Csaszar, Mayor of Brackenheim, and Christiane Brenner, Member of the Executive Board of the Heilbronn-Franken Chamber of Industry and Commerce, praised the many years of successful cooperation and "the company's major contribution to the regional economy." Dr Alexander Lägerler, Managing Director of dmpi in Stuttgart, highlighted the innovative strength of WALTER Medien GmbH and emphasised the importance of this type of company for boosting competition in the print and media industry. Authorised signatories Bernd Dehn and Frank Deißer looked back on the history of the company. They gave a vivid account of the company's beginnings

The event kicked off with a video message from Senior Partner Hans Walter, who was unable to attend in person due to health reasons. He warmly welcomed those present and wished everyone a successful event. His words set the mood for a colourful evening, which was moderated by Deputy Publishing Director Bettina English.



Christiane Brenner, Member of the Board of the IHK Heilbronn-Franken (left), and the Mayor of the City of Brackenheim, Thomas Csaszar (right), during the presentation of a certificate honouring the 75th company anniversary to WALTER Medien GmbH Managing Directors Eva-Christine Nehl and Dr. Eberhard Nehl.



as a print shop right through to becoming a modern calendar publisher with a comprehensive full-service range. “Our goal was and is to offer our customers measurable added value along the entire value chain,” said Bernd Dehn on the strategic development of the company.

The guests in Brackenheim’s festively decorated community centre experienced an eventful evening.

### Social responsibility

The donation of over €4,500 to the Tabaluga Children’s Foundation in Tutzing by many of WALTER Medien GmbH’s business partners was especially highlighted as a demonstration of social responsibility. “We are proud that we can make a contribution to your foundation together with our partners,” said Eva-Christine Nehl as she handed over the symbolic cheque to Dr Jürgen Haerlin, the founder of the foundation.

### Emotional highlight

An emotional highlight was the video in which employees talked about their experiences and the special features of their workplace. These statements reflected the pride and satisfaction of the employees and made it clear that WALTER Medien GmbH is more than just an employer. “I’ve been here for over 20 years and it feels like home every day,” said one long-standing employee.



### Humour and music

The entertaining highlight of the evening was the performance by Dominik Kuhn, better known as Dodokay. With Swabian humour, vocal variety and clever film dubbing, he created many light-hearted moments. The Kim Hoffmann Band, who provided a fun atmosphere with light jazz and dance music, rounded off the anniversary celebrations. The musicians succeeded in creating a relaxed yet festive ambience in which guests were able to enjoy the sumptuous buffet and cocktail bar.

### A successful mix

With a successful mix of looking to the past and to the future, the celebration vividly conveyed the values and philosophy of the family business. The business partners present were full of praise for their consistently good co-operation and the creative and collaborative working methods, as well as the reliability and professionalism of WALTER Medien GmbH. <



Dominik Kuhn alias “Dodokay”, prominent Swabian comedian and musician, who created a cheerful atmosphere on the anniversary evening, flanked by Eva-Christine and Dr Eberhard Nehl.

Stabila, the worldwide renowned supplier of measurement tools and member of PSI network, celebrated its 135th anniversary together with the opening of its second facility in Germany, which has a new, state-of-the-art logistics centre. The new facility is located in the industrial estate outside the towns of Wilgartswiesen & Hauenstein.

## New logistics centre inaugurated

# Optimised workflows and processes



Stabila has invested around 15 million euros in the town of Wilgartswiesen-Hauenstein's new logistics centre, which officially opened at the end of June.

The guests were warmly welcomed: Stabila's new logistics centre was inaugurated with a big celebration.

Photos: Stabila

**L**employees, shareholders, advisory boards, friends of the company and representatives of the district and local communities attended the festivities held at the end of June. During the event, guests had the opportunity to tour the approximately 8,000 m<sup>2</sup> logistics centre located around 12 kilometres from the company's headquarters in Annweiler, Palatinate. Tours of the facility offered an extensive look at the company's modern warehouse and logistics processes. In his speech, Managing Director Ulrich Dähne spoke about the company's 135-year history and stressed: "The opening of the new logistics centre marks an important milestone for Stabila and underscores the company's dedication to the business centre of south-western Palatinate". By opening

a new location, the company invested around 15 million euros and looks optimistically to the future while continuing its growth trajectory.

### Double the sales with the same floorspace

The company's strong growth was the decisive factor for the decision to build a new logistics centre. While sales have more than doubled during the past ten years, the space available for logistics has remained the same. This shortage of space caused problems daily and led to a complex system of handling external storage areas. The company needed to enlarge its logistics space significantly to continue its growth. Since there were hardly any suitable developed areas in Annweiler, we decided the industrial

Ulrich Dähne, Managing Director of Stabila (left), welcomes the guests who came to Wilgartswiesen-Hauenstein to celebrate the opening of the new logistics centre.



Official inauguration of Stabila's new logistics centre (left to right): Matthias Glatte (architect), Holger Binder (Sales and Marketing Director), Michel Arbogast (Technical Director), Ulrich Dähne (Managing Director), Michael Reisser (Chairman of the Work Council), Dr. Rainer Himmelsbach (Chairman of the Advisory Board), Michael Zimmermann (Mayor of Hauenstein), Martina Wagner (First District Councillor for the District of the South-Western Palatinate) and Miriam Heinrich (Director of the Business Development Council of South-Western Palatinate).

estate in Wilgartswiesen-Hauenstein was the right place for us. We received supported from the District of South-Western Palatinate and local communities. The initial ideas and presentation of the project to the Advisory Board of the Council in the middle of 2019 were followed by the concrete planning phase starting in 2021 and the first ground-breaking ceremony on 28 November 2022.

### Optimised processes

On a nearly 22,000 m<sup>2</sup> plot of land, we built a facility that can be extended in the future. It currently has a 7,350 m<sup>2</sup> warehouse and shipping area and a 250 m<sup>2</sup> office and social area. New gates make it easy for incoming and outgoing shipments. The warehouse includes a replenishment warehouse with 3,200 storage spaces for Euro pallets, a narrow-aisle storage area with 500 spaces, a wide-aisle storage area with 500 spaces for long and heavy products and an automatic small-parts storage area with 1,200 boxes. The picking and packaging areas and jobs were optimised considerably compared to our Annweiler site. Work processes were designed according to the latest logistical and ergonomic standards, including the automation of many procedures.

### Climate-neutral with space for bats

Stabila places great importance on sustainability and having a climate-neutral building. It is energy efficient accord-

ing to the KfW-Standard 55 and equipped with a 1,200 m<sup>2</sup> photovoltaic system with a battery reserve and heat pump. The roof and facade surfaces are covered with greenery. The design also considers endangered animals: Boxes for up to 400 bats are available. <

## About Stabila

Stabila is a world-renowned manufacturer of high-quality measurement tool brands. In more than 80 countries, the Stabila brand, with its distributor companies, agents and importers, is the first choice for millions of professional tradesmen in the important segments of measurement technology.

The company's product range ranges from spirit levels, line and rotation lasers, electronic measuring tools, measuring sticks and measuring tape that can also be imprinted and customised for advertising purposes. Around 600 employees are dedicated to the company's global success, including around 350 in Germany at the company's headquarters in Annweiler, Palatinate. Stabila has factories in the Czech Republic (measuring sticks) and China (laser measuring devices) in addition to the main factory in Germany where Stabila produces spirit levels, electronic measuring tools and high-end rotation lasers.

The company's worldwide success and strong growth are based on its great innovative strength, user-oriented product development in collaboration with professionals in construction and trades, modern production technologies and consistent expansion of sales and marketing activities.

Blatant theft? Christine Lacroix, Managing Director and Press Officer of Aktion Plagiarius e.V., gave an insightful presentation at the last PSI on successful measures in the fight against plagiarism. In this interview, she summarises the key lessons learned.

## Protect creators – stop copycats

# Blatant design theft unfair and unacceptable

**Y**ou work for Aktion Plagiarius e.V. – tell us more about it. “The aim of the Plagiarius campaign is to raise public awareness of the questionable and sometimes criminal business methods of product and brand pirates and to sensitise business, politics and consumers to this problem in a practical way. Our Plagiarius negative award has been presented annually since 1977 to manufacturers and distributors of particularly brazen counterfeits and fakes. The Plagiarius trophy is a black dwarf with a golden nose – symbolising the immense profits that unimaginative imitators literally make at the expense of creative people and the industry. Our Plagiarius Museum in Solingen has more than 350 Plagiarius award winners from a wide range of industries on display – with a direct comparison of the original and plagiarised products.”

