

# PSI

**PSI Journal**  
International Magazine  
For Promotional  
Products

October 2024  
Volume 63

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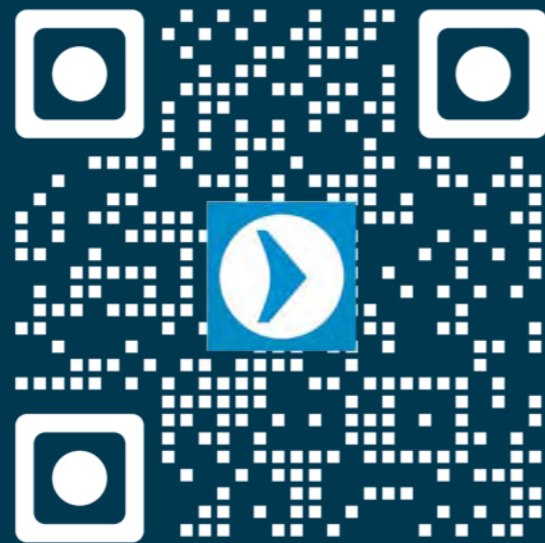
## PRELIMINARY EXHIBITOR LIST OF THE PSI 2025

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!



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# PSI JOURNAL

Düsseldorf · G-30212

**PSI Journal**  
International Magazine  
For Promotional  
Products

October 2024  
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Just one flip to the  
PSI 2025 exhibitor list!



**Jenny Mangold**

Kalfany Süße Werbung  
Inspire, motivate,  
engage with each other

**Product Guide**

Camping, outdoor, tools,  
umbrellas, knives  
Employee incentives,  
onboarding gifts

**The Supplierdays**

More quality and an  
international focus

## Seals, labels, certificates



## Demonstrate competence — create added value

# PSI

# PSI NIGHT

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Editorial

## Taking advantage of exemption limits

**W**hen the Growth Opportunities Act passed the Bundestag (German Parliament) in March of this year, businesses reacted rather disappointedly to the roughly three billion Euro relief package, which had been reduced by half in this version of the law. However, our small, combative industry received good news that it would hardly have thought possible: the exemption limit for gifts (as promotional products are still called in political jargon) was raised from 35 to 50 Euros. At last, it is a first step towards recognising a highly effective advertising tool and a bustling industry that, in its best times, generated sales in the magnitude of the relief package. And an industry which can now once again hope that something will change when it comes to the record-keeping requirements. Does this mean the issue is off the political agenda? For the time being at least, but the main thing now is to take advantage of the gained leeway in a profitable way. It offers the opportunity to bring more variety and quality into play, which is not only good for business, but also for the image of promotional products.

In the struggle for exemption limits and equal tax treatment, it is easy to lose sight of the fact that incentives, onboarding gifts, non-cash benefits for employees and gifts for special occasions can be real revenue generators, too. Employers can give their employees up to 50 Euros per month as a tax-free salary bonus – as a thank you, a token of appreciation or as motivation, even without an official occasion. Vouchers and cash cards that only entitle the holder to purchase a limited range of goods or services are becoming increasingly popular. However, rewards and high-quality products can also be used, especially as the tax accrual principle that applies here also allows for savings. Those who creatively explore their options can make a good deal.

The industry should keep an eye on another exemption limit. Employer gifts for special occasions – anniversaries, promotions, birthdays, weddings, births, etc. – are also considered tax-free benefits in kind up to 60 Euros. They may even be given several times a year and in addition to the monthly benefits in kind mentioned above, but only as products or vouchers and never as cash. Sets for connoisseurs and hobby chefs, bags, suitcases, leather goods and electronics – there are countless possibilities here too, as you can see starting on page 46 of this issue. However, clever ideas, precision and a well-maintained database are a must in order to manage occasions, preferences and dates in such a way that all sides benefit. Promotional product professionals can pave the way to the type of 'attention' that really pleases and motivates people.

In this spirit

Ursula Geppert | Deputy Chief Editor  
Your opinion: [geppert@edit-line.de](mailto:geppert@edit-line.de)

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German craftsmanship meets sustainability:  
Our new premium bag **Ludwig!**

In today's world, where sustainability and social responsibility are becoming increasingly important, it is crucial to choose products that are not only environmentally friendly, but also have a positive impact on society. Enter **Ludwig**, our brand-new bag! He embodies premium quality, sustainable fabrics, and to top it off, is made by talented people at inclusive workshops.

What makes our Ludwig so unique? First, he is made in Germany and every bag is crafted with great care. Another key aspect is the production in inclusive workshops. In these workshops, people with disabilities can actively participate in working life and make full use of their skills.

As such, **Ludwig** is not only aesthetically pleasing and functional, but also sets an example for inclusion. With his high grammage of 220 g/m<sup>2</sup>, our Ludwig is sturdy and makes a long-lasting companion in everyday life. With a size of 38 x 42 / 7 cm, he offers enough storage for all important things, while also being comfortable to carry.



Find out more about the manufacturing process.



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



### PSI 2025: Top services as a trade show plus

12

Autumn is coming, PSI is filling up: 473 exhibitors have already registered for Europe's leading trade show for promotional products, incentives and merchandising and will once again experience the world of haptic advertising live from 7 to 9 January 2025. Sourcing and networking at an international level and plenty of innovations make PSI a unique event.

### Seals, labels and certificates for expertise and added value

14

Many promotional product companies are investing heavily on the road to a sustainable future. The effort is worth it, especially if you take a targeted approach and credibly document your achievements. Meaningful seals, labels and certificates are important milestones in the process of sustainable transformation. A guide through the labelling jungle.



### Customised fashion accessories

60

Tie Solution GmbH has a remarkable history that stretches from the vision of its founder, Antonio G. Sanchez, in Wetzlar in 1989 to its current recognition as one of the leading manufacturers of high-quality, customised accessories such as scarves, neckerchiefs and ties. We present the producer in detail.



### Maximised business opportunities for PSI members

74

In order to keep the PSI Product Finder up to date at all times, it undergoes continuous development. The objective is to offer PSI members maximum utility at any time. PSI E-Business Manager Martina Lipp explains how members can use it to maximise their business opportunities, showing concrete new functions that benefit the up-to-dateness of the entries.



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# Trends & Brands with a difference

In this edition of the PSI Journal, we take a special look at trends on page 6. On page 8, we turn our attention explicitly to brands.

## Trends: Drivers for sustainable consumption

Here, we explore the issue of identifying overarching trends and what can be taken from the promotional product industry. The trends listed below were defined by the Zukunftsinstitut (www.zukunftsinstitut.de) as subtrends of the neo-ecology megatrend. They were placed under the heading '3 trends as drivers for sustainable consumption'.



### Trend 1:

#### “Beyond Plastic: Environmental alternatives to plastic”

Increasing packaging waste is forcing us to forgo using plastic in all areas of life. For example, single-use plastic was officially prohibited in the EU in July 2021. Businesses are researching materials that are robust and that can be used for a wide range of possible applications, like plastic, but that can be produced sustainably and recycled. As an example, the Zukunftsinstitut names the Estonian company Woola, which uses sheep's wool scraps to make a durable and, at the same time, environmentally friendly alternative to conventional bubble wrap.



### Trend 2:

#### “Minimalism: Abstinence as a new form of luxury”

Recycling and upcycling are two important pillars of sustainable consumption. Postmodern minimalism stands for conscious abstinence. The newly discovered happiness in the small things in life has become a new-ecological mindset.



### Trend 3:

#### “Zero waste: Combating the overflowing waste”

The focus is on reducing the waste created by consumption to zero by reusing products, recycling raw materials and conscious consumption. Counter-measures and new ideas are needed. An example Zukunftsinstitut gave as an innovative form of waste management are 'waste banks', which are used in Thailand and Indonesia, for example. Waste banks are where residents bring their waste and receive a payment for it based on weight. What is more, they can borrow money from these waste banks and repay their debt later in the form of waste. The waste bank sells the waste they collect to local upcycling and recycling centres.



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### BRANDS: How they make a difference

What distinguishes a brand? What components does it consist of? What goals should a brand pursue? We have put together a few ideas and (core) statements from brand experts that can also be used in the promotional product industry.

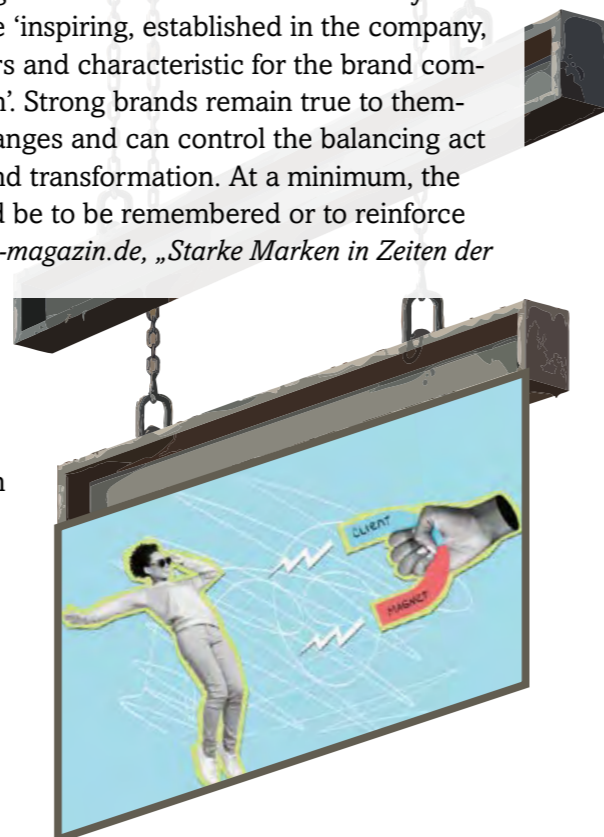


### Stay on track

'Brands are only as strong as their underlying performance', says Prof. Dr. Karsten Kilian, one of the leading brand strategists in Europe, during an interview with PROMAGAZIN. This is why a brand must be kept on the right track. Here, Prof. Killan means concrete, causal and relevant brand values that are as specific as possible. According to the Head of the Master's program in Brand and Media Management at the Technical University of Würzbu, these should be 'inspiring, established in the company, meaningful for customers and characteristic for the brand compared to the competition'. Strong brands remain true to themselves despite all the changes and can control the balancing act between preservation and transformation. At a minimum, the goal of any brand should be to be remembered or to reinforce an existing memory. *pro-magazin.de*, „Starke Marken in Zeiten der Digitalisierung“

### Keep an eye on the customer journey

It is not just about ensuring the brand is remembered. It also must turn this into brand loyalty. It is a combination of subjective quality, high recognition value and tradition. Moments, feelings and experiences shape the brand's image and, thus, brand loyalty. This way, brands provide orientation and decision-making aids. People who have had positive contact with the brand multiple times will stick to the brand – even without necessarily knowing all of its products. This is one of the reasons the customer journey is also extremely important. *artundweise.de*, 'Warum wir Marken lieben'

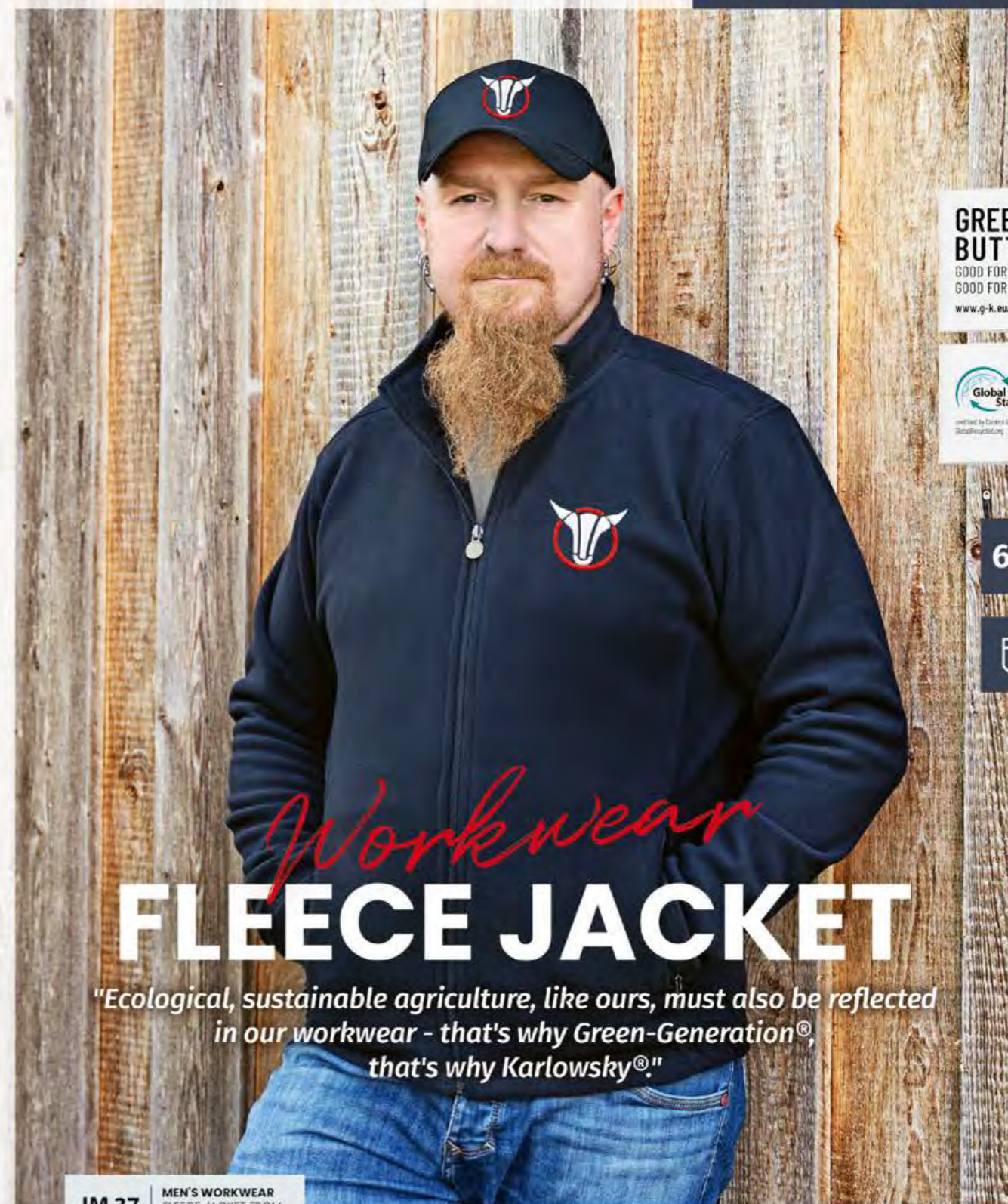


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60°



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## 0.75 trillion US Dollars: the global promotional market grows