### Why did you talk about plagiarism prevention at the PSI?

“The promotional product industry has been heavily affected by plagiarism for years, as we have clearly demonstrated several times at the PSI with our Plagiarius exhibition. The awareness of injustice with regard to intellectual property theft seems to be very low among some participants in the sector – including those from Germany and Europe. Yet product and brand piracy is absolutely not a harmless, trivial offence. Of course it makes sense to be inspired by existing designs when developing new products, but clumsy exact design theft that leads to the risk of deception and confusion is unfair and un-



ceptable. We want to protect the creators and encourage the perpetrators to rethink.”

### What was the response?

“The lecture was received with great interest. We always organise it in a very practical way with lots of examples. We are pleased when we can raise awareness of the topic and give creators valuable tips on how to protect their new products. Nobody wants to be clumsily copied, which is why the ideas of others should be respected.”

### Is brand and product piracy currently on the rise? If so, in which areas?

“Yes, definitely. Factors such as globalisation, digitalisation and an increasing focus on price are fuelling the explosion in product and brand piracy that has been going on for years. Nowadays, all sectors are affected, including technical machines and devices. Counterfeit clothing, cosmetics, consumer electronics, cigarettes and children’s toys in particular are often confiscated by customs.”

### What are the most important and effective measures for entrepreneurs to protect themselves against plagiarism?

“Firstly, registering and enforcing property rights – otherwise, freedom of imitation applies, and the chance of being able to hold counterfeiters accountable is slim. Then I recommend filing a border seizure application with customs so that infringing goods can be removed from circulation at the border. And last but not least: Keep an eye on your markets and competitors, especially at trade shows and online.”

### Which property rights should one be aware of?

“I strongly recommend that creative professionals and entrepreneurs familiarise themselves with the following four property rights. The first is certainly the trademark, as it clearly identifies the manufacturer or a specific product. In second place is the design, which plays a particularly important role for promotional items. After all, nobody hands over unattractive products... Incidentally, ‘the design’ also exists as an unregistered Community design, which is valid throughout the EU for a maximum of three years. Thirdly, patents and utility models are important – but ‘only’ for new technical designs. Last but not least, there is copyright. It protects texts, graphics and photos, among other things. No registration is necessary here – but with a few exceptions, it does not apply to products.”

## Three valuable tips on how companies can protect themselves against fakes

- ▶ Registering and enforcing property rights.
- ▶ Submitting a border seizure application to customs so that infringing goods are withdrawn from circulation at the border.
- ▶ Keeping an eye on markets and competitors, especially at trade shows and online.

### How can distributors recognise counterfeits? And how can distributors react if they suspect they have a counterfeit product in their range?

“Distributors should select their suppliers and product range with great care. There are many black sheep on the internet. If you can’t find any information about a supplier, then they may have something to hide. And, of course, distributors should keep a close eye on their most important markets. What trends are there, which competitor offers which products? Are your own products sufficiently distinctive? Other questions that can help provide insights: What is the quality of the product? Does the product smell strongly of chemicals? Are there no proper product packaging and operating instructions in German? Trading in infringing products is a punishable offence; you should remove the product from your range and check the facts, for example by searching for images in the databases of the German Patent and Trademark Office.” <

Photos: © Aktion Plagiarus e. V.

## Four property rights that creative professionals and entrepreneurs should be aware of

- ▶ The trademark, which clearly identifies the manufacturer or a specific product.
- ▶ The design, which plays a particularly important role for promotional items.
- ▶ The patent or utility model is important – but ‘only’ for new technical innovations.
- ▶ The copyright, which with few exceptions only applies to products.



There is a new collection in the Russell Europe range: Under the name Russell Authentics®, this traditional brand is now bundling proven bestsellers and sustainable newcomers.

Russell Europe presents Russell Authentics®

# Bestseller and newcomer united

Industry



With Russell Authentics®, Russell Europe is underlining its sporty origins.

and for use in numerous professions. The products are all available in a wide range of sizes and an extensive colour palette. Unrivalled in terms of quality and style, they have been developed to set new standards in workwear. What's more, the "most valuable products" in the Russell Authentics® collection offer outstanding value for money.

## High quality, durable, sporty

With Russell Authentics®, Russell Europe is underlining its sporty origins, emphasising that comfortable, high-quality team clothing has been part of the brand's DNA for more than a century. Russell Authentics® products are part of this tradition: high-quality, hard-wearing and comfortable sporty classics for all kinds of teams. The Authentic Eco Polo and the Authentic Classic T score particularly highly in terms of sustainability: The Authentic Eco Polo is made from 65% recycled polyester. Both products are manufactured in the company's own production facility in Morocco. This means shorter transport routes and better control over Russell Europe's ecological and ethical objectives. All products in this collection

are manufactured in accordance with OEKO-TEX standards. The Russell Authentics® collection is perfect for customisation. Russell Authentics® offer a premium basis for almost every form of textile finishing, from the classics of screen printing, sublimation printing and DTG to high-quality embroidery and modern techniques such as DTF. <



The sporty and comfortable line-up of the Russell Authentics® series includes: the Authentic Sweats styles, the Authentic Classic T-shirts and the brand-new Authentic Eco Polo. The campaign for this collection of "most valuable products" honours the sporty heritage of this brand and underlines its high quality standards.

## Hard-wearing, easy-care, versatile

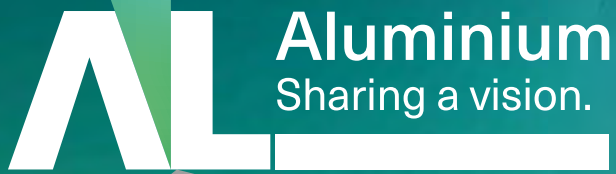
The styles in the new Russell Authentics® collection are sporty, comfortable all-rounders: particularly hard-wearing, easy-care, versatile and perfect for textile finishing

### Russell Authentics® at a glance:

New: Authentic Eco Polo (570M)  
 Authentic Classic T (180M/B)  
 Authentic Classic Long Sleeve T (180L)  
 Authentic Sweat (262M, 271B)  
 Authentic Hooded Sweat (265M/F/B)  
 Authentic Zipped Hood Jacket (266M/F/B)  
 Authentic Sweat Jacket (267M/F)  
 Authentic Quarter Zip Sweat (270M)  
 Authentic Jog Pants (268M)

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





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## Chocolate and Confectionery

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PSI 47992 • Henosa-Plantanas Group GmbH  
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 www.werben-mit-tee.de

### Sweet temptation with a private label

People looking for irresistible sweet treats will inevitably come across Henosa-Plantanas. The company, based in southern Germany since 1971, offers a large selection of tasty chocolate fruits, chocolate nuts, ice tea bonbons and other sweets with a private label for a minimum order of 100 units. The company only uses the best ingredients, such as brand-name Allgäu butter and cream, and chocolate from high-quality cocoa plantations. In addition to these classics, Henosa sells even more treats under its private label, such as pralines, truffles, roasted almonds, caramel bonbons or fruit gummies.

### Fresh breath for a fresh image

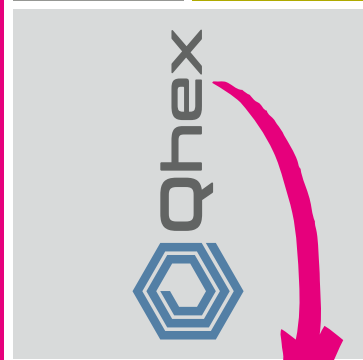
ANDA Present now sells the custom chewing gum CreaChew 12 to freshen up your own marketing image. Whether handed out at trade shows or company events or as a one-of-a-kind promotional gift, this pocket-sized product guarantees fresh breath and a high brand presence. As part of the BE CREATIVE collection from ANDA, CreaChew 12 offers various customisation options in the form of full-colour digital printing that can be placed on the product cover's entire surface.



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PSI 41545 • JUNG since 1828 GmbH & Co. KG  
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 jung-media@jung-europe.de  
 www.jung-europe.de

## A charitable christmas feeling

A joy shared is double the joy, thanks to the new promotional products from the brand share that make a social impact. Give JUNG's new and exclusive share Advent calendar as a gift for the festive season because a share of the sale proceeds are donated. Each Advent calendar is filled with small melt-in-the-mouth share chocolate bars, and a donation is made towards a meal for children in need with each calendar sold. The chocolates can be found in many different Advent calendars, such as the new mini-bar calendar house or in the Eco High Tower Advent calendar with a paper blister. Our 3D calendars in the shape of a bus or transporter are guaranteed to attract even more attention. The share non-food promotional products that come in innovative promotional packaging are also new. For example, the company sells a promo bag with hand cream, an advertising cover with a bar of soap and a small advertising cover with a bar of shower soap. The share promotional products have a genuine feel-good factor, too, as some of the proceeds from their sale go towards donations for hygiene products to help people in need. More information available at [www.jung-europe.de](http://www.jung-europe.de).