According to the new dentsu Global Ad Spend Report, in 2024 global investments into advertising will rise by five percent to a net investment total of potentially 754.4 billion US dollars by year's end. The improved investment prospects are found in Great Britain, Germany, the USA, Japan plus France. The US presidential elections, which are anticipated to account for about one third (11 billion US dollars) of additional promotional expenditure in 2024, are providing an extra boost to the trend in global promotional expenditure, says dentsu. Regional observations of advertising trends in the global market reveal that the American continent, at 5.9 percent, is the fastest-growing market this year. At 4.2 percent on average, growth in the Asia-Pacific region is situated above the figure forecast for 2023 of 3.7 percent. The largest promotional market in this region, China, could even grow, on average, by 4.8 percent. India, as one of the region's most dynamic markets, is even situated at 6.8 percent.

dentsu.com, "dentsu Ad Spend Report 2024 prognostiziert Wachstum bei den Werbeausgaben"

According to the "Social-Media-Atlas 2024", merely 54 percent of users aged 16 and above view the information published on YouTube as trustworthy. This corresponds to a fall of nine percentage points compared with the previous year and signifies a slide from 6th to 12th place in the overall ranking of the most trustworthy media. Only Facebook fares worse, which at 42 percent trust is situated at 21st and hence last place. Still, it is striking, says absatzwirtschaft, that even conventional media have taken a hit in credibility. LinkedIn, by contrast, was able to record a slight rise in credibility, as the sole platform to do so. This trend, reports absatzwirtschaft, underlines the importance of a targeted choice of channel for companies, especially for sensitive topics. However, it is interesting that YouTube – despite the loss of trust – continues to be the most important channel when it comes to influencing purchase decisions. For example, more than one in three internet users (35 percent) in the last twelve months looked up information via the video platform prior to a purchase. This therefore places YouTube clearly ahead of other media, for instance television (32 percent) as well as Instagram and WhatsApp (each 29 percent). absatzwirtschaft, "Vertrauen in Unternehmensinhalte sinkt"

**Purchase-influencing:  
Yes!  
Trustworthy:  
Not so much**

## From 87.0 to 86.6 points: The mood ...

... among companies in Germany is plummeting. The ifo business climate index fell in August compared with July. Companies are making a poorer appraisal of their current situation. Additionally, expectations took a more pessimistic turn. The German economy is veering increasingly into a crisis. ifo.de

## A Flawed Upswing

July 2024 was the month that experienced the weakest growth so far this year. That has mainly to do with somewhat weaker demand for online advertising, on which companies spent just under 314 million Euro in this summer month. That corresponds to a minus of five percent compared with July 2023, which was above-averagely prosperous. Across the whole year, however, the result for online advertising looks considerably better. At spending amounting to just under 2.5 billion Euro, the category sees a rise of 7.3 percent.

horizont.net, "Delle bei den Onlinevermarktern bremst Werbeaufschwung im Juli"

Stiftung Werbestatistik Schweiz has ascertained advertising expenditure for the Swiss promotional market in 2023. Net advertising turnover totals 4.2 billion Swiss francs. The growth of just one million Swiss francs therefore signifies stagnation compared with the previous year. As a consequence of the low sales growth, the Swiss promotional market remained 6.3 percent below the level of pre-pandemic year 2019. In 2023, promotional products (+8.6 percent), direct advertising and print were among the media categories to generate the most advertising revenue. Despite slight losses, they continue to have one of the highest market shares this year. Estimated revenue from YouTube, search engine advertising and social media, which according to the foundation "flows almost exclusively abroad", amounted to a total of 1.83 to 2.24 billion Swiss francs. Non-Swiss advertising platforms hence continued to secure for themselves "the biggest slice of the Swiss advertising pie, which grew by another eight percent compared with the previous year", according to the experts' appraisal. werbestatistik.ch



## RTO: the ko criterion among top performers?



According to current figures from the Indeed employment market index, only around 15 percent of the analysed job adverts explicitly mentioned a working from home option. Simultaneously, a new survey by the market research company Gartner provides evidence that, with strict RTO directives, the intention to continue to remain in the same company is 16 percent lower among top performers, of all employees, than when there are no such provisions. This is an indicator, Gartner says, that very high-performing employees understand RTO obligations as a signal that the company does not trust them sufficiently to decide how best they can work. At the same time, according to a new investigation by the International Workplace Group, working from home rules based on trust and smart management are now very popular among most people. Three quarters of the more than 1,000 participating employees indicated feeling fewer burnout symptoms since the switch to a hybrid model. horizont.net, "Homeoffice-Debatte erzeugt Druck"



PSI bookings are flooding in: 475 exhibitors have already registered for Europe's leading promotional products, incentives and merchandising trade show and, between 7 and 9 January 2025, will again experience the entire world of haptic promotion. Sourcing and networking at an international level, fresh ideas and lots of innovations make the PSI 2025 a unique event.

**PSI 2025: Registration Now Open**

# Top Services a Trade Show Bonus



The PSI Trade Show is once again on course for growth – something which is very clearly evident this year too. Its customary high-quality offering, many highlights and one-off presentations along with supporting events make up the appeal of this international trade show platform. Those wishing to be in attendance can start their preparations straight away: The Ticket Shop has been online since early October and registration has already begun for certain services. PSI Night is set to bring particular sparkle to the evening of the first trade show day. That is when attendees come together at the glamorous party at Düsseldorf's Event Residenz to network, party, and enjoy.

### Members visit for free

The Online Ticket Shop allows trade visitors to conveniently acquire their personalised ticket for the upcoming

event. For members, trade show attendance is free of charge: no credentials are required. Clear answers as to who can visit PSI are supplied by the visitor concept, which clarifies: Exclusively distributor members of PSI have the option to invite their customer via MyPSI – and that also applies only for the third trade show day. Just a few clicks are necessary for this: Below your personal MyPSI section you will find the "Invite My Industry Customers" button to your personal information page featuring the invitation code that you can send to your customers. It is important to dispatch the invitation via My PSI, since only then will guests be identified as industry customers on their badges.

### Trend Show: Highlights from the start

In 2025, trade show attendees will be met by the first product highlights as soon as they come through the trade show's doors: The Trend Show, a new special area at the entrance to Hall 9, will exhibit product trends from the three themed worlds "Year-round Fitness", "Highlights for Sunny Times" and "A Journey into Indulgence". There, exclusively and free of charge, PSI exhibitors can present innovations from the textile, electronics and multimedia, school and office requirements, bags, luggage and travel categories, along with food, drink and tobacco. PSI will be accepting applications up until 15 November 2024 at [cristina.chilom@rxglobal.com](mailto:cristina.chilom@rxglobal.com). Its up-front location makes this area especially attractive: seize the opportunity to secure a place today.

### dMAS App now also operational at PSI

PSI and provider of digital trade show query and registration tools dMAS have entered into a partnership for PSI

## Video Production as an Effective PSI Full Service

At PSI 2024, exhibitors were able to benefit from a new full service by RX: Highly professional video productions that present the trade show booth, products and the event ambience in their very best light. PSI is also offering this unbeatable add-on to the trade show appearance to exhibitors at PSI 2025. A professionally produced event video is an enormous boost to the exhibiting company's digital marketing. Anja Späker, Director Media Solutions at RX knows why: "Digital marketing only gets really effective and productive with videos. Social media and search engines love straightforward videos."

### Benefit from the RX Pros

The RX professionals bring along their full experience in the event film and trade show sector, combined with their industry know-how, and supply everything from one source – from storytelling through video production to dissemination. This not only includes custom-tailoring the video to the respective company's channels:



it is additionally communicated in the trade show newsletter and on social media and hence played into the industry network. In the form of a so-called push post, the piece is additionally supported by RX for 14 days with a social media paid campaign. Detailed information on the event video package can be obtained from Anja Späker at [anja.spaecker@rxglobal.com](mailto:anja.spaecker@rxglobal.com).



We are extremely satisfied with the service from PSI Media Solutions, who made a video of our trade show booth from the first time in 2024. The professional on-site team did an outstanding job and their close collaboration on making the trade show video was exemplary. The positive feedback received on publishing the videos on a variety of channels is confirmation of this project's high quality and success."



Marion Quast, Victorinox

### An overview of all details for the perfect event video:

- Detailed consultation and planning with the RX Content Manager prior to filming
- Two hours' on-site filming at the trade show booth
- One videographer with top-class equipment
- Recording of impressions (e.g. booth, exhibited products, trade show ambience) and brief statements by max. three persons
- Video editing incl. basic colour correction, standard caption (display of names)
- Music underlay and incorporation of logo
- Video length approx. 90 seconds

2025. The software by the Austrian technology company is designed to make trade show organisation easier for exhibitors at PSI. Thus, the well-known dMAS App can also be used at PSI 2025: use of the Lead Manager (Emperia) system from RX Global is however required. Specifically, it means that exhibitors are not only able to access their product data, but also directly create and send offers. Please note: Those interested will need to have signed up by 15 November 2024. <

### Become a PSI 2025 exhibitor today

Exhibitors wishing to take part at PSI 2025 can refer directly to the trade show team – via e-mail: [sales@psi-messe.com](mailto:sales@psi-messe.com) or by telephone on +49 211 90191-702.

[www.psi-messe.com](http://www.psi-messe.com)

Promotional product companies put in a lot of investment on the way to a sustainable future. It is well worth the effort, especially when a targeted method is employed and achievements are credibly documented. Seals, labels and certificates are significant milestones in the process of sustainable transformation. A guide through the thicket of quality marks and seals.

Focus

# Seals, labels, certificates

## Demonstrate competence – create added value

**S**

ustainability topics are repeatedly at the focus in the PSI Journal too, where we place a different emphasis on the subject each time. While we all use the word sustainability as a matter of course, there is a nuance to look out for here: from a corporate viewpoint, a better term is Corporate Social Responsibility (CSR), since CSR means the social responsibility of companies in the sense of sustainable business conduct. It comprises social, ecological and economic aspects, as detailed in internationally recognised reference documents on corporate responsibility. Those documents are, in particular, the ILO Declaration on Fundamental Principles and Rights at work, the UN Global Compact or ISO 26000. The specific subjects are, for example, fair business practices, employee-focused staff policies, economical use of rural resources, climate and environment protection, along with serious engagement on the ground and responsibility in the supply chain as well. For a number of years, many companies have also often been using the term Corporate Responsibility (CR), a concept that places a stronger emphasis on the economic dimension of sustainability and issues of corporate management. Furthermore, in German, the “social” in CSR is often misunderstood to mean “sozial” [societal], which incorrectly reduces CSR to the society-related side of entrepreneurial sustainability or even to a charity donation mentality. Analogously, sustainability means far more than “green”, which traditionally signifies the ecological aspect. The two terms are often used synonymously.



Each of the countless labels is backed by precisely defined standards, which companies are obliged to uphold in the context of their voluntary engagement.

### CSR: A Win-Win Model

CSR or, respectively, sustainability is a must for all companies, especially for those that are active internationally, since they bear responsibility for people, production conditions and products right along the value-added chain, which often begins in developing or threshold countries. Politicians set the framework; companies implement the standards through their dealings. By positively shaping their surroundings or parameters along their supply chain, avoiding risks, and creating opportunities for development, they enhance their corporate prestige, credibility and competitiveness and, in doing so, score bonus points for an image that is perceived positively by customers and the general public. Voluntary engagement that goes beyond the statutory requirements in the international context is a win-win model, since it benefits society, environment and companies in equal measure and secures companies' long-term survival. CSR, therefore, is not a luxury, but a con-

>>

Certificates and seals are the means of documenting responsible corporate conduct. The two major groups, management systems and product labels, cover virtually all areas along the value-added chain. The processes required for gaining these documents provide impetus for developing the company and improving products.

### Label

An optical or textual additional reference to a certain quality of a product or service. “Label” is the umbrella term for various information systems and marketing instruments, for example product labels, private labels or corporate labels, quality seals, test labels or also management labels. The terms seal or quality seal are often used instead of “label”. Product labels refer to certain properties of a product.

### Quality Mark

The term “Gütezeichen” is protected under competition law and has been used by German institute RAL since 1925. Quality marks identify requirements on precisely defined quality criteria of a product or service. They are awarded by so-called quality associations recognised by RAL to manufacturers and service providers for their products and services.



Regular, voluntary audits document companies' CSR engagement and provide guidance for continuous optimisation.

Independent inspections enhance the credibility of seals and certificates, thereby making them more valuable.

&gt;&gt;

cept which can be profitable for companies. Crucial to this is a holistic approach that carves out the company's values in the core business and integrates all activities into one comprehensible story.

### Voluntary, verifiable optimisation

Against this background, it makes a lot of sense for companies to make their engagement visible. Communication and reporting are ways of doing this verifiably, though sustainability reports and their statutory provisions are a major topic all on their own. The topic of this article is the no less interesting possibility to provide evidence of special achievements in the field of sustainable corporate management through the use of certificates and seals. Cer-

tificates and seals distinguish companies that voluntarily comply with binding regulations directed at certain measures and quality features in the areas of management, product design or dealing with lobbies. Certificates and seals make this voluntary engagement visible and are thus able to enhance reputation internally and externally. At the same time, they make it easier to quantify the systems and corporate processes behind them and, consequently, to steer and optimise management activities more effectively. Complex value-added chains in globalised markets become more transparent and can therefore be configured more responsibly. In this respect, such processes are also helpful in connection with the European Supply Chain Act.

## Management Standards

Management systems are used by companies and also organisations to optimise their business procedures and corporate strategy and make them more ecological and socially responsible, for example. The standards behind the labels are introduced by the companies or organisations in the form of a voluntary self-obligation and are not based on statutory regulations. They are rarely visible to consumers, but they are important indicators of companies' performance and CR. Examples: BSCI, EMAS, Ecocert, FSC, ISO 14001

## Test Marks

Test marks confirm that certain products, such as machinery, tools, electrical devices, toys or furniture, meet certain statutory requirements in terms of safety and health protection and are suitable for use. The GS mark, for example, means that an auditing authority authorised by the German state has examined the product and that changes to the product are subject to registration.

## GS Symbols and CE Labelling Compared

These widespread labels are often confused and to many, it is not clear what they mean. CE and GS alike signal that the product on which it is affixed is "safe" along the lines of European jurisdiction. An overview of differences and awarding.

### CE Label (CE/European Conformity)

Manufacturers are under obligation to affix a CE mark and thereby assure the conformity of their products with the prevailing EC regulations. Responsibility for



affixing the CE mark lies with the manufacturers or their authorised representatives within the EU. In the event that the manufacturer's corporate head office (company name on the nameplate) is not located in the EU, the first importer is responsible. The CE mark is valid throughout the EU and allows the product to be

freely circulated within the European Economic Area. With the CE mark, the manufacturer solely declares that the product meets EU provisions on safety, health and environment and is freely marketable in the EU, so it is therefore not a quality seal or hallmark, but an administrative symbol.

### GS Symbol (Audited Safety)

The GS symbol is a voluntary, therefore not legally prescribed inspection symbol that is awarded by an authority independent of the manufacturer. It indicates that



the product has been subjected to a safety audit. Consumers and customers can assume that their safety and health will not be at risk under proper and predictable use. Function tests for the GS symbol fall under the scope of the auditing only so far as is necessary for checking safety.

The GS symbol is therefore not a universal quality symbol. Specific quality features, such as a product's durability for instance, are not audited. The GS symbol means that an auditing authority approved by the German state has audited the product and that changes to the product are subject to registration.

### Recognised standards improve image

Certificates and seals can be grouped into two categories: management systems regulate value-creation processes and oblige companies to pursue a continuous optimisation process. Product labels, by contrast, indicate the properties of a particular product or offering and signal quality control to customers. Companies are well advised to opt for recognised and comprehensive standards: since the certification process means additional effort in any case, the outcome ought to be convincing. Comparison and rating portals offered by consumer protection organisations, institutions and ministries are helpful in making sense of these standards. Our glossary later in this article provides some extracts.

### Differences in meaningfulness and credibility

Certificates in the area of CR are awarded by various organisations, for instance public law institutions (for example, the Blue Angel for consumer goods or the EU organic label for foods), institutes (e.g. ÖkoTex Standard 100 for textiles), standards institutes (e.g. ISO 14001), initiatives and associations (e.g. Forest Stewardship Council (FSC) for wood and paper products). Industry associations can also give out seals, for instance the BDIH (Federal Association of German Industrial and Commercial Companies) which represents the very exacting BDIH seal for natural cosmetics. On the basis of an objective, interest-neutral system, the German quality marks institution RAL currently awards around 150 different quality marks for high-value, safe and reliable products and services from virtually all areas of life. The standards behind these and many other certificates and seals vary in meaningfulness. Those that are developed by individual companies or industries often enjoy less credibility than those where multiple interest groups have harmonised the requirements in concertation. One important trust parameter is independent inspection: when the compliance of

&gt;&gt;

## Environment Marks

Eco labels identify particular environment properties of products or services. For example, they indicate whether products have been manufactured to environment-friendly standards or whether they can be used or disposed of as ecologically as possible. Besides environment marks that concentrate on individual aspects, such as chlorine-free paper bleaching, there are also marks that include as many environmental aspects as possible or take a product's entire life cycle into consideration.

## Characteristics of Trustworthy Labels

- The statement concerning the certified product property (100 percent recycled, for example) is clearly made.
- The awarding criteria can be quickly and easily identified, because, for example, they are freely accessible to read on the internet.
- It is recognisable who awards the quality seal.
- The seal is awarded by an independent authority.
- The validity duration of the seal or the year of issue of the label are evident.
- Labelled products are regularly tested.



Enhancement of corporate prestige and competitiveness, but also a secured future due to concrete economic successes: A certification process is an expense that pays off for companies.

&gt;&gt;

the self-obligation is inspected by independent third parties, such as quality assurance companies, TÜV or test institutes, this can also go some way to enhancing the credibility of a standard. Specific, measurable objectives and transparent reporting on the meeting of obligations, and equally sanctions in the event of non-compliance with the rules, make the added value of the certification clear to outsiders.

### Certification effort pays off

In Germany and Europe, many companies apply standards in order to minimise their impacts on the environment. The best-known environment management systems in this context are EMAS (Eco Management and Audit Scheme) and ISO norm 14001. With regard to procedures and processes, ISO 9001 for quality management likewise has a long tradition. For a number of years, it has also been possible to systematically include social aspects in management. For certification by means of social audits, standard SA 8000 of the NGO Social Accountability International (SAI) is often applied. It regulates, in particular, employment conditions at suppliers in countries where it is

difficult to implement statutory regulations in a satisfactory way. The procedure is similar for most certification processes: When a company aspires to a particular standard, first there are internal checks to find out how far the provisions are already met, and objectives and measures are defined. During the subsequent awarding process, an independent auditor confirms the procedure. He visits the site of operation, views documents and is thus assured of compliance with the rules. By means of regular auditing, companies underpin their voluntary CSR engagement and optimise communication with their internal and external stakeholders.

### Abuses revealed by scandals

Despite all the benefits, certificates and audits are constantly under fire. The criticism is usually directed at the fact that an audit cannot possibly examine every single aspect of social or ecological practices in companies or supply chains and that some companies cosmetically enhance their situation or cover up abuses in the run-up to announced audits. For companies that are serious about their certification and expect valid data and genuine find-

ings, audits are however useful instruments. At this point, we will just briefly touch on the scandals that have become known across the world concerning TÜV evaluations. Owing to the devastating dam breakage at the Brazilian mine Córrego do Feijão (2019) with 259 deaths, TÜV Süd was called to answer before the court. The dam was evaluated twice in 2018: although the safety standards did not fulfil the norm that was customary at the time, the TÜV evaluators raised no complaint. There were prospects of further lucrative contracts with the mining concern Vale. The company is also suspected of having conflicting interests with its ratings of Bavarian nuclear power stations (2022).

### Profit ambitions v. safety

TÜV seals are meant to verify product safety and process quality and are traditionally held to be credible. Scandalous reports are not only damaging to the TÜV's image, but rightly throw up doubts as to the trustworthiness of the auditing company. Is this just the tip of the iceberg and do companies that involve the TÜV (or potentially other auditors too) in their quality management now have

## Standards for Environment Seals

The ISO 14000 series of standards of the International Organization for Standards divides environment labels into various types:

- **Type 1- Environment labels** are voluntary and are awarded by independent third parties. Information concerning awarding criteria and changes to those is freely accessible. The requirements are measurable and relate to the product's entire life cycle. Labelled products or services are comparatively environment-friendly. These labels meet ISO standard 14024. Examples: The Blue Angel the EU Ecolabel.
- **Type 2- Environment labels** reflect a statement by the manufacturer. It pledges that it has complied with certain rules. The marks often relate to just one or a handful of aspects. The parameters for a manufacturer's pledge of this kind are set down in ISO 14021.
- **Type 3 "Environment labels"** according to ISO 14025 provide environment information, so-called environmental product declarations. However, the mark does not make any appraising statement on whether the product is comparatively more or less environment-friendly.

cause for alarm over the safety of their products? Nobody knows. It is certain, however, that the TÜV has, for a long time, not been the technical monitoring association it was originally, but is now a profit-focused, major international concern that long since appropriated the most important issues of CSR and sustainable transformation. If one studies the website of TÜV Süd, there is almost no sector that is not covered by an offering. This enormous catalogue of services is beyond our expectations. Other certifiers, by the way, with a still younger and more contemporary internet presence, are by no means less impressive in this regard. Employing competence in the service of profit maximisation is business. But when transparency, honesty and above all, safety fall by the wayside, then this is deception on a human, customer level and hence irresponsible.

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## Product Labels

Labels that refer to a certain quality of a product or service. Product labels that refer to an item's sustainable properties are often also called environment marks, sustainability labels and if applicable, also regional marks.

## Sustainability Labels

These designate products for which ecological, social and economic aspects are taken in consideration during manufacture and distribution. Future-proof economic activity is at the focus.

## Regional Marks

These serve to guide consumers and signal that a product comes from a certain region. However, it is not mandatory for the production site to be located in the identified region in every case.



The products in this topic category offer a combination of functionality, **durability** and **day-to-day utility**. They create positive associations with the brand and leave a lasting impression with customers.



PSI 44186  
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www.team-d.de

### Folding cutlery for on the go

The camping cutlery from team-d Import-Export not only serves passionate globetrotters and hiking enthusiasts well. All professionals who need a snack while travelling swear by their folding cutlery with a spoon, fork, knife, can and bottle opener. When the fork and spoon are folded out, the cutlery can be unlocked by sliding the two halves against each other and then simply used individually. It is supplied in a robust pouch with a belt loop and a gift box.

### Perfect for Working Outdoors

In the world of work, functional and reliable clothing is a must. The softshell vests and jackets for ladies and gentlemen from Karlowsky are specially designed for use in demanding work environments. Made out of a high-quality triple-layer functional material with an integrated TPU membrane, they offer reliable protection against wind and water, even in the toughest conditions. The warming microfleece lining ensures comfortable temperature control, even on cool days. With a water column of 5.000 mm, these vests (WF4 & WM 4) and jackets (JF 19 & JM 34) are not only windproof and breathable, but also highly water repellent – perfect for all who work outside. The practical side pockets with zip offer safe storage for all work utensils. A vertical breast pocket (men's models only) keeps important objects such as the smartphone constantly ready to hand. The elastic cord on the seam ensures a



perfect fit and protects against draughts, while the robust front zip makes putting on and taking off particularly easy. This workwear is not only functional and tough, but also ideally suited to finishing using the DTF printing process. The smooth surface enables the precise and durable affixation of logos and texts. The softshell vests and jackets from Karlowsky Fashion are hence the perfect choice for professional deployment out of doors.

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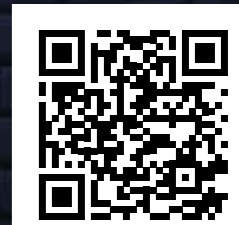
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### On the Road Weekly Calendar

Promotional calendars are one of the absolute classics among haptic promotional messengers and are very popular year after year. With the high-quality brand-name calendars from ATHEZIA, the company advertising themselves will surely remain in sight 365 days of the year. The Harenberg calendar 2025 called 'Campinglust' (camping fun) goes on the road every week: The calendar includes 53 photographs of the most beautiful routes for camper vans, caravans, etc., route information, QR codes with links to destinations in Germany, Europe and the world. Wanderlust is guaranteed! The weekly wall calendar has the format 25 x 35.5 cm. Advertising can be placed on the extended back of the calendar for a minimum order of 50 units. The shipping time is four to six weeks.



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### Making Brands Shine

Customers will always remain in the spotlight with the Raboo mini-pocket light from ANDA Present. Raboo is a new member of the GO GREEN collection from ANDA and offers an environmentally friendly selection since it is made from recycled ABS plastic. The compact size and metal keyring perfectly combine functionality and portability. Raboo is the ideal solution for navigation in poor lighting conditions, whether it is used on a hiking tour of the mountains or just to look for something in a cabinet. A desired logo can be engraved on the bamboo body. This is how Raboo helps any brand shine.



### A sharp everyday companion

The high-quality pocketknife made of FSC®-certified beech wood from Holz Frank combines tradition and ecological sustainability in one practical everyday companion. The knife is available in versions for adults and for children with a rounded tip, which emphasises safety and versatility. Each knife can be customised. The manufacturer offers precise laser engraving or colourful prints on both the wooden handle and the blade. Whether as a personal gift, promotional product or practical accessory, the pocketknives from Franconia impress with their quality and well-reflected design, which combines functionality and environmental protection.

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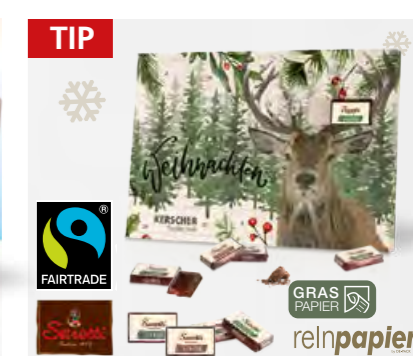
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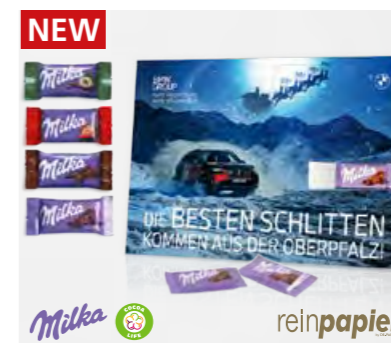
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## Hiker-friendly and climate-neutral

The two outdoor rucksacks from Halfar will delight anyone who loves nature and loves hiking trips in two ways. Firstly, they have been specially designed for longer hiking trips. Secondly, they are considered rPet products, which also make a financial contribution to climate protection and are particularly environmentally friendly. The two comfortable rucksacks with an ergonomic design are nearly identical and only differ in size: Both transport helpers offer versatile adjustable straps and an innovative honeycomb weaving system on the back that provides padding and ventilation. Both backpacks also offer the option of integrating a drinking system with a tube. They also feature various straps and compartments for storing supplies and equipment. The difference between the two rucksacks is their packing volume and a few special features: While the Day-pack Outdoor is the ideal, light-weight companion for day trips, the Rucksack Outdoor offers more volume and has more features for bigger and longer tours, such as a rain cover for the ground. Both special rucksacks come in red, black, anthracite, blue and marine. They can be finished with a logo and used as a giveaway or promotional product.