## Reusable cups for coffee to-go

The Metmaxx® insulated cup 'CremaCoffeeHouse' from Spranz is considered the modern choice when it comes to reusable coffee cups with perfect vacuum and copper insulation. The cup guarantees long-lasting heat and cold insulation and features a leak-proof one-touch cap. It is made out of 18/10 stainless steel, leak-proof and dishwasher-safe. The filling capacity is 300 millilitres.



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



PSI 48449 • Der Zuckerbäcker GmbH  
 Tel +49 7131 8996146  
 psi@der-zuckerbaecker.de  
 www.der-zuckerbaecker.de

## Sweet candy canes

Sometimes, the wheel does not need to be reinvented. Classic sweets can be especially memorable with new modern packaging and a fresh touch, and they are sure to be very popular with recipients. The strawberry-flavoured, red and white striped mini-candy canes in the shape of a walking stick are also available as a promotional mailing product from Der Zuckerbäcker. This small pick-me-up is perfect for a little snack between meals and will surely be a hit. Each candy cane is decorated by hand and can feature all-over custom printing in a customer's design for a minimum order of 1,000 units. The promotional product will undoubtedly catch people's attention at your next event or leave a lasting impression when used as a mailing during the Christmas season.

## Hand-made sweet dreams

B&B Promotion Sweets presents a luxury set consisting of nine hand-made Belgian truffles and milk chocolate, decorated with freeze-dried fruit and sprinkles. The truffles are available in many amazing flavour creations with ingredients like chocolate, fruits, almonds and spices. They are placed on black curl-papers and covered with black wafer paper. The box is available in three branding variations: white cardboard with a full-colour print (CMYK), embossed gold or silver metallised cardboard, or matt cardboard (black, dark blue, etc.) with hot embossing, whereby different coloured foil is available.



PSI 46470 • B&B Promotions Sweets  
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 office@promotionalsweets.pl  
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 www.emf-verlag.de

## Ice-cold pleasure

'Der Verrückte Eismacher' (the crazy ice cream maker) has been thrilling the residents of Munich for many years with its unusual ice cream creations. Now, their delicious recipes can be made easily at home, thanks to a customisable book published by Edition Michael Fischer (EMF-Verlag). Would you prefer a nutty pistachio or exciting white chocolate & pepper ice cream? There is a flavour for every ice cream lover, ranging from classic flavours to crazy creations. Readers can be creative with the help of 50 recipes, tips and tricks. Integrating a logo on the cover or products/services on the inside pages is possible.



## Biscuits for all occasions

The company Jung since 1828 knows that special give-aways for any occasion are always well received. In the summer, you don't necessarily always need something cold to put a smile on your face. Crunchy promotional gifts also make for an ideal snack during the warm months of the year. Anyone with a lot to say can place their messages on the crunchy fortune cookies, which can be individually designed and packaged to convey their message to their target groups. There are no limits placed on creativity here. Whether they are used for surprising discount campaigns, competitions or unforgettable slogans: up to 54 different individual messages are possible. This promotional product and other innovative promotional ideas for hot summer days can be discovered at Jung.

PSI 41545 • JUNG since 1828 GmbH & Co. KG  
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www.logolini.com

## A double message lasts longer

The aroma of the fine butter biscuit with a delicious hint of vanilla from logolini is protected and sealed in a biodegradable clear foil and enhanced by a four-colour display card. It can feature a message for recipients to internalise on a card that will remain with them long after the biscuit is enjoyed. This product is also ideal for large-scale promotional campaigns with a coupon. Both sides can feature a four-colour imprint and can be customised with logos, slogans and texts. The surface under the biscuit also is available for personalisation. Moreover, the biscuit itself can have a message printed on it with food colouring that will reinforce the advertising message even further.



## Delightful tradition

The German Christmas fruitcake with a logo sold by Global Innovations is a traditional German cake that has stood for festive enjoyment and Christmas anticipation for centuries. This traditional Christmas fruitcake is hand-made with lots of love and care. For many years, Global Innovations has been the place to go for traditional fruitcakes with a logo on the packaging, which spread joy with a sweet advertising message for the Christmas season. Two refined versions of the traditional fruitcake are available: marzipan or rum. Enjoying the fruitcake is more than just a culinary experience: It is a ritual that will warm the heart and bring the family together. Whether it is enjoyed while having coffee during the Advent season, served as a holiday dessert or given to customers, employees or suppliers as a sweet surprise, a piece of fruitcake is a must-have at Christmas time. The minimum order quantity is 100 units.

PSI 46626  
Global Innovations Germany GmbH & Co. KG  
Tel +49 6502-93086-17  
info@globalinnovations.de  
www.globalinnovations.de





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

## Advent greetings with style and elegance

The new Advent calendar MAXI Dekordose from Kalfany Süße Werbung charmingly wins over target groups with a sweet and decorative advertising message. The reusable metal decorative container contains 24 little chocolate bars featuring a Christmas-inspired look and the numbers 1-24. The top of the container can be customised. The little chocolate bars are made from premium full milk chocolate with at least 35% cocoa and a particularly long conching time. They have a crunchy bite and yet will melt softly in your mouth. The empty tin container can be reused for office materials, ensuring an even longer advertising effect.

## A felt bag companion

The sweet and sustainable felt bag from Römer Präsente featured in the new Christmas catalogue is perfect for getting the attention of customers, employees and business partners. The small Rominox® felt bag has a rubber band, is vegan and made 100% out of recycled PET. It is filled with yummy glazed Meistersinger wafer gingerbread, a fine-filled gingerbread star and a mini-German fruitcake weighing around 80 grammes. Once the sweet Advent biscuits have been enjoyed, the modern felt bag can be reused as a practical case for cables, external hard drive, earphones or similar gadgets in the office. The manufacturer can place a custom hangtag on the bag or include a branded insert upon request.

PSI 43892 • Römer Präsente  
by Römer Wein und Sekt GmbH  
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 Tel +49 9151 81785-0 • info@famousfood.de  
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## Enjoying nuts sustainably

What can you find at the end of the rainbow? That's right: the new and sustainable FamousFood® FairPot. Even though there isn't any gold inside the pot, it contains delicious, palm-oil-free FairTrade nuts. The FairPot is a small cork glass that can feature a customised label on the front side. It also can be reused as a spice glass in the kitchen, and it also cuts a fine figure as a collecting container for your desk. If the 80-gramme container is not big enough, a larger version with 160 grammes is available, too.

## Delicious craftsmanship

There is something delicious to discover at Confiserie Möhlenkamp. The family-run confectionery stands for traditional craftsmanship and exquisite ingredients. Especially for the coming Advent season, the specialists recommend handmade gingerbread, refined with the company's own spice mix and coated in three fine types of chocolate. Equally recommended is the 250g Stollen, lovingly made by hand, refined with Lübeck marzipan and rum-soaked sultanas. Both products can be customised with 4c-printed stickers – perfect for personal gifts or company presents.



PSI 60181 • Confiserie Möhlenkamp OHG  
 Tel +49 173 974524  
 info@confiserie-moehlenkamp.de  
 www.confiserie-moehlenkamp.de



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

## New outfit for chocolate

Dosenspezialist presents different chocolate containers for customers who appreciate high-quality and attractive packaging, such as containers for 100-gramme bars. These square or rectangular containers offer a striking advertising space. The tinplate can feature customised printing or be embossed or engraved to showcase your personal advertising message perfectly. The tin can be upgraded for a minimum order of 100 units and delivered within two weeks.



PSI 40604 • Ackermann Kunstverlag  
Tel +49 89 4512549273  
b2b@ackermann-kalender.de  
www.ackermann-kalender.de



## The magical charm of desserts

Even if they are a little high in calories, the twelve sugary sweet motifs in the new Ackermann calendar, 'Sucré', are full of colour and win people over with the magical charm of the dessert. Attractively bathed in warm colours and staged with powerful visuals, the treats have such a delicious presentation that your mouth will start watering. With the beautiful photographs of renowned food photographers, the calendar is only produced in Germany and printed climate-neutrally in cooperation with NatureOffice. Promotional impressions are possible for a minimum order of 50 pieces.

This year, Werbemittel Bühring celebrates its 75th anniversary. The company looks back on a history packed with transformation and innovation: established in 1948 by Adolf Bühring as an exclusive leader goods distributor in Hamburg, the firm evolved into a renowned provider of specially made, high-quality promotional materials and sales-boosting products.

## 75 Years of Werbemittel Bühring

# Tradition meets innovation



The team celebrates three quarters of a century:  
Gabriele Bühring, Mareike Schulze, Madelein Wulff and Emre Aras

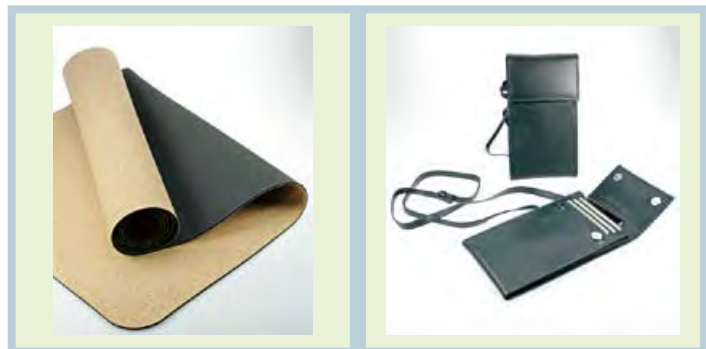
**A**dolf Bühring laid the foundation stone for success early on. His strategically vital merger with a promotional products supplier led to the company's present-day focus: high-value, promotional products that carry conviction through quality, excellent finishing and durability. Even once many competitors had begun to rely more and more on imports from the Far East, Bühring held true to its line and continued to insist on domestic production.

### Radical restructuring

On Adolf Bühring's death, his daughter Gabriele Bühring took on the management. The years following German reunification brought many challenges for the family-run company to overcome. Gabriele Bühring faced the task of modernising and future-proofing the business. She resolved to carry out some radical restructuring: all warehoused goods were discontinued and production was outsourced. "It was the best decision to only produce on demand. This way, every order can be individually put together and every customer receives the attention it deserves," declares the managing owner.

### Production partners in Germany

In order to continue to meet the high quality standards, Gabriele Bühring selected production partners in Germany that act not only as manufacturers, but also as genuine partners. Many factory machines were reassigned at these suppliers, which had previously already been involved in the value-added chain as providers of raw materials. These existing ties have proven their worth during co-operation and have been continually strengthened. "For the most part, our longstanding partners are also family businesses, some of them even likewise in their second genera-



tion. I am particularly proud of this strong network – among ourselves, we know exactly what this business is about and how we can support one another in the best possible way,” explains Gabriele Bühring.

**Sustainable materials**

In recent years, the company’s innovative clout has been particularly evident in a series of substantial developments and new materials. Alongside plant-based faux leather, the firm is also banking on sustainable PET felt, which is made out of recycled drinks bottles, as well as on cork as an environmentally friendly material. A further highlight in the range is “salvaged leather”, where cut-offs from the automobile and upholstery industry are upcycled and finished as “MADE IN GERMANY” small leather goods.

**Numerous anniversary promotions**

These future-oriented innovations and developments underline the company’s commitment to sustainability and quality. Gabriele Bühring, together with her team, looks back of 75 years of successful corporate history with pride and gratitude and is looking forward to a future that continues to be innovative and customer-focused. On the occasion of the anniversary, Gabriele Bühring has lined up a large number of special promotions with her team. Besides special prizes and discounts, customers will receive one in 75 items for free. There’s also a competition to win 75 iconic mini bags. More information on the anniversary offers can be found at [www.buehring-shop.com/75-jahre](http://www.buehring-shop.com/75-jahre) <

**Werbemittel Bühring in brief**

Werbemittel Bühring is specialised in the manufacture of high-value promotional items and sales-boosting products. Its focus on special productions, combined with extensive know-how from erstwhile inhouse production and a stable network, makes its team members sought-after experts for custom projects. Even unconventional requests are realised creatively and with an eye to solutions.

The year 2024 is an important milestone for Media Sp. z o.o.: The Polish company is celebrating its 25th anniversary. Founded as a promotional agency, it has developed into a manufacturer of eco-friendly promotional products. The Greenverta brand was launched in 2020 to promote products that make a difference.

**From a promotional agency to a full-service provider**

# Making the promotional product market greener



After its premiere in 2023, Greenverta was represented at the PSI for the second time in 2024.

**A**t Media Sp. z o.o., they see the beginnings, development and future of the company as a journey. This journey began a quarter of a century ago as a promotional agency offering a wide range of services – including gadgets, printing, photo shoots, posters and banners. Over time and through collaboration with key partners, Media Sp. z o.o.'s focus shifted towards promotional products and their customisation. From the very beginning, the main focus was on branded articles. “The intro-

duction of sublimation printing completely changed the rules of the game,” is how the promotional professionals from Białystok, located around 180 kilometres north-east of the capital city of Warsaw, describe a crucial stage in their young company's history. Today, sublimation printing is the cornerstone of Media Sp. z o.o.'s business. This is linked to a clearly formulated goal: “We want to be perceived as a trustworthy supplier and manufacturer of significant promotional applications that make a difference,” emphasise the driving forces behind Media Sp. z o.o. The



The company Media Sp. z o.o., based in Białystok, Poland, has now been in existence for a quarter of a century.



Monika Rafalko co-founded Media Sp. z o.o. and is company CEO.

tangible expression of this is the Greenverta brand, which was founded in 2020 and represents the core values of the company, which now employs more than 150 people.

**Functional, sustainable, practical**

Greenverta is synonymous with eco-friendly promotional products. This is already implied by the name, which is made up of two key terms for the company: ‘green’ for eco-friendly and ‘verta’ for advertising. The Białystok company formulates their motivation as follows: “We founded the brand to show that promotional products can be functional and of good quality while being produced in a sustainable way and with consideration for our planet. With our new brand, we want to produce reusable items that not only have a promotional function, but also serve as useful elements in people’s lives.” Accordingly, Media Sp. z o.o. places great emphasis on quality and user-friendliness when developing its product portfolio. Specifically, the managers explain: “Before we launch a new product on the market, we subject it to rigorous testing to ensure outstanding quality. Our design process is based on an understanding of how our customers will use the products and what value these will add to their lives. Each product

is manufactured with care and attention to detail, combining the highest quality materials with functional design.” According to Media Sp. z o.o., strategic investments in new company headquarters and state-of-the-art machinery enable the company to focus exclusively on production with cutting-edge technology and ecological solutions. “This allows us to retain full control over the entire process. Daily monitoring of production ensures that our eco-friendly products fulfil the highest standards at every stage of the manufacturing process. We strive always to offer our customers premium products of the highest quality.”

**Always able to realise custom ideas**

The Greenverta brand product range covers a wide spectrum. “We endeavour to adapt our range to the needs of our customers. That’s why we present products for the wellness or hotel and travel industry, such as eye masks, blankets and pillowcases. We offer many products for sports, outdoor or festivals: waist bags, towels, drawstring backpacks, toiletry bags. We also have a range of reusable products, such as (shopping) bags and old-school bags. As a

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manufacturer, we are always able to realise custom ideas in cooperation with our technologists,” says Media Sp. z o.o., which promises its customers unique promotional products. “All our products can be sublimated, which gives our customers complete freedom in the choice of colours, patterns and placement of their logo.”

### As green as possible

Media Sp. z o.o. has great ambitions with Greenverta: “We want to promote change in the promotional product market.” The Polish company also wants to encourage its customers to make informed decisions. In Białystok, the focus is on sustainability. The company relies entirely on rPET materials, which play a key role. The company’s declared aim is to make the entire production process environmentally friendly. And this includes everything: alternative energy generated by photovoltaic systems; sustainable materials and packaging from trustworthy and responsible European suppliers; the use of safe and certified water-based inks for sublimation printing and, last but not least, responsible waste management.

### Looking back to the future

On this basis, the aim for the future is to further expand the product range, open up new markets and “continue our mission of advancing eco-friendly promotional products.” However, the goals of Media Sp. z o.o. are not limited to ecological sustainability alone. Building sustainable partnerships is at least as important. “We want to develop our company on the basis of long-term and loyal cooperation with our partners and suppliers.” This

**More than 150 employees and a technologically innovative machine park enable Greenverta to deliver products of the highest quality, as the company states.**



path is intended to guide Media Sp. z o.o. towards its self-proclaimed current goal: to take a leading position on the Pol-

ish market, to present itself as an important partner on the European market and at the same time to gain a foothold in the American and Arab markets, where it sees great potential, especially for reusable products. And this approach seems to be the right one. In entrepreneurial retrospect as well. “We are proud of our path and the positive impact we have made in the sector. It is important to us, and we want to focus on this, to orient our marketing and sales activities towards providing our customers with the right tools for their daily work with their customers. To this end, we are constantly striving for improvement and innovation.”