## Cut-resistant work

Promokick has another top model with cut protection and an odourless nitrile foam layer in its range of products. Newly developed technical yarns from Dyneema enable this work glove to achieve cut protection level C. Combined with a corresponding elastane content, the work glove is highly elastic and breathable. The LongFitComfort feature enables long wearing time with the best fit. This high-cut glove allows for fine assembly work with sharp-edged materials. The new quality product integrated into the Promokick glove range is available in various colours with short delivery times. It can be printed with a 4-C logo starting in quantities of 500 pairs.



PSI 48898 • Promokick Gaugertrade  
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www.promokick.de



## Light show on wheels

With the Mini micro deluxe LED glow plus arctic blue from the company Micro Mobility Systems D GmbH, your children's outdoor excursions will be unforgettable. This extraordinary and exclusive micro scooter transforms evening rides into an enchanting light show. The kickboard's footboard, handles, brakes and handlebar logo light up at twilight. No battery is required, because when charged by sunlight or artificial UV light, these luminous elements provide an attractive and safe spectacle. The scooter also has LED wheels that light up while riding. The magic of the scooter is further enhanced by two additional LED strips integrated into the deck. These strips, which are powered by the movement of the rear wheel, provide a radiant light that increases both the appeal and the safety of the kickboard.

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24



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## Innovative umbrellas for over 100 years

The family-run company Eberhard Göbel GmbH + Co KG, based in Ulm, has been developing and manufacturing innovative, high-quality umbrellas for over 100 years. The umbrella manufacturer is particularly well known for its family brand EuroSCHIRM. The extensive range of products in stock includes numerous models, spanning from exclusive high-end umbrellas with real carbon handles, sterling silver sliders and extra-light polyester silk with a lotus effect to inexpensive giveaway umbrellas at extremely competitive prices and yet above-average quality. Thanks to the company's modular approach, there are almost unlimited design possibilities, so that individual customer wishes can be fulfilled as special productions. Product catalogues can be requested at: info@euroschirm.com

## Elegant designer drinking bottle

Nikko is the name of the new stylish stainless steel insulated bottle from Schwarzwolf outdoor, which is available from Multibrands for the promotional products industry. It has a volume of 500 millilitres and is double-walled. The thermos flask has an ergonomically shaped twist handle for easy use and is available in three modern colours. It keeps drinks warm for around 20 hours, measured at room temperature. Nikko is packaged in a stylish Schwarzwolf outdoor gift box.

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### Mobile cosmetics

With a cosmetic travel set including hand soap, solid shampoo and a shower bar from Nature Cosmetique, companies can present themselves as ecologically sustainably, attract attention and provide real added value. The environmentally friendly packaging in the form of a case can be customised. Customers can choose from a large range of formulas. For large-scale cooperation, the supplier offers branded fragrances and the processing of regional raw materials such as hop extract, beeswax or coffee grounds. The products can also be dyed in company colours. Nature Cosmetique sends out offers and samples to make your own company unforgettable during outdoor adventures.



### Safe rain protection

The new umbrella from Lumitoys offers double protection, not only from the rain but also from the danger of being overseen in the dark. Thanks to the coloured or single-colour LEDs with different flashing modes attached to the spokes, the umbrella and the person holding it are visible from afar. Another additional safety feature is the transparent cover, which makes it possible to see through the umbrella and thus helps to prevent unwanted collisions, for example with other pedestrians, road users or lampposts. The umbrella is opened and closed manually and the LEDs are battery-operated. They can be replaced quickly and conveniently. The umbrella can be individually printed, either on the handle or on the cover.



PSI 46095 • Lumitoys GmbH  
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### Electric lighter

The brand Schwarzwolf outdoor offer a new, electric and rechargeable lighter called Calbuco. Available from Multibrands, it comes with a bright COB lamp. The arc lighter has the advantage of being able to light all conceivable materials even in extreme wind conditions. The powerful COB light can be switched to three different modes, including a flashlight. It is charged using the USB-C cable included with the delivery. The lithium battery has a capacity of 220 mAh and takes one to two hours to charge. Depending on the ambient temperature, it can be used up to 200 times after one charge. The stylish combination device is packaged in a Schwarzwolf gift box.



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### Cooking for adventurers

The cookbook with recipes from Naturensöhne for an adventure in the great outdoors is available from EMF Publishing House (Edition Michael Fischer). The Naturensöhne (Sons of Nature) Gerrit Rösel and Andy Schulze have become an integral part of the German bushcrafting scene. Whether it's layered meat in a Dutch oven, garlic shrimp with aioli, cheese and leek soup or smoky tomato and bean casserole with halloumi, no one will go hungry here. On request, EMF Publishing House can integrate the customer's products and services into the recipe texts. A logo can also be placed on the cover and the corporate design included. The result is a customised book that perfectly matches the client's company and brand.

### The Multi-Purpose Tool

Whether used for excursions, camping trips or travel, the outdoor cutlery from Dosenspezialist is always a loyal companion while out and about. The symbiosis between bamboo, olive or beech wood and robust stainless steel ensures a stable design that won't disappoint customers when in tricky situations. The all-in-one set includes a fork, knife, spoon, corkscrew, can opener and hole puncher. This wide selection of tools guarantees that users have the right weapon for any adventure. The all-rounder can be personalised with an engraved custom design. The practical product is also appealing because it is always in stock, and fast shipping is available. This all-purpose weapon can accompany your customers on any odyssey while keeping them safe and giving them a dash of luxury.



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## Colourful in the Rain

You cannot tell by looking or touching the jacket Prism PU Jacke R908X from Result that it is made from polyester. Concern for the environment takes centre stage when it comes to the base material. It is made from plastic, polyester and PET bottles. Result created a high-quality and multi-functional rain jacket from this recycled material similar to conventional rain apparel but with less of a negative impact on the environment. Approximately nine one-litre plastic bottles are required to make one Prism rain jacket. This jacket has a timeless, classic design and a soft, stretchy material. One special design element of the new model is the striking zipper with a rainbow effect. It is windproof, highly breathable and water-repellent up to 3,000 millimetres and has a waterproof zipper, good ventilation and an integrated hood with a cord. It also features zippered pockets on the side, elastic armbands and a full-length coloured zipper with a chin protector. Finishing with transfer printing is recommended for the olive-black model, which is available in sizes XS–4XL. Result plans to further develop its assortment of jackets with full rain and safety gear for the coming year.

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## Razor-sharp and impressive

The compact Schwarzwolf outdoor leisure pocketknife known as Gediz is available from Multibrands and impresses with its lightweight, sturdy design and is a reliable helper on every little adventure. This stylish all-metal knife with an ergonomically shaped metal handle and a blade length of seven centimetres makes usual cutting tasks simple and easy. Gediz is packed in a Schwarzwolf outdoor gift box. The CR13 stainless steel case makes this quality product virtually unbreakable. Gediz is available in black and silver.

## Practical companions

The outdoor season is just around the corner and everyone is looking forward to outdoor activities. The right equipment is crucial when hiking, camping or at events. Adoma has the right products in its assortment, which are easy to transport, easy to clean and virtually unbreakable. They are also environmentally friendly and sustainable. An elegant design and customised printing give the products a special touch for use in the leisure sector. The range of products includes practical to-go cups, wine and champagne cups, wheat beer cups and champagne coolers, which are all ecologically sustainably produced in the Allgäu region. This way, camping doesn't

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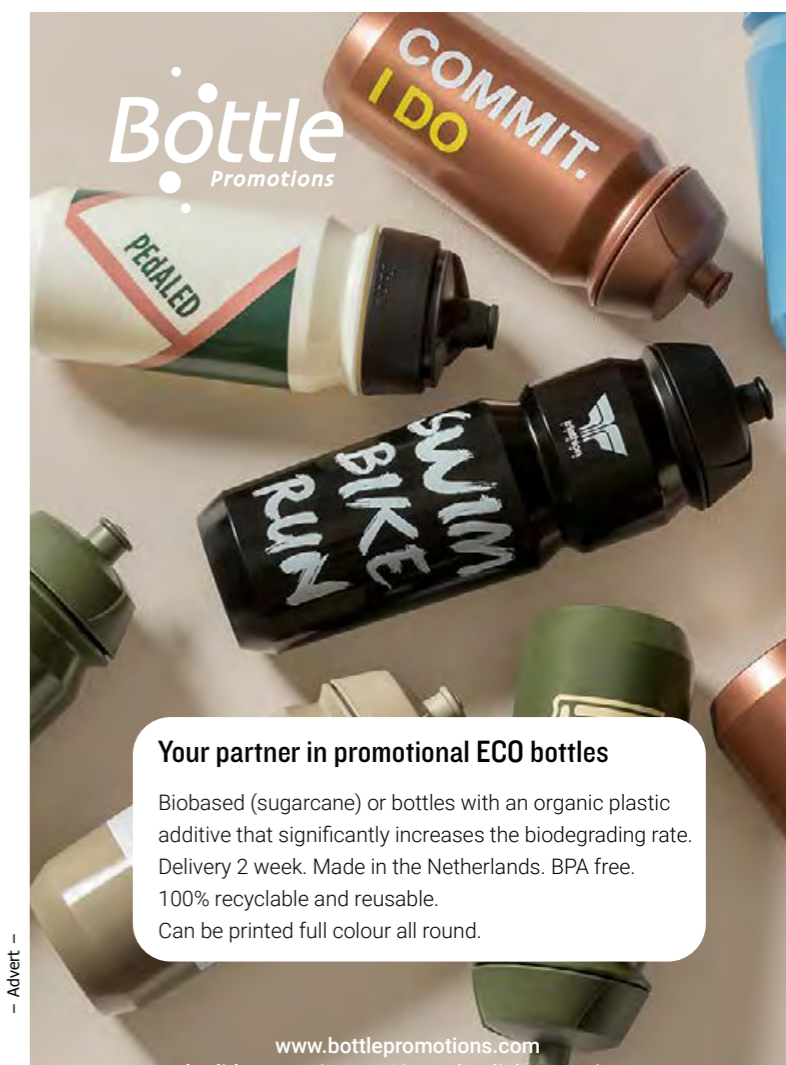
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## Master-Class Measuring

With the 'Master' model, meterex is introducing Europe to a top-notch measuring tape that is 5.5 in length. The 28mm wide, black steel tape with top-quality features a scale in white and red on both sides. The very large figures make it optimal to read, even if the lighting is not great. Through its exceptional stability, the steel tape can be extended to 2.80m horizontally and up to 3.50m vertically along a wall or high bay warehouse without the tape snapping off. It is very user-friendly since longer measurements can be taken without a second person's assistance. Thanks to a large double-sided bracket at the start of the tape, the sturdy backside of the tape can also be used as a ruler. This makes it easy to draw parallel lines on boards, for example. The highlight of the measuring tape is the supra-magnet in the bracket at the beginning of the measuring tape. It has a holding force of up to 2 kg! It can also be used to lift heavy wrenches, metal tools, etc. Customers can use doming or laminated stickers to showcase their advertising motifs on a chrome-coloured sleeve. The high-quality measuring tape has a warranty of 3 years.

## Robust Camping Cutlery

People who are lonely and alone in the wild or on another outdoor adventure, like camping or a hiking trip, will highly value the robust and light-weight camping tool, Titan Spork, from Maximex in Solingen and will consider it a basis for a successful recreational activity. The utensil, made from an elegant light metal that includes a combined fork and spoon, has optimum qualities: It has a long use life and is durable, rust-free and gentle on cookware and plates. Moreover, it is easy to clean, dishwasher-safe and BPA-free. This practical companion can be finished with laser engraving, or a promotional message can be placed on the drawstring micro-fibre bag made from paper or completely out of polyester. It is an ideal gift for outdoor enthusiasts.



### Your partner in promotional ECO bottles

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## Maximum sharpness

The days of cutters breaking apart are over: Maxicut and Minicut, the sharp cutters from Condedi, are the ideal tools for cutting and opening things at work, in your leisure time, at home or in the garden. They are sturdy, rustproof and combine a stylish, harmonious design in black and silver with high functionality. Thanks to the snap-off blades, they are durable and provide for an excellent feel and cutting performance. The Maxicut is 16 centimetres long, the Minicut around 13 centimetres. Both models have a practical metal clip on the back, so that you can wear them on your waistband or stow them safely in your clothing. The products are supplied packaged in an elegant black gift box. They can be printed or engraved on the back. As additional attractive advertising options, the manufacturer offers cutters known as Shorty with a key ring and Safecut with a fastening clip in various colours. They can be customised by printing on the back. The products are available from stock and in quantities of 50 or more. Special editions are also possible.



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## Writing utensils for constructors

Craftsmen and planners need a high-quality writing tool for planning. Reidinger's carpenter pencils and special pencils can be used to write on almost any material and guarantee precise markings on a wide variety of surfaces. No wonder these useful writing utensils are so popular. They are characterised, above all, by ecological sustainability, their high quality and durability and are easy to use. In addition to the numerous designs, the generously dimensioned advertising space on the wooden barrel, which can be customised and printed on, is also an attractive feature for advertisers. To familiarise yourself with these writing utensils, simply try them out in the online configurator at [www.reidinger.de](http://www.reidinger.de).

## Logo Mats for Camping Fans

Caravan and camper van lovers love to be out and about in nature. Naturally, their shoes get their vehicles dirty, dusty and wet. This calls for the washable logo mats from emco Bautechnik, which have the right yarn for this purpose: Econyl®, the recycled brand-name yarn. These eye-catching promotional products are versatile and can be used as a customer gift for new property owners or tenants, as a gift when a vehicle is handed over, as an interior fitting, or even as an entrance mat in stores. When they feature a custom-made design, the mats set the tone: Branded caravan mats are always present, and advertising messages on them are repeatedly seen daily. Short delivery times and custom-made mats can be easily realised as the mats are produced in Germany. The minimum order quantity is just one unit.