### PSI membership of great importance

Greenverta’s product world has already been experienced live and haptically twice at the PSI: in 2023 and 2024. The company has been a member of the PSI, Europe’s largest network of the promotional product sector, since 2020. This membership means a lot to the Polish company: “We are very happy about this partnership, as it gives us the opportunity to be part of the most important community in our sector.” According to the company, participating in the trade show has helped Media Sp. z o.o., and therefore Greenverta, to gain new customers and access a new market. The company also learnt more about the needs of its customers. With a view to the PSI 2025, the Białystok company hopes once again to leave such a positive impression. The favourable feedback from the last PSI is certainly an incentive, and they are already working on new products with great enthusiasm. <

<https://greenverta.com>





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

## Heather Smartt on experiences and success factors

# Emotional intelligence is absolutely essential

Goldstar



Heather Smartt,  
Global Head of Goldstar

For a few months now, Heather Smartt has been the new global head of Goldstar, an Irish supplier of high-quality promotional products and branding solutions. With 18 years of experience in the promotional products industry, she has already worked for Poly-concept at various locations worldwide. Heather Smartt is well-known and recognised in the industry in particular due to her innovative product designs. In her new role, Heather Smartt's key tasks include promoting the company's dedication to alternative manu-

facturing methods, the expansion of product categories and enhancing global product design. In a personal interview, she talked about her experiences and discussed the factors that can be decisive at the start of a career.

### Heather, what does leadership mean to you?

**HEATHER SMARTT:** "In addition to a clear strategy and vision, I believe that emotional intelligence is indispensable for leading and building successful organisations. A high EQ enables us as leaders to skilfully and

sensitively deal with interpersonal relationships, which is always beneficial to an organisation and its growth. For me, leadership means guiding people towards a common goal.”

#### What is the best career advice you ever received?

**HEATHER SMARTT:** “At the beginning of my career, I always thought too much and pondered over decisions. My best friend and industry veteran Michelle Armstrong from Alphabroder always said to me: ‘Act now and apologise later’. As a manager, I have to keep reminding myself to use my power. With hundreds of decisions I have to make every day, it makes more sense to act decisively in the best interest of the company than to over-analyse and risk delays and objections.”

#### Comfort or danger zone – where do you feel most comfortable?

**HEATHER SMARTT:** “There should be a balance between the two. Leadership requires stability and determination. But to take organisations to the next level, you have to promote innovations and take calculated risks. The comfort zone is a pleasant place to be, but it is rarely where something new is created.”

#### In your view, what should women pay attention to during career planning to prepare for a leadership position?

**HEATHER SMARTT:** “Surround yourself with a group of people who think differently and absorb as much as you can. In my early days, I was lucky to have found a strong group of female leaders who took me under their wings. They invited me to sit at the table with leaders. Out of gratitude for this valuable experience, I would like to give as much as possible to the next generation.”

#### What are you particularly proud of when you look back on your career so far?

**HEATHER SMARTT:** “My resilience. I have lived and worked around the entire world – in China, the Netherlands, Portugal and the USA. Apart from the USA, I had to overcome cultural and language barriers to be successful. I was kicked in the behind, I literally went astray and had to prove myself again and again to new managers and colleagues as well as peers. So far, I have always managed to appreciate each person as a mentor and each experience as a lesson.”

#### What motivates you every day?

**HEATHER SMARTT:** “I am disciplined and self-motivated by nature, but I love this industry and its people from the bottom of my heart. I am constantly motivated by my colleagues and employees, as we work together every day to offer our customers the best possible result. It is not hard for me to get up and work hard when I am together with people who share the same visions and dreams.”

#### By the way, motivation and visions: how does Goldstar promote ecological sustainability?

**HEATHER SMARTT:** “At Goldstar, we have defined sustainability goals, which comprise a three-year roadmap focussing on carbon neutrality and LCA tests for all of our products. We will carry out several external audits, including FSC, GRS and RCS. In 2023, we successfully removed problematic plastics from our collection and our packaging, reduced our overall consumption of new plastics by 54 per cent and

began sourcing paper fibres from forests subject to strict ecological, social and economic standards. We have introduced our greenwashing guidelines, which are being implemented worldwide, and created our Green Team consisting of internal managers. They meet regularly to promote change within the company and ensure broader participation and cooperation at all levels. The aim of this structural measure is to promote and successfully complete sustainability and CSR projects that are aligned with our three ecological sustainability pillars – People, Planet, and Product.” <



Compared with the prior year, the advertising industry's market volume rose by 1.5 percent in 2023 to approximately 48.79 billion Euro. However, due to the uncertain economic prospects for 2024, the German Advertising Federation (ZAW) views the slight increase with some reservations, and foresees major challenges in its 75<sup>th</sup> year of representing the industry.

## ZAW: Assessment of Advertising Year 2023 – Trend Analysis for 2024

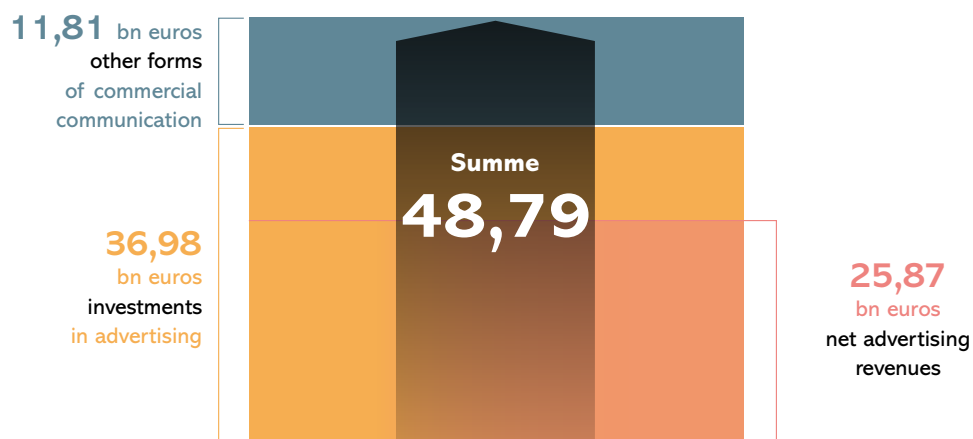
# Continued Economic Outlook: Not unclouded

The advertising industry, whose share in Gross Domestic Product stands at 1.2 percent, "is leaving behind the years of multiple crises and is recording a slight overall increase for the second consecutive year", according to the ZAW's assessment. That is because, the Federation says, with the slight increase in 2023, the advertising business is continuing the steady growth from the two previous years. In Germany, it is situated above the pre-Covid figure of 48.33 billion Euro, with a market volume of 48.79 billion Euro. Overall investments in commercial communication are comprised of media-based investments in advertising (36.98 billion Euro) – including the net advertising income of recordable advertising supports –, along with the other forms of commercial communication (11.81 bil-

lion Euro). Concerning net advertising income of recordable advertising supports, the ZAW says the advertising industry managed to record a slight increase of 0.7 percent in 2023 and hence compensate the decrease of 0.5 percent from the prior year. The other forms of commercial communication (advertising products, sponsoring, catalogues, other promotional printed media) sustained a decline of 0.8 percent, after they had grown by approximately 6 percent in the prior-year period due to post-pandemic effects. Further rises are possible in 2024, but require considerably improved parameters. If those fail to materialise, recovery on a broader front will be barely perceptible. One cause for concern: The advertising business continues to be confronted with potential bans and bureaucratic overregulation – in Germany and at the EU level alike.

### Commercial communication in Germany 2023

in bn euros



Source: Zentralverband der Werbewirtschaft ZAW e.V.

### A very mixed picture concerning net data

The picture concerning net data turns out to be very mixed for the individual advertising supports. Of the recorded advertising supports, some – including the entire digital area – looked (considerably) more positive than in 2022. The main beneficiaries in this context, however, according to ZAW, were once again the dominating platforms, while all other publishers managed to draw far weaker benefit from the strong digital increase. Cinema and outdoor advertising also saw a positive trend. One advertising support – radio – (virtually) stagnated; all others, the print area and TV in particular, were forced to cope with sometimes considerable decreases. In the prior-year comparison, shares of advertising supports in overall net sales in Germany reveal a continuing trend towards a digital market: Internet records a rise of 3.7 percentage points from 46 to almost 50 percent (49.7 percent). Print falls to 28.2 percent (2022: 29.4), television/moving image to 19.6 percent (2022: 20.7 percent). Direct mail advertising, outdoor advertising, and radio/audio and cinema advertising remain largely stable in terms of market share.

### Breaking up anti-competitive structures

Market data prove that the growth dominance of a handful of platforms is continuing uninterrupted. Some people's expectation that artificial intelligence and competition among platform would change anything about this is not going to be met, in ZAW's view. "As long as anti-competitive structures on the digital advertising markets are not broken up and there nobody puts a stop to one-sided rulemaking, the discrepancy to the detriment of thousands of publishers and ultimately also of promoters and consumers will continue to grow," runs the statement by the ZAW.

### ZAW Trend analysis reveals economic concern

The ZAW trend analysis reveals a further concerned estimate of expectations in the economy and the advertising business. The majority fears stagnation or even a decline in the advertising economy: 42 percent of the ZAW members taking part in the survey expect a lack zero for the overall year 2024; 18 percent anticipate a poorer trend. Even so, 39 percent are seeing possibilities of a positive trend compared with 2023. This tendency is also in evidence in the expectations for the first half of 2024. In spring 2024, the question on the current mood in the advertising industry, on a scale of 8=excellent to 1=threatening exhibits, at 3.1 points, an almost identical average to the autumn 2023 wave (3.2 points). Itemised according to economy, society and politics, the findings for the economy were 3.6 points (no change), for the political situation 2.3 points (poorer again: autumn 2023: 2.5) and concerning society, 3.3 points (autumn: 3.4 points). The persistently historically low figures can be interpreted as an echo of government policy on business and advertising.

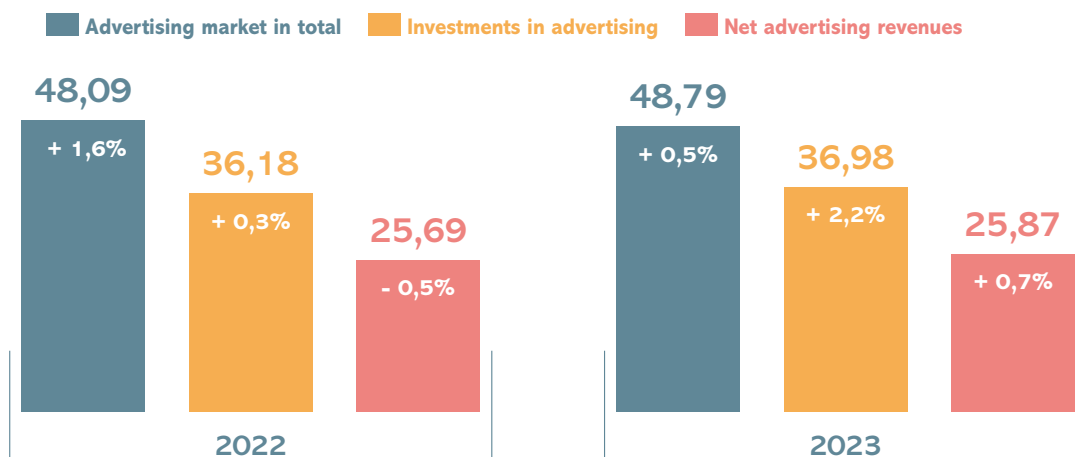
### Problematic employment market situation

From the viewpoint of almost all ZAW members, the employment market situation is problematic: approximately 47 percent of members continue to lament a large to very large shortfall in specialists; just as many see a fairly large shortfall, and only 6 percent see a small one. 75 percent indicate that the plans by the Federal Ministry of Food and Agriculture to ban food advertising among its members will certainly, or respectively, very probably jeopardise jobs – 46 percent of ZAW members take the view, in addition, that the plans will strongly to very strongly impact their business development. ZAW members again view the operational business situation more critically than

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## Advertising market 2022 and 2023

in bn euros



Source: Zentralverband der Werbewirtschaft ZAW e.V.

>>

in the prior year: 47 percent fear insolvencies (2023: 33 percent); 57 percent anticipate that there will be mergers. In addition, the consumer climate that is so important for the industry is a source of concerns for them: only 3 percent rate it as positive, 41 percent as mediocre and, at 56 percent, more than half view it as poor. Even so, the ZAW attests, however, a “palpable improvement” compared with the prior year (2023: 78 percent).

### Course for growth, yes, but it is fragile

The appraisal by ZAW chairman Andreas F. Schubert is mixed: “The advertising business grew in 2023, and indeed by 1.5 percent to 48.78 billion Euro. That is in a year that provided grounds for concern at many levels – economically, politically and in terms of societal cohesion – good news. The industry, just as ZAW forecast, has remained on course for growth – though it is a very fragile course. The overall economic situation will also remain tense in 2024. The continuing war in Ukraine and elections with worrying predictions are imminent, so says ZAW. Democracies are facing challenges across Europe. Amid a tense budgetary situation, politicians are seeking solutions for getting the necessary done and strengthening business competitiveness. The location’s structural problems have now been acknowledged, but there have not been any announcements yet. Impending advertising bans at the national level and, after the EU elections, European plans to the detriment of market communication are more than an obstacle in this situation, especially with regard to the funding of media that are highly relevant for democracy.”

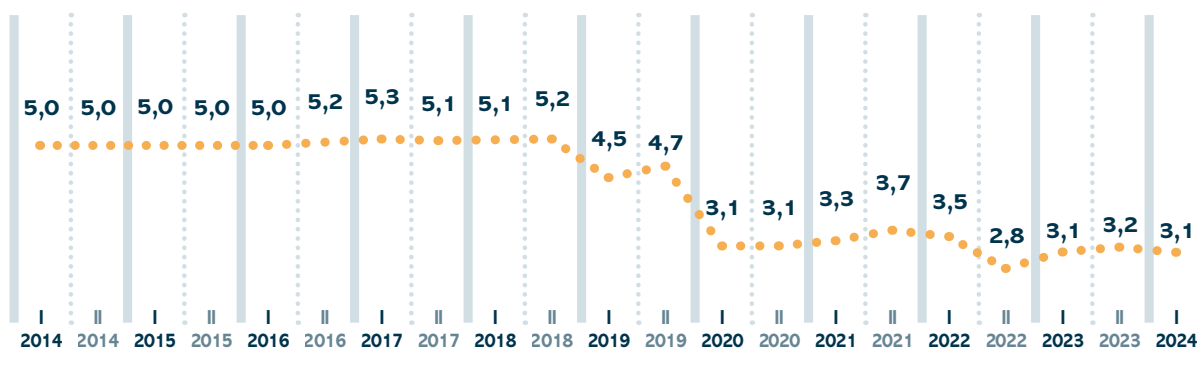
### Calls for a regulatory sense of proportion

Accordingly, he appealed to politicians: “We need both things: on the one hand, a regulatory sense of proportion, a return to measure and moderation when it comes to standards and restrictions. And on the other hand, active engagement in relation to the digital advertising markets. The success of brands and innovations – and appropriate prices for consumers – are only enabled by the possibility of free and unbureaucratic market communication. What is more, funding for advertising is more important than ever for wide accessibility, indeed the existence of many media offerings – and with that, for the democratic shape of society.” Dr Bernd Nauen, ZAW CEO adds: “Evidence-based decisions and reality checks are necessary in many areas: when demands for product-based advertising bans are raised, with reference to provisions for environment-related advertising, during the appraisal of data-based business models and most particularly also with regard to the restoration of fair competition conditions on the digital advertising markets and protection against unilateral regulatory power by gatekeepers. We are eagerly waiting to see whether the European institutions recognise the signs of the times following the election.” The general summary by the ZAW: “Representation of interests in the ZAW network is of greater importance than ever.”

## Mood of the advertising industry in Germany 2014 until 2023

How do you evaluate the economic, political and social situation of the advertising industry?

Rating: 1 = threatening to 8 = excellent



Source: Zentralverband der Werbewirtschaft ZAW e.V.

www.zaw.de

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The results of the latest B2BEST Barometer on the use of artificial intelligence (AI) in the B2B sector show that investment in AI is increasing, but not all potential is (yet) being utilised. We present the results of the latest quarterly survey.