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



PSI 43144  
Fare – Guenther Fassbender GmbH  
Tel +49 2191 60915-223  
v.kronenthal@fare.de  
www.fare.de



## A modern sunshade

Customised sunshades from Fare make brands stand out in many places. The rectangular sunshade measuring 200 × 122 centimetres is available in white, apricot, midnight blue, grass green, natural colours and grey and is ideal for use on balconies or small patios. Whether as protection from the sun and UV or cosy evenings with beautiful lighting that can be attached to the frame, the sunshade can be set up quickly in two or three simple steps. The sunshade and lower pole are plugged together, placed in a suitable filling stand and securely fixed in place with the swivel lock. If necessary, the angle of the sunshade can be adjusted and you can spend cosy hours on the balcony. Thanks to the UPF 50+ sun protection factor cover, it safely protects you from the sun. If the sky is cloudy and the sunshade is not needed, the carrying case is perfect as a protective cover. The two-part pole with its elegant titanium finish is continuously height-adjustable and has a folding mechanism for tilting the sunshade. Customisation options are available for the wedges or the carrying case.



## Giveaways for campers

happyROSS has carefully developed a series of giveaways specially tailored to campers. These include key rings, bottle openers, felt bottle bags, fabric baskets, pins, shopping trolley chips and chip holders. A particular advantage of these products is that they can be customised and thus adapted precisely to the needs and wishes of the target group. Further ideas can be found online at [www.happyross.de](http://www.happyross.de).



PSI 44954 • happyROSS GmbH  
Tel +49 4532 28050 • info@happyross.de  
www.happyross.de/wm





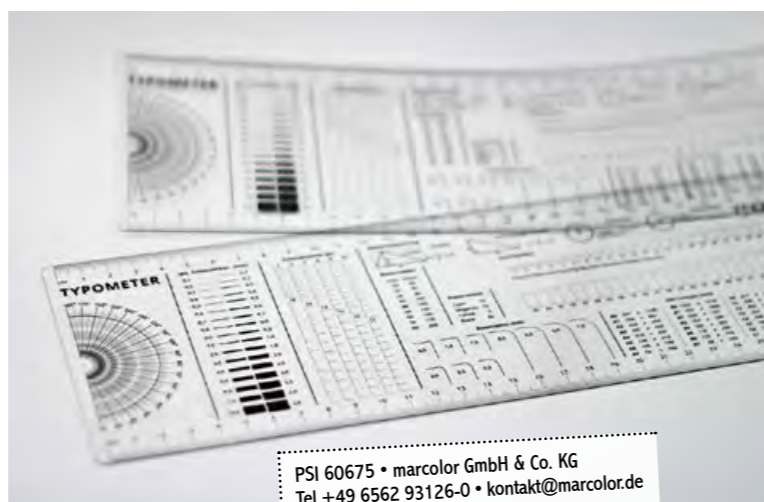
## Itch-Free Nights Outdoors

If you are looking for the perfect accessory for long summer nights outdoors, look no further: the anti-itch plasters from Römer Wellness will ensure your sleep is peaceful and your evenings are itch-free. These protection products come in environmentally friendly cardboard packaging that can be custom designed with digital printing. The small case can fit in any bag and is light and flat, which makes it the perfect giveaway or mailing supplement. It is, naturally, easy to handle, too: Stick the plaster on a bite and enjoy summer without an annoying itch or urge to scratch. Upon request, Römer Wellness offers express production.

PSI 46887 • Römer Wellness Kundenpflege  
Wellness & Care GmbH & Co. KG  
Tel +49 6541 812950  
info@roemer-wellness.de  
www.roemer-wellness.de

## Made-to-measure advertising

The individual typometer from promotional products manufacturer marcolor is a measuring tool and aid for media design. Among other things, it is used to measure font sizes and line thicknesses and provides an overview of common DIN formats. The individual typometers are printed on transparent PET film using high-quality UV offset printing in the in-house print shop. They are used in vocational schools and training centres, for example, but also in many areas of the printing industry. Specialising in the printing of PET, PP and rigid PVC, marcolor manufactures individual typometers as well as other measuring tools such as crack width gauges, pain rulers and data sliders. The minimum quantity for each product is 500.



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

## Enlightening Moments

LuminaFlex is the ultimate outdoor and camping light from Metmaxx®, which contains an extendable eight-metre-long light chain of fairy lights. The light chain has several warm white light modes that create a great ambience. The light chains from the promotional product specialist Spranz can be retracted again while the main bright light can also be used as its own light source. Thanks to its rechargeable and compact design, LuminaFlex is the ideal self-operating light to use on a terrace or while camping or travelling. The light chain can run for six hours at a time; the SMD lights run for three hours, and both run for 2.5 hours. The light features 2000mAh, 200 lumen, continuous, blink and breathing light modes, and a flood light. It comes packaged in a craft paper box.



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



## Effectively shielded

Being noticed and seen in traffic poses a major problem in cloudy weather with poor visibility. The new doppler Safety umbrella series with its bright daylight glow colours, fluorescent fabrics and border print with reflective elements is ideal for remaining visible. These models in the bright neon colours yellow, green and pink are guaranteed to attract attention and lift your spirits even on dull days. The fluorescent Safety Havana Cross pocket umbrella in neon pink, neon yellow and neon green impresses with its low weight of just 163 grams, decorative reflectors, its reflective hand strap, aluminium frame and fibreglass rails and high-quality plastic handle. The supplied umbrella cover also has reflective elements. The Safety Magic Triangle pocket umbrella with an automatic open/close function and eye-catching safety elements, an aluminium frame and fibreglass rails as well as a handle made of high-quality plastic in neon yellow is perfect for adults. The long umbrella and oversize model Safety Golf XXL Triangle in neon yellow with a large canopy and reflective elements, a fibreglass frame and a non-slip EVA handle offers space for several people with a diameter of 130 centimetres. All umbrella models can be customised according to Pantone or silver reflective printing.



PSI 41752  
doppler H. Würflingsdoppler GmbH  
Tel +49 8571 91224103  
individual@dopplerschirme.com  
www.dopplerschirme.com

# GO GREEN



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Hier könnte Ihr Logo stehen

PSI 46912 • Kunststoffwerk AG  
Tel +41 81 750 60 30 • sales@kwbswiss.ch  
www.kwbswiss.ch

### Symbol of precision

Customers can sustainably promote their companies with the ecologically friendly yardstick called LongLife® from the Swiss company's product range. The LongLife® eco-friendly yardsticks from Schweizermeter® are symbols for precision and environmental awareness. The latest models combine precise measuring with sustainable advertising by being made from recycled plastic. This environmentally friendly version realises a savings in carbon of up to 90%. Schweizermeter® stands for the highest quality and an effective advertising impact. The yardsticks are finished in-house using pad printing. These practical and environmentally friendly promotional gifts not only leave a lasting impression but also demonstrate the company's commitment to sustainability.



PSI 49384  
May Atki Market Etiket Dokuma San. Tic. Ltd.  
Tel +90 212 485 1071  
istakip@mayatki.com.tr  
https://mayatki.com.tr/en

### High-Quality Hooded Sweater

The product range of May Atka includes many high-quality customisable sweatshirts and hooded sweaters for companies to use that will reinforce their brand image. They are specially made for nature lovers and camping fans, and each piece is made to order, guaranteeing a one-of-a-kind individual touch tailored to a customer's wishes. The top-notch materials guarantee exceptional longevity, comfort and warmth in any weather. Different options for custom designs are available, including a wide spectrum of colours and special design features so that companies can design the ideal outdoor apparel for their customers or employees. Whether for company events, group activities or marketing occasions, the high-quality, customisable sweatshirts and hooded sweaters embody fashion and functionality.



### Highly Visible in the Dark

The manufacturer ReflAktive provides more visibility with high-quality, reflecting products made in Germany, such as snap bands, jogging arm-bands, tags or stickers. Approximately 95% of the materials come from European production; custom colours such as orange, red, green and blue make up only around 3% of the foil material used and come from Orafol® in the USA. The colours, packaging and inlays are also made in Europe and comply with relevant regulations. Some stickers are no longer certified, for example, but they continue to be made in accordance with the EN 13356 standard; they still have the tried and tested quality and reflection effect. Other products, such as snap bands and tags, have already been tested and certified under EN17353 if they met the minimum reflective surface size requirements. The old norm, EN 13356, will become invalid when the certificates issued expire and may no longer be used.

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



# PSI

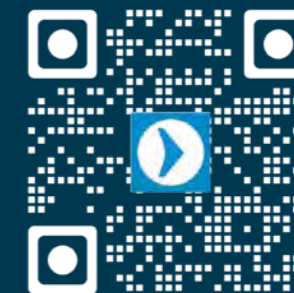
The Industry's  
Who and How.  
My PSI. Live.

7-9 JAN 2025

## MORE THAN JUST "CHATting WITH PETRA": PSI BRINGS PEOPLE TOGETHER

**Did you know? PSI** is the **largest network** of its kind in Europe, specializing in the promotional products industry and its market participants. That's why PSI is increasingly **„on tour“** – whether at international trade shows or exclusive delegation trips. These in-person meetings not only facilitate **direct exchanges** between **PSI members** and their **key contacts**, but also offer opportunities to meet manufacturers up close and expand expertise in **sustainability** and **production processes**. Additionally, international **„PSI ON TOUR“** events open doors to new market opportunities and the optimization of market strategies. After all, **PSI Director Petra Lassahn** and her team are regularly traveling, from the **Americas** to the **Netherlands** and **Scandinavia**.

All news about  
„PSI ON TOUR“  
can be found online:



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## New Head of Sales DACH at Schäfer Promotion

According to a company press release, the company Schäfer Promotion GmbH based in the Westerwald region of Germany has “recruited a true sales professional”. As Head of Sales DACH (Germany, Austria and Switzerland), Peter Felski has been responsible for promotional products distributors in Germany, Austria and Switzerland since the beginning of July. Peter Felski looks back at over 20 years of experience in the industry. After starting in 1999 on the supplier side at Multimedia in Gütersloh, he switched to the distributor side in 2001 for 16 years. He initially worked for Creativ Werbemittel, Eick Werbeartikel and Ci Artwork. During the past seven years, he worked at Richartz in Solingen, where he was most recently responsible for the company’s sales activities in the promotional products industry as team leader of Key Accounts for Germany, Austria, Switzerland and the Benelux countries. “Peter is a great asset for Schäfer Promotion and we are looking forward to the future with much joyful anticipation and confidence”, the press release continues. [www.schaefer-global.com](http://www.schaefer-global.com)

**Schäfer Promotion GmbH**

Peter Felski

## Passing the baton at Präsent Service Albrecht

After more than 60 years of working life, including 44 years in the promotional products trade, Peter Albrecht, founder, owner and managing director of promotional products specialist PSA - Präsent Service Albrecht - now based in Lengerich, North Rhine-Westphalia, has handed over the baton to Johannes Horstmann. Horstmann, who now acts as owner and managing director, gained his industry experience on the retailer and supplier side during his training at Creativ Werbemittel and his other positions at Promostore and team-d before continuing his career at PSA at the beginning of this year. The new manager will be supported by the experienced Ines Weislau in the area of sales and order development. „I am delighted to have secured Johannes Horstmann to take over PSA and wish Johannes and his colleague Ines Weislau, who has worked successfully with me for over nine years, every success in maintaining and expanding the company in the future,” explains Peter Albrecht.

<http://psaonline.de>



**PSA Präsent Service Albrecht**

Peter Albrecht (right) has handed over his company to Johannes Horstmann.

## Bronze EcoVadis medal

In July 2024, WER GmbH was awarded the BRONZE EcoVadis medal for the first time, which reputedly puts the company in the top 35 per cent of rated companies worldwide. For the Senden-based full-service provider, this award is ‘a milestone and a strong confirmation that our activities to date are on the right track’. Moreover, ‘Although receiving the bronze EcoVadis medal is undoubtedly a proud moment for us, the true impact of our commitment to sustainability goes far beyond this award,’ is the confident statement from Senden. In the company’s own words, the aim is to bring about further meaningful change for a more sustainable future ‘for our planet and our society’. The next six-month target is correspondingly ambitious: the GOLD EcoVadis med-

al. EcoVadis has been carrying out corporate sustainability assessments since 2007 and, with ‘more than 100,000 companies rated’ (source: EcoVadis), has established itself as a certification company with an international reputation. The rating focusses on the core topics of environment, labour and human rights, ethics and sustainable procurement. The EcoVadis method is based on international sustainability standards (GRI, UN Global Compact, ISO 26000) and is monitored by a committee of CSR and supply chain experts in order to produce reliable CSR ratings, divided into the four areas of environment, labour & human rights, ethics and sustainable procurement.



**WER GmbH**

## Uma awarded the German Customer Award 2024

Uma Schreibgeräte GmbH, an internationally renowned manufacturer of writing instruments in the promotional product industry, has again proven its high quality. The company sells tailor-made solutions that convey brand messages with style and impact and helps their clients find the perfect promotional writing instrument for them, from the very first idea to finally realising their custom-made product. The uma team recently received the prestigious German Customer Award 2024 for its extraordinary commitment. This prize is awarded every year to companies that provide exceptional services in the areas of quality, service and innovation. The award-winners are selected using strict criteria in seven main areas and a total of 131 sub-criteria categories. ‘We compete in a professional market environment on a daily basis where writing instruments with the highest quality standards are for sale. A perfect writing instrument not only distinguishes itself through its product quality but also through its purpose-oriented use and smooth realisation. Availability, advice, coordination, close communication and cooperation with our trading partners are a fundamental part of uma’s service philosophy, which not only talked about but is practised every day’, remarks Alexander Ullmann on the requirements of the award. ‘Our goal is to not only sell high-quality products but also ensure first-class service during all phases of communication with our clients. Pens are interchangeable, but service is not,’ explains Alexander Ullmann. ‘Naturally, we are delighted that we fulfilled all the criteria with an above-average score and that we are now one of the winners of the German Customer Award 2024; it is recognition of uma teamwork.’ More information is available on umaSERVICE here: [www.uma-pen.com/umaSERVICE](http://www.uma-pen.com/umaSERVICE)

**uma Schreibgeräte Ullmann**



The Botanical PaperWorks team is delighted with the certification.