## B2BEST Barometer

# B2B: Investments in AI on the rise



**T**he use of artificial intelligence (38 percent) is the top topic for B2B companies after digitalisation (59 percent). In addition to internal goals such as increasing efficiency (53 percent), the main drivers for the implementation of AI solutions from the perspective of wholesalers and manufacturers are customer requirements and competitive pressure (44 percent each). This is shown by the results of the latest B2BEST Barometer from ECC COLOGNE and Creditreform.

**The B2B companies surveyed are investing primarily in the AI solutions themselves, but also in the expansion of IT infrastructure and data quality.**

The relevance of the topic is also reflected in the planned investments in AI: the majority of respondents already increased these investments last year and intend to continue doing so this year (74 percent). Investments are primarily being made in the AI solutions themselves (36 per-



cent), but also in the expansion of the IT infrastructure and data quality. A look at the different areas of the company shows that AI applications are being used in IT security in particular (72 percent), followed by customer service (66 percent) and marketing (65 percent).

### Opportunities through AI: Positive impact on company turnover in the long term

Overall, the majority see AI as a great opportunity and expect it to have a positive impact on company turnover and cost savings in the long term. Predictive analyses are seen as the biggest influencing factor by 80 percent of respondents, but fraud detection using AI (77 percent) and automated document creation (76 percent) are also considered to be highly relevant. "AI solutions can significantly increase the success of B2B companies in terms of growth, efficiency and customer loyalty. However, many potentials, including in the areas of marketing automation, inventory optimisation and fraud detection, remain untapped at present, even if the relevance is recognised. Companies should utilise this leverage and push ahead with appropriate measures," explains Sébastien Wörndle, Social Media Marketing Manager at Creditreform.

### Implementation poses challenges for companies

B2B companies face many challenges and internal barriers that make successful AI implementation more difficult. In particular, integration into existing systems (43 percent) and data protection issues (39 percent) are mentioned in this context. "In addition to the need to adapt the system landscape and improve data quality, AI must be established as a top management priority. This is the only way to improve the knowledge and skills of employees and close implementation gaps," says Dr Kai Hudetz, Managing Director of IFH KÖLN and founder of ECC KÖLN.

### Economic situation remains stable

Almost seven out of ten of the manufacturers and wholesalers surveyed (68 percent) continue to rate the general economic situation as positive overall, even if the average score of 2.15 (on a scale of 1 = very good to 5 = very bad) is slightly worse than in the previous quarter. Investments have increased compared to the fourth quarter of 2023, particularly in the areas of digitalisation of sales processes (65 percent) and fraud prevention (30 percent). From the companies' perspective, the greatest uncertainty factors are the energy crisis (39 percent), risk of recession (34 percent) and bureaucratic regulations (22 percent).

### About the B2BEST Barometer

As part of the "B2BEST Barometer", ECC KÖLN and Creditreform analyse the mood in wholesale and B2B sales as well as trend topics in the industry on a quarterly basis. To this end, a total of 209 wholesalers and manufacturers were surveyed online in the first quarter of 2024 to assess the economic situation as well as current risk factors and crises. This survey also focussed on the topic of "artificial intelligence".

Source: ECC Cologne / Creditreform / IFH Cologne





## Extra style on the sleeve

For years, Karlowsky® has been deeply committed to the motto "Workwear as Fashion". Last year, the workwear manufacturer expanded its existing HoReCa area of expertise with a selection of cool accessories and braces. In addition to their eye-catching urban models, their **classic styles** are also impressive: neck scarves, braces, bow ties and ties. These models are accompanied by their new sleeve holders made of elasticated tape, which ensure that rolled-up sleeves do not slip down so quickly. The zinc-alloy clamps allow the length to be continuously adjusted and can be laser-engraved.

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## Hot stays hot

With their Metmaxx® CremaExtensa thermo mug in white, Spranz is presenting a vacuum **thermo mug made from quality steel** that is designed to keep drinks hot for up to five hours. It has a leak-proof lid, is dishwasher-safe and LFBG-compliant. The mug holds 380 millilitres and arrives in a designer box.

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## Creative free space

Limited Edition is the new A4 notebook from Prodir, the Swiss specialist for personalised writing instruments – manufactured in partnership with mishmash, a small stationery company based in Porto, Portugal. Limited Edition, the largest product in the exclusive 'mishmash × prodir' notebook collection, fits comfortably on any desk and offers enough space for meeting notes or to record holiday plans, visions or the company strategy for the coming year. Limited Edition has 192 lined pages and **offers plenty of space for entries** thanks to its generous dimensions. Like all notebooks from the 'mishmash × prodir' collection, the cover with practical inner flaps is made of environmentally friendly Fedrigoni Materica paper (180 g/sqm) and impresses with its volume and strength. The natural and sustainable fibres used in its manufacture give the cover a pleasant, slightly rough feel. The Limited Edition notebook, which can be opened flat thanks to the cold glue binding, is available in the rich 'Pitch' colour. Limited Edition is available immediately from a minimum order quantity of 15. Limited Edition complements the formats MM01 Small in passport size and MM02 Medium in handbag size. Each format is characterised by its unique binding and individual paper style. Both the Small and Medium formats can be personalised and are available in eight selected colours. Logos can be embossed in high-quality colour or colourless. Alternatively, the cover can also be printed with a QR code that digitally links the brand ambassador via our cloud services. The 'mishmash × prodir' collection is ideal for corporate clients, creative professionals, students or executives. These notebooks are the perfect companions for anyone who appreciates the value of this work tool, which offers them creative free space and a wide range of opportunities for development. Limited Edition is the product of a partnership between Prodir and mishmash. The two companies share common values such as first-class craftsmanship, high-quality raw materials, local sourcing, sustainable processes and compliance with the highest labour standards. More about Limited Edition at: [www.prodir.com](http://www.prodir.com)

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## Festive Nordmann fir tree

As we at the emotion factory know, Christmas is around the corner faster than you can say "Ho, Ho, Ho!". Now is the perfect time to plan your Christmas promotional material. The emotion factory has a creative Christmas tree card on offer. In a handy DIN A6 format and folded in two, this card is a **successful combination of greeting card and gift**. What makes the card special is revealed when you open it: In the centre is a small protective germination bag containing Nordmann fir tree seeds. If you plant this seed in the ground, you can watch your own Christmas tree grow – a symbol of life, hope and solidarity during the festive season. The entire card can of course be customised and printed in your corporate design.

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## Double-walled, without compromise

For the first time, Creano GmbH is presenting a newly developed double-walled drinking glass without a hole in the base. This ensures that no water enters the dividing walls, and even earns it the rating "industrial dishwasher safe". **A real all-rounder**, both as a glass for hot drinks such as tea and coffee, and for cold drinks such as soft drinks. Thanks to the insulating properties of the double-walled glass, hot drinks stay hot and cold drinks stay cold longer. The glasses and packaging can be customised.

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## Cosy spooky fun for the young and old

mbw is presenting the Halloween gang just in time for the Halloween season. The cuddly pumpkin, bat, Frankenstein and mummy ensure cosy, scary fun. These plush toys combine an eerie atmosphere with cuddly comfort. They exude eerie charm and carefree joy. There is a **wide range of design options** available for printing on promotional flags, mini t-shirts, triangular scarves and shawls that turn the products into one-of-a-kind advertising mediums, delighting customers and employees alike. They are perfect for Halloween events, promotional campaigns and gifts for children. These extraordinary plush toys are seasonal highlights and products that will ensure long-term positive associations with the brand being advertised.

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**PSI JOURNAL TOPIC PLAN 2024**

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

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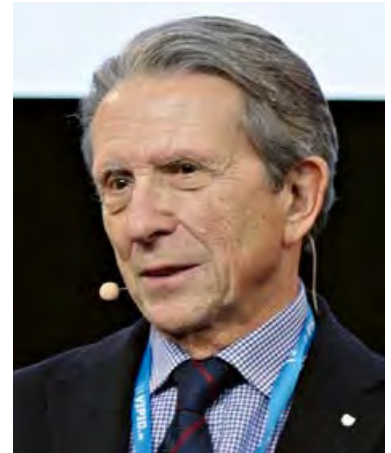
## New EU Product Safety Regulation | Here's What the Industry Needs to Know

The new EU Product Safety Regulation will apply definitively from 13 December 2024. Companies will have to adjust to considerable changes and significant innovations in EU product safety law concerning the distribution of consumer products. The directive promises simplification in terms of abolishing red tape. At the same time, however, the task area and field of responsible addressees have been considerably widened. What does it mean, concretely, for the promotional products business? What changes are coming the way of companies in the industry?