**Botanical PaperWorks**



## Botanical PaperWorks certified according to social and environmental standards

Botanical PaperWorks, supplier and manufacturer of plantable seed paper from Winnipeg, Canada, has received B Corp certification. With an eye to the future, Botanical PaperWorks is now a Certified B Corporation™ and has thus solidified its committed to sustainability and social responsibility. “We are proud to join a global network of businesses that have been certified to rigorous social and environmental impact standards by the independent, non-profit organisation B Lab™,” says CEO and Co-Founder Heidi Reimer-Epp, adding: “This marks a significant milestone in the company’s sustainability journey. It shows our customers, employees and stakeholders that we are dedicated to living out our values so we can positively impact the environment and the communities we are a part of.” Botanical PaperWorks is a seed paper company that helps customers communicate their brand messages with zero-waste products that are both socially and environmentally responsible. For more information visit:

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

## ISO certification underscores quality claim

With a comprehensive international network plus twenty-six years of experience and expertise in procurement, Know How International GmbH & Co. KG is at its customers side. Be it plastic, nylon, polyester, metal, glass, ceramic or plush: The importer of tailored solutions in the area of packaging and promotional products offers a broad spectrum of materials for the realisation of custom sales amplifiers according to European directives and standards. With ISO 9001 – the most widely circulated quality management norm in Germany and internationally – the company underscores its aspiration to continue to advance its products and services in the future. The implementation was initiated and monitored by buyer Christian Dettmann and Dominik Weiß, Controlling.

Know How International

[www.know-how-international.de](http://www.know-how-international.de) • [www.die-dose.de](http://www.die-dose.de)



Christian Dettmann (left) and Dominik Weiß proudly present the ISO 9001 certificate.

## FARE is ISO-9001 certified

After intensive preparations, FARE – a company from Remscheid specialising in high-quality umbrellas and parasols in the promotional products market – has successfully completed its first certification audit and is now certified by DQS according to DIN EN ISO 9001:2015. Ecologically sustainable quality management in accordance with DIN EN ISO 9001 ensures the consistently high quality of products and services. This applies to companies and organisations regardless of their size, industry and orientation. An ISO 9001 certification is a confirmation by an independent third party that a company effectively manages its processes. “With the ISO certification, FARE is once again presenting itself an innovator and demonstrating the courage to tread new paths in the advertising media market,” according to a company statement. “This project has truly been a long time in the making at FARE and the positive conclusion was therefore not a matter of course: the company already made initial considerations in 2018, but then came coronavirus and changes in

personnel. In the meantime, FARE has continued to develop. Both the internal and external auditors were impressed by the result of the long and intensive preparations, the effectiveness of the measures and, in particular, the effective cooperation within the entire team. Looking back, the certification is the reward for a lot of work, discussions, thought and changed working methods and processes,” it continues. Sebastian Hahn and Tanja Rickert, who were in charge of the project, presented the certificate to the FARE team on 25 July. There was also a “cool” surprise for the staff: the ice cream van was waiting in front of the door! [www.fare.de](http://www.fare.de)

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Sebastian Hahn, Head of Merchandise Management and Logistics, and Tanja Rickert, Product Safety & Quality Management Officer, proudly presented the certificate. Image: FARE

## Global Innovations Germany

# New ecological material – new possibilities

**G**lobal Innovations Germany, the internationally active developer and importer renowned for customised special productions, proprietary patented products plus sustainable materials and concepts, joined partners in developing a new solution for the reduction of disposable products made out of plastic. The latest innovation by Global Innovations is a soil-degradable, microplastic-free material that is suitable for replacing plastic products. The products created out of the novel biodegradable material by the name of “GI Green HomeCare” are food safe and dishwasher suitable, durable and dimensionally stable.

### A global exclusive

Word comes from the head office that the company is able to “supply hundreds of tonnes per month, but of course also directly in the form of products” and is currently building up a global network of suppliers: “We will be pleased to deliver our patented, exclusively obtainable material to you for external production or also finished products according to your wishes. We have global exclusivity for this patented material, which is relevant to the household, promotional and gift product sectors, among others. We are therefore able to deliver to any manufacturer.”

### GI Green HomeCare – Key Facts

The material is based on the biodegradable polyester Bi-oPBS compounded with a mineral filling material. BioPBS is obtained through the integrated exploitation of maize.

- Environmentally friendly alternative to conventional plastics
- Stable, durable and dimensionally stable, analogously to comparable plastic products
- Dishwasher suitable – TÜV certified for 200 dishwasher cycles
- Natural material with fully sustainable components
- Can be dyed using a selection of certified home-compostable dyes



- Decoration possible using home-compostable dyes
- Soil degradable with no microplastic residues – alternatively recyclable in a closed loop
- Certified composting behaviour, OK-Compost-Home certificate from TÜV AUSTRIA for the base material as well as products based on it.

### Numerous advantages

In contrast to industrial composting, during which up to 65°C is required for degrading, the material is composted in the ground or the home compost. Depending on material composition, speed of composting can be accelerated or decelerated, which however has impacts on the certification. Various material versions are available from flexible to rigid / robust. Energy saving during production due to lower processing temperature, comparison: GI Green HomeCare 180-190 °C as opposed to PP 230-270°C. According to Global Innovations, “practically any product that is manufactured using injection moulding can be produced with our material without any alteration in shape. Our R&D team will support you in changing over the material and following the processing advice.” In addition, depending on area of use, further materials with different properties are available. Detailed information can be obtained directly from the company. <

Products created out of the novel biodegradable material by the name of “GI Green HomeCare” are food safe and dishwasher suitable, durable and dimensionally stable.

## Reinforcement in sales for Benelux

The sales agency André van Offeren is taking over the distribution of the innovative POLYCLEAN P-9000® products for promotional product wholesalers in the Netherlands, Belgium and Luxembourg with immediate effect. With over 24 years of industry experience and positions at renowned companies such as MidOcean, Xindao, Reflects and Promostore, Andre van Offeren brings extensive expertise and a strong network to the partnership. 'We are very much looking forward to working with André van Offeren,' explains André Trahe, Sales Manager and authorised signatory at POLYCLEAN. 'We are convinced that his experience and commitment will help us to further expand

and strengthen our market presence in the Benelux countries.' The partnership with André van Offeren is intended to further promote the distribution of innovative POLYCLEAN products in the promotional products wholesale trade in the Benelux countries. POLYCLEAN International GmbH has specialised in the development and production of high-tech cleaning products made from P-9000® microfibre since 2001. The extensive portfolio includes eyeglass wipes, display wipes, GripCleaner, PocketCleaner and much more. According to the company, it combines 'high quality "Made in Germany" with comprehensive expertise, short delivery times and an excellent price-performance ratio'. POLYCLEAN employs around 65 people at its Ahaus site.

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



In the picture from left: Mareike Elvering, André van Offeren, ppa. Andre Trahe and Silke Franke. Source: © POLYCLEAN International GmbH, 2024

## More clarity. More responsibility. More service.

As an international online textile wholesaler, L-SHOP-TEAM has set itself the task of providing information on the topic of sustainability, explaining certificates and providing its customers with important expertise on supply chains and due diligence obligations. The company is now bundling all of this on a new landing page entitled 'Sustainability and responsibility'. L-SHOP-TEAM presents the launch of its new landing page on the topic of sustainability and responsibility. The service page was developed to provide customers with easy access to information on the topic of sustainability. 'As a leading textile wholesaler, it is important to us to act responsibly towards people and nature and to present processes transparently. On the one hand, the demand for more sustainable products and for information about the supply chain is increasing, while on the other, people are becoming increasingly weary of the topic of sustainability. But there is no turning back. The economy must become more sustainable,' says Managing Director Kristin Rademacher. 'Our new landing page is designed to help customers find out more about our actions and familiarise themselves with our commitment to sustainability as well as rights and obligations in the supply chain.' The website offers a wide range of topics in a compact and clear format. More detailed information is always available for download. This ensures that every customer is provided with the desired level of information and knowledge. The landing page is constantly updated and new topics are added. Further information can be found at:

<https://shop.l-shop-team.de/sustainability>

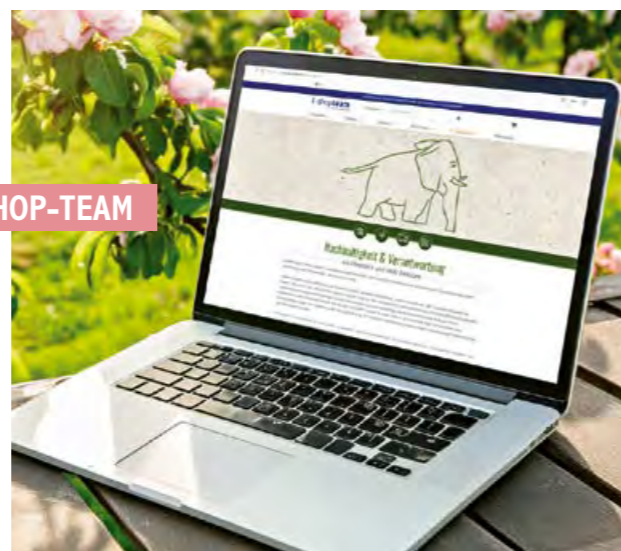


Image: L-SHOP-TEAM



## New sales representative on board

Ludwigsburg-based promotional sweets specialist JUNG since 1828 has appointed Frederik Becker as its new Sales Manager for Northern Germany and the Netherlands. Frederik Becker, an expert in the sector, joined the promotional product manufacturer's two-person field sales team on September 1. Bernd Berg has been part of the team since 2005 as Sales Manager for Southern Germany, Austria and Switzerland. JUNG Managing Director Dennis Dennig comments, "With Frederik Becker, we are gaining an experienced sales professional who has over 24 years of experience in promotional products and is already well-known to many customers. His know-how and feel for the market will give our sales new impetus. I am very pleased that he is now part of the JUNG team and wish him a good start." After working for Newell Rubbermaid, Prodir Swiss Pen and as an independent promotional product distributor, Frederik Becker was most recently Key Account Manager at SENATOR GmbH. [www.jung-europe.de](http://www.jung-europe.de)

Now working for JUNG in field sales: Frederik Becker (Source: JUNG)



Photo: GWV e.V.

## Board vacancy quickly filled

The General Association of the Promotional Product Sector (Gesamtverband der Werbearbeitel-Wirtschaft e.V., GWV) announced the appointment of Advisory Board Member Gunther Langenberg to the Executive Board, filling the vacancy left by Ralf Uwe Schneider, who moved to the GWV main office on 1 August 2024. Langenberg will reportedly combine the previously separate roles of Section Spokesperson and Board Member responsible for suppliers. 'Gunther Langenberg has been closely associated with the GWV for many years - not only as a committed member of the Advisory Board, but also through his previous work on the Executive Board. In him, we have a reliable and motivated successor to Ralf Uwe Schneider at our side, who will tackle new challenges with energy and expertise,' states the GWV. [www.gvw.de](http://www.gvw.de)

## Energy for the future

In April 2024, the North German promotional products supplier mbw® equipped its plant in Wanderup with a modern photovoltaic system. „The system, with 234 solar modules and an output of 100 kWp, marks another milestone in sustainable corporate management," according to a statement from Wanderup. Within the first few months, the system had already generated enough energy to supply the company independently at times, underlining the northern German company's commitment to renewable energy and environmental protection. The project was realised in collaboration with Holger Braaf GmbH from Wanderup. „The investment in the photovoltaic system is an important step towards operating more sustainably and contributing to climate protection," continues Jan Breuer. „It shows how local companies can work together to leave a positive ecological footprint." This self-sufficiency ensures greater independence and stability in the production chain and at the same time promotes the regional economy through sustainable solutions. [www.mbw.sh](http://www.mbw.sh)



Photo: mbw®

On 4 and 5 September 2024, The Supplierdays opened their doors in Houten/NL. According to the organisers PPP and PromZ, the “largest autumn trade show in the promotional products industry” started under its new name for the first time. Until now, the Supplierdays have been a set date in the trade show calendar for haptic advertising as “De Leveranciersdagen”.

From “De Leveranciersdagen” to “The Supplierdays”

# More quality and international orientation



The new name was “a logical step” for PromZ. Peter van Gestel, Editor-in-Chief of PromZ Magazine, had already emphasised in advance that the trade show was intended to serve a growing international group of exhibitors and visitors. Indeed, this year’s event attracted 253 exhibitors from 17 countries, an increase of 26.5 per cent compared to the previous year. And for the first time, they presented their products and services to 1,602 visitors (+12 per cent compared to 2023) across two halls. One focus was on textiles, which took up a good third of the more than 2,000 square metres of expanded exhibi-

tion space. John Swaab, founder, owner and CEO of Het Portaal, which includes PromZ, also confirmed that textiles are becoming increasingly important for advertising. “Advertising and workwear are increasingly growing together. Spending on workwear is increasing.”

## All-round carefree package

The theme of Christmas was also very present in haptic terms. The organisers had announced a diverse selection of exhibitors, especially in view of the busy fourth quarter of the year. Those who were not only looking for the latest trends, but also had unusual products on their haptic wish list, got their money’s worth. According to the organisers, the visitors particularly appreciated the free catering (drinks and snacks) and free parking on both days. John Swaab and Peter van Gestel emphasised in unison: “It is very important for us to take good care of our guests”.

## A hint of Hollywood

After the hustle and bustle in the halls of Expo Houten, visitors moved outside to the open-air party zone in the early evening of the first day of the trade show. With a PPP Networking Drink and the opportunity for informal networking, the event seamlessly transitioned into the legendary Night of the PromZ. During this festive and exuberant evening, the awards were presented in the categories “Supplier of the Year 2024, Specialist” (winner: New Wave Textiles), “Supplier of the Year 2024, Multi Specialist” (winner: Araco International), “Supplier of the Year 2024, Generalist” (winner: XD Connects), “Supplier of the Year 2024 Netherlands, Overall Performance” (winner: Robitex), “Supplier of the Year 2024 Belgium, Overall Perfor-

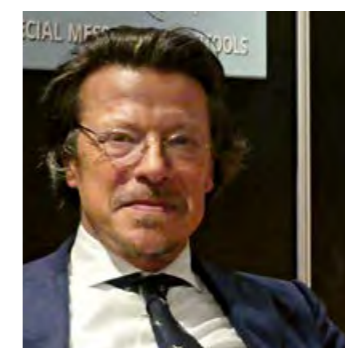


PSI was also represented with a stand as part of PSI ON TOUR. Under the motto “Pop by for a sparkling surprise”, all visitors were invited to enjoy a glass of Prosecco and, of course, to find out the latest news from the network.

mance” (winner: Kick and Rush Group), “Supplier of the Year 2024, Most Public Votes Netherlands” (winner: Robitex), “Supplier of the Year 2024, Most Public Votes Belgium” (winner: Pasco Business & Promogifts), “Supplier of the Year 2024, Best Online Performance” (winner: IGO-Promo) and “Supplier of the Year 2024, Best Start-up” (winner: Monday Merch).

## Local and ecologically sustainable

The Supplierdays are growing and are set to become even bigger. However, John Swaab emphasises that the focus of the trade show will be on the local market despite its international orientation. Even though every visitor is of course welcome, one aspect counts above all: “It’s not so much about the sheer number of visitors, rather about how long each individual visitor stays at the trade show,” says John Swaab. The quality of visitors is more important than the quantity of visitors. In general, the topic of quality plays a decisive role – especially with regard to the products presented by the exhibitors. “Quality has improved across the board,” says John Swaab, summarising the initial results. “Based on my experience over the past few years, the quality of the products is constantly improving. Everyone talks about the environment and how everything should be green, but if the products are of a higher quality and are used for longer, they are also more ecologically sustainable. From my point of view, promotional products have become better and better, so that people want to have them and actually use them. For me, that is the biggest change in re-



John Swaab, founder, owner, and CEO of Het Portaal, was very pleased with the two-day Supplierdays.



cent years”. He also views the lack of pre-filled trade show bags as an ecologically sustainable measure. Instead, visitors were able to take empty bags at the entrance to the exhibition hall and fill them individually.

## Outlook for the years ahead

Although John Swaab is altogether very satisfied with the two days in Houten and exhibitors as well as visitors also found The Supplierdays 2024 to be an all-round successful event, the CEO of Het Portaal still has one or two changes in mind for future events – a move away from a pure trade show towards a comprehensive overall package. Exhibitors and visitors can therefore look forward to it. The Supplierdays 2025 will take place on 3 and 4 September 2025 and will once again be held at Expo Houten. <



On September 5, the Grugahalle in Essen, a legendary venue in the Ruhr region, hosted the North Rhine-Westphalia Promotional Products Trade Show for the second time. What proved its worth for the first time last year also ran smoothly this time. Exhibitors and visitors were entirely satisfied with the product show organised by three renowned promotional product specialists.

## Werbeartikelmesse NRW

# Product power times three



Venue for the NRW Promotional Products Trade Show for the second time: the legendary Grugahalle in Essen.



In good spirits thanks to professional presentations: (from the left): Klaus Baumhold (CEO of Vertriebskick'), Carsten Lenz and Matthias Janßen (CEO S&P Werbeartikel), Stephan Lesniak (CEO Blue Chili).



Exhibitors from nearly all product segments of the industry demonstrated the advertising benefits of their latest "hapticals".

The event was previously organised solely by S&P Werbeartikel GmbH based in Meerbusch, but the promotional product consultants Vertriebskick' GmbH from Oberhausen and Blue Chili GmbH from Mülheim an der Ruhr have also been on board as hosts since last year. The NRW Promotional Products Trade Show thus combines the strengths of three industry professionals from the region on its path to further success in the area of innovative "hapticals". Together with 60 exhibitors from almost all product segments, the teams of the powerful advertising trio awaited around 350 customers from companies active in various sectors throughout the day to introduce them to the extensive benefits of object-based advertising. This also meant triple the experience when it comes to developing tailor-made product concepts for advertising companies in order to draw maximum attention to the respective campaign. After the trade show, we asked S&P Managing Director Carsten Lenz to sum up the event.

### The NRW Promotional Products Trade Show together with two partners in the Grugahalle for the second time – what's your conclusion?

The NRW Promotional Products Trade Show has now established itself and become a set date in the trade show calendar for industrial clients and suppliers. Thanks to the location and the all-round organisation, visitors have gained a professional image of the industry. It is a real added value for promotional product placement in marketing, especially in the increasingly digital work world. All suppliers deserve a big thank you for their outstanding support and professional presentations! We organisers are very satisfied with the trade show. Despite the difficult economic times, 600 guests had registered for the event, but only 350 of them showed up. This was mainly due to the fact that some cancelled because of Corona, others because of too much office work. However, the quality of the visiting companies was significantly better than in previous years, which made up for the lower number of visitors by far. This was also the feedback from the exhibitors shortly after the trade show closed.

### Has there already been any feedback from visitors?

Visitors have given us consistently positive feedback. We simply realise that it is important to discuss the topic of promotional products while presenting the objects.

### Can any product trends or focal points be identified?

The trends are moving more and more in the direction of ecological sustainability – from products made from recycled materials or CO<sub>2</sub>-neutral promotional items to products that are produced cradle to cradle.

### How do you assess the current situation in the promotional products market?

Promotional products are struggling due to the increasingly younger decision-makers among our industrial customers, who have grown up in a digital environment. Younger decision-makers are increasingly unaware of the value, the complex possibilities for use and the emotional effectiveness of promotional products as well as the associated added value in marketing. What does this mean for the industry? Consultancy, i.e. the traditional promotional products trade, is finding it increasingly difficult to position its services. Decisions on promotional products are increasingly being made digitally, with quality and expertise no longer playing a major role. Even prices are only playing a subordinate role here. Those taking decisions on the use of promotional products nowadays want to work on the issue when it suits them at the moment. That means: No matter what time and place, people approach the topic



Carsten Lenz,  
Managing Director  
S&P Werbeartikel

with their laptop or mobile phone. Influenced by Amazon, the target group here expects immediate answers. If these are not provided, they jump straight to the next digital solution. If they find what they are looking for, they usually order immediately – without external advice or expertise. Once again influenced by Amazon and the like, buyers of promotional products are certain that they will receive good products. If they are in doubt, the seller will take the goods back. To sum it up: for years, we have more or less succeeded in assuring the industry of the impact and added value of promotional products. For various reasons, this knowledge has gone lost again for some time. We are again tending to move more in the direction of an article procurement market. This of course offers opportunities for consultants/retailers to position themselves in a focussed way, but it will change the profile of the industry in the long term!

### Did the location prove its worth?

The venue has proven itself to the extent that the three organisers have a neutral location in the middle that is easily accessible for all customers. The complete service of the Grugahalle also offers ideal conditions for the suppliers. That is why the next NRW 2025 Promotional Products Trade Show will be held here again on September 4, 2025 <

<https://werbeartikelmesse-nrw.de>

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Promotional products in the form of incentives and during onboarding generate high-impact opportunities to foster employees' **commitment and satisfaction** and at the same time strengthen corporate culture.



PSI 60762 • naschlabor GmbH  
Tel +49 60737453700 • info@naschlabor.de  
www.naschlabor.de

### A sweet team welcome

Those looking to make the onboarding of new members especially creative and individual can find a good place to start in the tailored gift boxes from naschlabor. Filled with exquisite fruit gums and marshmallows, they make a delicious and inviting welcome gesture. The selection can be made between ready-prepared boxes or personalised onboarding boxes according to customer wishes – even from small piece numbers. The provider's exclusive service comprises customisation from 25 pieces, GDPR-compliant individual shipping and express delivery on request.

### A reminder for favourite colleagues

What would the job be without favourite colleagues? The humorously designed pages for filling in, checking off and sticking on from Haus EMF (Edition Michael Fischer) allow the most wonderful memories to be recorded forever. With the individual flyers and many special pages for joint designs, this filling-in book makes a perfect gift. Contents, design and extras are decided by the customer. From scatter item to high-quality hardcover, numerous optional accoutrements are conceivable. In addition, the corporate logo is positioned on the book cover and/or inside pages of the products on request.

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





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



## Meal and coffee on the move

The trendy plastic bowls and Design-ISO2go cups from ADOMA are available in two different sizes and are the perfect companions to the modern lifestyle. Whether for the daily meal when travelling or for coffee in the morning: with these two products, customers are optimally equipped. The provider describes the bowls as a "perfect blend of convenience and design for everyday situations and all locations."

PSI 11492 • ants & friends GmbH  
Tel +49 421 6436990  
info@antsandfriends.com  
www.antsandfriends.com



## Multivalent key fob

The innovative 2in1 key fob with bottle opener was developed by Ants & Friends and is protected by a design and utility patent. The gadget goes far beyond the function of a straightforward accessory and opens any drink with a crown seal with no effort at all. The manufacturer uses material made out of recycled PET bottles. The cord can be dyed in close proximity to Pantone in line with the corporate design. Up to four colours can be deployed. Finishing by means of laser engraving on the metal bottle opener ensures enduring recognition value.

## Magic for the whole family

The magic cube from elxact is much more than a toy: it is an emblem of the 80s, unisex and language-neutral. These properties also make it especially suitable as an incentive for employees, since comprehensive information can be conveyed here if a QR code is affixed. A promotional product for the whole family, which will be highly appreciated. All magic cubes can be fully personalised on six sides or come with only one side in the customer's design and five sides in the classic colours red, green, blue, yellow and orange.



PSI 44457  
Elxact Internationale Werbemittel GmbH  
Tel +49 6126 951175 • service@e-xact.de  
www.e-xact.de



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

## Signs of belonging

Button badges from Promo-House are perfect for onboarding new employees. They not only encourage them to identify with the new company: at the same time, new recruits also promote their company by pinning them onto their shirts or jackets. The manufacturer suggests choosing the punched button badges and then filling them with enamel; depending on the hardening temperature, the effect of a soft or hard enamel is achieved. Custom production is possible from 30 pieces.

## On board at the movies

The stylish film can made out of high-quality tin plate from Dosespezialist practically screams entertainment. It is perfect for an evening at the movies with colleagues. The product is round and comes in a futuristic design. The gift packaging offers sufficient space for all kinds of cards and can be custom designed effortlessly by means of embossing, laser engraving or digital printing. Practical and supple at short notice, it is an ideal onboarding gift. The film can embodies entertainment as well as straightforward fun and can pave the way to a great evening among colleagues.

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



# retumbler.

BY REFLECTS

## NEW: Thermomug MEZZO CERAMIC:

Pure flavour thanks to  
stainless steel & ceramic



320 ml

Item No. 52667

## Perfect taste on the go

The 320 ml thermo mug in the REFLECTS® own design impresses with its innovative **ceramic inner coating**, which ensures flavour-neutral drinking pleasure - ideal for anyone who wants to avoid the inherent taste of stainless steel.

Thanks to the **double-walled copper vacuum insulation**, drinks stay warm for up to 4 hours or cold for 24 hours. The mug is dishwasher-safe and made from **recycled stainless steel**, making it perfect for sustainable use on the go.



REFLECTS GmbH | Toyota-Allee 54 | 50858 Köln | Germany  
T +49 2234 9900-0 | info@reflects.com  
reflects.com

## Memorable dishware

At Retulp, the provider of reusable dishware and drinkware, all products can receive a printed company logo or be customised. Names thus land in full colour on coffee mugs, bottles and lunchboxes. Retulp offers a series of standard packages, but is also able to put together custom packages that are tailored to the customer's specific needs. A particular recommendation from the range: the Retulp TravelCup as a personalised coffee mug for journeys and the office.

PSI 60479 • Retulp Custum BV  
Tel +31 622586785 • customize@retulp.nl  
www.retulp.nl



## Writing the perfect job start

Giving the triplus mobile office from STAEDTLER as a welcome present for new employees is an elegant gesture that radiates appreciation and professionalism. Comprising four sophisticated writing instruments, which come presented in a pen box that can be propped, it offers not only practical utility, but also a personal note, due to the option of customisation with a label on the box and pad printing on the pens. The box can be individually filled with all writing instruments from the triplus product family. In addition, the triplus mobile office features a pull-out ruler for filing in folders.

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



## A shining travel companion

The mini pocket light from NOVA Made in Germany by Richard Cermak makes the perfect onboarding gift or accessory during outdoor activities. The classic item features optional flashing or a sustained beam, high-quality ABS plastic housing and a white Power LED. It can be supplied in various colours.



PSI 44668  
R. Cermak – Penlights (Made in Germany)  
Tel +49 7231 106105  
info@richard-cermak.de  
www.richard-cermak.de

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



## 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 (250 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

## Potential applicants are thrilled

The versatile products from mbw® are not only ideal for employee loyalty, but also for recruiting new employees. Provided with a company logo or a memorable slogan, they will be long remembered by potential applicants. Characterised by charm, utility and customisability, the products by mbw® are suitable for job fairs or recruiting events. From endearing Herr Bert® figures through cuddly soft animals, useful display cleaners to original Schnabels® ducks, mbw® offers a broad range of promotional and gift ideas for all industries.



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





PSI 49862 • Handelslöwen GmbH & Co. KG  
 Tel +49 8282 8900960  
 info@handelsloewen.de  
 www.handelsloewen.de

### Individuality comes to the fore

The stylish gift sets from the company Handelslöwen can be individually put together in accordance with customer wishes. Available contents are vinegar, dips, herbs, teas, spirits and much more in various price segments. For undecided customers, the company offers pre-packaged gift sets. In both variants, the outer packaging can be custom-adapted for every customer by means of stickers or ribbons.

### Packaged particularly sustainably

Onboarding gift boxes are widespread, but they sadly often create unnecessary waste. Klam offers a sustainable alternative to this with high-quality gym bags made out of organic cotton, which lend added value to the onboarding gift. The practical bags, stylishly finished with a logo or statement, accompany the new employees every day and disseminate their message the way to the shops or gym. Onboarding highlights from Klam are finished to match with sustainable PET recycled yarns. Sports towels in corporate colours, likewise finished with a logo, make the perfect contents for the gym bags.



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

### Business card holders in sleek wood

Here's how to draw very special attention to business cards: with the sophisticated business card holder from Holz Frank in sleek walnut or oak and finished with organic linseed oil, the natural beauty and high-quality workmanship are captivating. The desk thus acquires a touch of exclusivity. A matching ballpoint pen goes with it, perfectly completing the set. Both products can be personalised according to customer wishes.