### Lutz Gathmann's talk at the PSI 2024

In his talk, "The new EU Product Safety Regulation GPSR 2023/988" at PSI 2024, Lutz Gathmann, a product designer and product safety expert, explained the best way for manufacturers, importers and distributors to get prepared. All who missed the talk at PSI 2024 or would like to take another look at it can retrieve the video (like all other talks from the PSI forum too) at:

<https://psi-network.de/en/focus-practical-knowledge>



my

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### Online seminar in November

Those seeking to gain a systematic overview of what new contents have been added to the regulation, what's now more tightly regulated and, especially, who now has responsibilities, are advised to sign up for the **online seminar "Vorbereitung auf die EU-Produktsicherheitsverordnung - neue Regeln für Unternehmen in 2024"** by Lutz Gathmann on 4 November 2024 at the Middle Lower Rhine Chamber of Commerce and Industry.

## Know-how on demand | Expert talks, retrievable for free at any time

When devising the dedicated, varied specialist programme for every PSI Forum, the PSI works by a motto: **benefiting from experts. The professional advanced training conveys practice-based specialist knowledge for direct application in everyday working life. In this context, all those with their sights on the future of the promotional products business hear exciting incentives and specifically realisable expert knowledge for day-to-day transactions.** For example, the PSI Forum was also, of course, characterised by the important topic of sustainability, for instance supply chain transparency, dreams and reality in the purchasing of sustainable products, the impacts of the REACH regulation on the promotional products industry or due diligence. Those wishing to take another look at the talks on these topics in moving images or who missed one or two presentations can retrieve the individual videos here.



<https://psi-network.de/en/focus-sustainability>

## PSI Product Sourcing | How all members benefit

PSI Product Sourcing is always on the lookout for new and innovative products in order to provide PSI members and potential supplier customers with up-to-date advice. Catalogues and product samples help the team to stay up to date and recommend new, trendy products. We spoke to Astrid Langenstein, Team Leader Product Sourcing Manager PSI, about the benefits for suppliers, as well as topics such as quality, care and responsibility.

**Astrid, why do you and your team regularly remind PSI suppliers to send PSI Product Sourcing the latest catalogues, newsletters and product samples?**

"We regularly remind our suppliers because it is crucial for us to always have the latest information about their products. This not only helps us to keep our product range up-to-date and competitive, but also enables us to always present the best and newest offers to our members. Regular updates allow us to react quickly to changes in the market and ensure that we offer the most innovative products."

**What are the benefits to suppliers when taking advantage of this offer?**

"Suppliers benefit in several ways if they regularly provide us with catalogues, newsletters and product samples. Firstly, it increases their visibility and presence with us if we know their latest products and can test them ourselves. Secondly, the information and samples allow us to make an informed assessment of their products and ensure that they meet our quality standards. This builds trust and strengthens the business relationship. And it ultimately enables them to bring their products to our internal training courses and presentations, which further increases sales opportunities."

**Once suppliers have entered their products in the PSI Product Finder, what added value does sending in samples and catalogues provide?**

"The PSI Product Finder is a great tool to gain an initial overview of the offered products. However, sending in samples and catalogues offers additional value. With physical samples, we can handle the products ourselves, check their qual-

ity and better understand their properties. This is particularly important for products for which haptics and visual aspects are decisive. Catalogues also often provide additional information that may not be presented in such detail in the PSI Product Finder. Samples and catalogues enable us to respond more effectively to specific customer enquiries and make targeted recommendations."

**There are issues regarding plagiarism, product espionage, quality promises. How do you deal with them in PSI Product Sourcing? What is the significance of samples and catalogues in view of these issues?**

"Counterfeiting and product espionage are a major issue in today's globalised world and can cause considerable damage. In sourcing, we deal with these challenges very carefully and responsibly. The regular supply of samples, catalogues and detailed information plays a central role here.

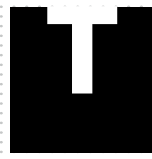
Physical samples allow us to ensure that the products supplied actually correspond to the specifications and are not inferior imitations. Catalogues and detailed product information help us to verify the authenticity and quality of the products. We also work closely with our suppliers to ensure that all products meet our high quality standards and do not infringe on intellectual property. This approach creates trust."



*PSI suppliers send their catalogues to:  
psi.productsourcing@rxglobal.com or  
PSI – Promotional Product Service Institute  
RX Germany GmbH  
PSI Product Sourcing  
Attn: Astrid Langenstein  
Johannstraße 1  
40476 Düsseldorf  
Germany*



## PSI ON TOUR



The traveller has many an experience to report – which is true, and not just of vacations. In my role as PSI Director I have been on fairly frequent and extensive journeys in recent months. And I do indeed have lots of experiences and interesting findings to report, which I am happy to share with you here.

In the USA, I noticed during numerous meetings and conversations that we have in common a genuine “sincere” love for promotional products. Our American colleagues are extremely enthusiastic about the issues that concern us and – challenges and necessary transformations notwithstanding – are maintaining an infectiously positive attitude when looking ahead. We in Europe can certainly learn a thing or two from that and their openness to new ideas. There are two points that struck me particularly in the USA: first, the trend towards the textile, because considerably more companies are equipping their employees with branded clothing, and second: I met a conspicuously large number of women who really impressed me with their optimistic, active, American business drive.

Back to Europe: On my tour through Southern Germany and Austria, I gained many fantastic insights in conversations with suppliers and during multiple site visits. Nine appointments in four days and 1,800 kilometres definitely meant a tight schedule, but once more I noticed that nothing can be a substitute for in-person meetings. All conversations – about joint considerations on the trade show, networking and politics – reached a more intense and inspiring level so much more quickly that the effort was worth it, without a doubt. Just like with trade shows too.

In the spring, I was in Hong Kong at the Hong Kong Gifts and Premium Fair, where I had the privilege of accompanying suppliers and distributors as well. The big learning event on this trip was seeing and experiencing the close partnership with industry stakeholders in Asia. The endeavour to offer customers the best possible solutions – together – always comes before all else.

Among other events, “PSI ON TOUR” continues with the Supplierdays in the Netherlands and Trend in Cologne, but my summing-up of travels in 2024 is already clear: now, more than ever, our entire industry and all individuals, suppliers and distributors alike, will benefit from regular and intense dialogue, the sharing of experiences and ideas, active networking and even closer partnership. Above all, though: let us – perhaps as a counterweight to the ever more digital world – meet in person as often as possible, as people and colleagues. You will have noticed that, for all my travels, I am already really looking forward to the upcoming PSI Trade Show with you in Düsseldorf!

Yours,

Petra Lassahn  
Director PSI





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## Practical and durable for any occasion

Promotional items from the camping, outdoor, umbrellas, tools and knives categories offer a host of benefits and features that make them ideal promotional message-bearers. Camping and outdoor items are especially popular, since they combine functionality with a spirit of adventure. They appeal to a wide target group, from nature enthusiasts through to urban adventurers. Comprising robust materials and practical designs, these items are durable and versatile, which ensures a long-term market presence. Umbrellas are indispensable companions in all weathers and offer an expansive promotional surface. They are practical, stylish and able to be adapted to the brand message in a variety of designs. Tools and knives are symbols of reliability and handcraft skills. Practical tools are in frequent use, which enhances a brand's visibility. All in all, this product group offers a combination of functionality, durability and daily utility. They generate positive associations with the brand and leave a lasting impression with customers. – Our second topic area features products for employee incentives and onboarding gifts.

**Please start giving some thought to the product presentations in the November 2024 issue of the PSI Journal, which will be given over to the “Electronics, Digital and Smartphone Accessories” plus “Travel, Car, Bicycle, Traffic and Safety” topic areas and send your product proposals (image and text) by 20 September 2024 to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de**



## Inspire, motivate, cooperate

Meetings, team discussions, jour fixe: defined dates for work-related dialogue are part of everyday corporate life – or so the theory goes. We spoke with Jenny Mangold, Head of Marketing at Kalfany Süße Werbung on why “workload” should never be an excuse for cancelling dates like these and why she prioritises communication with and among colleagues.

## Tailored accessories



Tie Solution GmbH has a remarkable history, which extends from the vision of the company's founder, Antonio G. Sanchez, in 1989 in Wetzlar, Germany, to its acknowledged status today as one of the leading manufacturers of tailored accessories such as scarves, cravats or ties for all kinds of fashionable purposes. We paid a visit and present the manufacturer's upmarket range.

## Imprint



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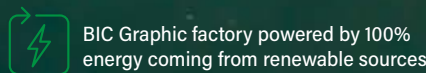
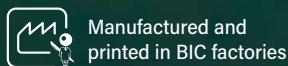
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