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



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

### Loyalty “du”ly rewarded

By popular demand, Kalfany Süße Werbung has brought out the Duplo bar in the promotional slipcase in two more sizes and with new filling variants. With the characteristic “du” of Duplo appearing separately through a window, highly individual, specifically addressed promotional messages can be affixed to the slipcase. The best thing is, no matter whether in German, English, or French, creativity knows no bounds. Customers have the choice between Duplo in a 1,3, or 4-pack. What is more, the contents can be either “only” Duplo or a combination with Duplo White and Kinder bar.

- Advert -



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psi@polyclean.com  
www.polyclean.com



### Ready for every activity

The ActiveTowel® Sports from Polyclean made out of high-quality P-9000® microfibre is more than a straightforward sports towel. It is a practical must-have for all fitness enthusiasts, outdoor adventurers and all who love sport. Thanks to the all-over printing in photo quality, the towel offers a great opportunity to custom-design it entirely according to one's own wishes. The sports towel comes supplied in an environment-friendly folding box with custom-designable slipcase. The packaging can be designed according to the customer's wishes from an order quantity of just 75 pieces.

### Bags with that hygge feeling

Gabriele Bühring and team make tailored laptop bags which not only embody functionality, but also individual style. Companies on the search for customised laptop bags with company logo find their ideal solution at Bühring. Particularly worth showcasing is the felt laptop bag Sepl XL. This bag captivates with its timeless, minimalist design, which focuses on the essential. The special felt not only takes care of optimum protection for sensitive devices, but also offers a pleasant haptic. "Hygge to go" is the motto Bühring intends to convey with these bags into every working day.



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



### Helpful and snazzy

The Smartklic Exclusive shopping trolley token with corporate logo, contact details or an image photo is always gladly accepted as a small, but particularly appreciative gift. Companies use it as a durable business card or trendy giveaway. The shopping trolley token can also be optionally supplied with NFC function. The special gadgets coming with the Smartklic® business card mean that it makes a positive impression right from handover and stands out from the norm.

PSI 48593 • Smartklic GmbH  
Tel. +43 72290 930800  
office@smartklic.com  
www.smartklic.com



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

### Keeping a journal on travels

Wilken Verlag presents a companion that makes a holiday the most wonderful time of the year and simultaneously unforgettable. The travel journal comprises 48 A5 pages and has a practical spiral binding. Whether it's plane or motorbike, mountains, sun, sea and sand or foreign cultures: a holiday needs to be well planned. The travel diary is an aid to preparing perfectly, savouring every moment to the full, and thus experiencing as much as possible. Travellers record wonderful memories in this journal and hence make the holiday unforgettable.

### Magical Moment for Rucksack Friends

The rucksack model ORBIT from HALFAR® offers many interesting visual and functional details. In addition to a clear design, the model features a striking combination of silky-smooth, matt rPET soft PU artificial leather with textured polyester fabric. There are several interior compartments to hold laptops and other utensils. The exterior features an elaborately padded carrying system with an integrated handle on the back. Naturally, this laptop rucksack can be used as a promotional bag with custom printing or embroidery.



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





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

## When that little bit extra is required

As a thank you for exceptional achievements, Römer Präsente offers a large filled gift basket that is always tasteful. The practical shopping basket with handles is packed to bursting with fourteen delicious products, including for example a bottle of champagne, a bottle of grappa and a bottle of Monte Citra red wine along with selected savoury and sweet snacks. The baskets are packed by hand and provided with a card bearing personalised greetings on request. The present can be sent directly to the recipient if desired.

## For a perfect start

Cologne-based company REFLECTS® presents an exclusive onboarding box that is conceived as a welcome gift for new employees. The box is filled with selected REFLECTS® products, which can be adapted colour-wise to the customer's design. The gift set is not only a perfect welcome gesture for new team members, but is also suitable as a customer present, Christmas gift or thank you. It is available in four variants and seventeen colours and comes to the recipient in a sophisticated, black magnetic box.



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



## Stick-on motivation

These customised sticker sheets from marcolor are economical to manufacture, and what is more they are timeless and a must for any welcome pack. Bespoke production and an extensive selection of materials make the sticker sheets simpatico eye catchers, courtesy of the customised motivational stickers. The motivational aids are always custom-made in respect of format and film selection, which is performed in a choice of UV offset printing, screen printing or digital printing. Even especially richly detailed sticker shapes and figures can be realised by means of digital plotting.

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

## Enthusiasm from day one

Companies extend a warm welcome to new team members with the assistance of Brand.it. In a time of advancing digitisation, certain corporate values and personal relationships should keep their charm. Brand.it® offers the opportunity to surprise new team members with high-quality, custom-designable smartphone and tablet cases. These products are not only suitable for employee loyalty, but also for the recruitment of new talents. Customers have the choice between various materials for the covers that can be printed on, including TPU silicone, plastic and PU leather.



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



## Alternatives for every budget

With the two thermal cups "Metmaxx CremaExtensaMaxima" and the more cost-effective variant "CremaExtensaMaximaBudget", Spranz has two alternatives for maximum enjoyment in its range. The premium thermal cup is captivating with its double-walled stainless steel design with vacuum insulation and a sleek powder coating in black and eggshell. With a filling capacity of almost 1200 ml, your drinks stay hot for up to five hours and cold for eight. The more cost-effective alternative offers plastic inside and powder-coated stainless steel outside with a volume of some 1100 ml. In this case, drinks stay warm for up to three hours and cold for six.

PSI 41462 • Spranz GmbH  
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www.spranz.de



PSI 49090 • TDI Die Stadtgärtner GmbH  
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werbemittel@diestadtgaertner.de  
www.diestadtgaertner.de



## Here's to a blooming new year

Even at Christmastime, Stadtgärtner are spreading a blooming festive mood with their unique promotional products. With personalised postcards and greetings cards featuring a seed-paper motif or seed planter, the Christmas greeting to employees or business partners is turned into something very special. Seed balls shaped like Rudolf's red nose or white snowman's bellies bring not only joy, but also colour into the cold season. The dandelion clocks in glass are picked by hand in North German meadows and are a special gift idea.



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

## Baking with heart and mind

The run-up to Christmas is a time full of anticipation and sweet treats. emotion factory is delighted to present the baking kit with a heart, which not only brings home the scent of freshly baked biscuits, but also spreads a festive mood. Festively designed cardboard packaging, which is produced out of high-quality recycled material, encloses two heart-shaped baking moulds in different sizes. Two small jars of jam in the flavours strawberry and orange and a little flyer with selected recipes are also contained. The square box can be custom designed.

## Appreciation remains analogue

Many things are digitising, but employee loyalty and recruiting is still personal. mbw® sends that reminder in a digitised world: "Charm and the importance of personal appreciation must never fade!" The company offers a broad range of guaranteed smile-raisers that appeal to practically all industries. Whether as a gift for a birthday or a corporate anniversary, or in the form of a welcome package or special recognition, the varied products offer countless opportunities to show appreciation. Provided with witty or cool mottos, they are guaranteed to quickly find a prominent place in the recipient's home or office.

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



PSI 49294 • LAMY B2B Distribution –  
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lamy@exclusive-gifts.com  
www.exclusive-gifts.com



Safari note+ für Apple Ipad



AL-star EMR für Android



## Writing in both worlds

For the digital world of work, LAMY writing instruments for Apple and Android tablets from Exclusive Gifts are a top option. While the LAMY safari note+ is the right choice for Apple iPads, Android users pick up the LAMY AL-star EMR. Both offer effortless, precise writing and a paper-like feel. The battery of the Apple variant lasts up to ten hours and charges via USB-C. Thanks to electromagnetic resonance technology, cable- and battery-free writing and drawing alike is possible with the Android stylus pen. The digital writing instruments from LAMY can be used on 95 percent of all tablets available on the market.

## Sports device = designer object

The Indiana Balance Board from Micro Mobility Systems D made out of ash wood including hemisphere, pedestal and training mat is a sports and fitness device that can be used for various purposes. It is ideal for fitness enthusiasts, athletes and for variety-filled working days in the office and the only fitness device which, thanks to its sleek design, is simultaneously a decorative object – so all eyes will be on it, even in the living-room. The Balance Board consists of a board balanced on a cork roll or hemisphere. It is produced in Europe and can be used both indoors and out. It can be customised with name or company logo in addition.



PSI 60521 • Micro Mobility Systems D GmbH  
Tel +49 7428 9418-360  
info@micro-mobility.de  
www.micro-mobility.de



Tie Solution GmbH has a remarkable history, from the vision of its founder, Antonio G. Sanchez, in 1989 in Wetzlar, Germany, to its current recognition as one of the leading manufacturers of customised accessories.

**For demanding needs**

# Customised fashion accessories



Stylish packaging is also part of the service provided by the accessory specialists.



New in the Tie Solution portfolio: customised scrunchies and hair bands.



Tie Solution also produces furoshikis: square scarves that are traditionally used in Japan as packaging and carrier bags, for example for gifts or clothes, but which are now also becoming fashionable worldwide.

lowing Tie Solution to build a reputation for quality and customer-orientated individuality.

**Customer requirements at the centre**

Tie Solution's success is based on excellent craftsmanship, the ability to cater to customers' individual needs and a passion for quality and innovation. These values have been at the heart of the company from the very beginning and have led to broad international recognition. With its comprehensive range, Tie Solution covers all price categories and needs of its broad customer base. 'We respond to the customer's requirements and price expectations and support them from the initial idea to the finished product, including on-time delivery,' says Sanchez, who emphasises with regard to on-time delivery: 'We are the only manufacturer on the market that can produce any quantity in the EU in 14 days using express production.' He continues: 'We invest a lot in technology and materials in order to fulfil our customers' wishes as perfectly as possible. We also love giving advice and have fun and enjoy working on the projects, which gives us additional inspiration. Our customers also have the opportunity to realise their own designs in various languages in our B2B shops at [www.tiesolution.at/konfigurator/#/tie](http://www.tiesolution.at/konfigurator/#/tie) and [www.tiesolution.nl/konfigurator/#/neckerchiefs](http://www.tiesolution.nl/konfigurator/#/neckerchiefs).'

**Distinctive and exquisite**

Today, Tie Solution counts well-known companies and institutions from various sectors among its customers, including Europe-wide promotional product retailers and well-known companies. The impressive customer base reflects the trust that Tie Solution has gained through its outstanding products and dedicated customer focus. The company has established itself as a respected and sought-after supplier of customised accessories on the international market. Its development is a story of innovation, commitment to the highest quality and the ability to translate customer demands into distinctive and exquisite accessories. With its growing success, the company is endeavouring to continue its expansion throughout Europe and into other markets in South America and Asia. Tie Solution is currently online at [www.tiesolution.org](http://www.tiesolution.org) in 35 languages. <



Originally, the history of Tie Solution began as a retail shop for exclusive men's accessories that catered to the discerning needs of a growing clientele. Although founder Antonio G. Sanchez is a business economist by training, he has had a close and direct connection to his current profession since childhood, as his mother worked as a tailor. However, he initially worked for a listed company in the area of mergers and acquisitions, and after taking over the company, he set out in search of a new challenge. 'As life sometimes happens, I got to know a tie manufacturer who was looking for a successor and took over and restructured his small company, which had retail as its target group.'

Perfect design for fashionable and prestigious chic: Tie Solution succeeds with quality and customer-orientated individuality.

Above left: Smart and contemporary, inside and out: Tie Solution's headquarters in Wetzlar/Germany.

**Highest quality from in-house production**

The increasing demand for customised accessories of the highest quality inspired Sanchez to look for his own production facility. Thus began the production of high-quality, customised scarves, neckerchiefs, ties and other accessories in Como, Italy and later in Barcelona, Spain. With increasing success and a growing international clientele, Antonio G. Sanchez finally founded Tie Solution GmbH as an independent company. The company specialised in tailor-made accessories for men and women and set itself the goal of perfectly fulfilling the individual wishes of its customers. Production initially focussed on major fashion brands, then also on the promotional products sector,

through whose trading division his company found contacts and orders for a wide range of industries.

**Comprehensive range**

Over the years, the company expanded its range and produced a wide range of customised accessories, including scarves, silk scarves, winter scarves, twillies, braces and much more. 'We have recently started to offer our promotional products retailers customised scrunchies and hair bands made from high-quality fabrics, which are also used for neckerchiefs and ties. From twill silk/polyester to jacquard silk/polyester,' says Sanchez. Each product is made according to the customer's specific ideas and designs, al-

Exclusive and fashionably coordinated sets are completely customised to the customer's needs.

Meetings, team discussions and jour fixe: Fixed dates for sharing work-related information are part of everyday business – theoretically. We spoke with Jenny Mangold, Head of Marketing at Kalfany Süße Werbung, about why workload is not an excuse for cancelling these kinds of meetings and why she prioritises communication with and among employees.

### Jenny Mangold on Communication as a Top Skill

# Inspire, motivate and engage with one another



„In marketing, it is crucial to think outside the box, to discuss ideas and ask critical questions. That is how the best ideas come about.“

Jenny Mangold

**Y**ou became director of the marketing team in July 2023. This is your first top-level management position. What challenges did you face in the beginning? What have you mastered with your team?

“I think the most important thing was bringing more structure to our work. It was and is very important to me that we get together for an hour as a marketing team once a week and update each other on current tasks and projects. In the past, weekly meetings were often cancelled due to the heavy workload, but it has become clear that a regular exchange is extremely important for the team. This way, everyone is informed. Frequent overlapping responsibilities become more apparent, or tips from others are shared that would have otherwise not been discussed. The marketing and sales teams also did not communicate particularly well. To improve this, we set up a monthly jour fixe to have more transparency about the work in both teams, which are supposed to work with each other.”

In your opinion, what constitutes leadership competence?

“Leadership competence has a lot to do with communication. It is important to me that we communicate openly with each other so we can support each other. I want to motivate and inspire my team. In marketing, it is crucial to think outside the box, let your mind wander and brainstorm, discuss ideas and ask critical questions. That is how the best ideas come about! Everyone should have the confidence to speak openly about their ideas or make suggestions. Additionally, I think it is very important that each team member is considered because each person works differently and has different expectations. But in the end, we can only work together. I see my job as always having an overview of the tasks and projects that each

person is working on and an overview of each individual’s well-being. Honesty and transparency are also important factors for me.”

From your perspective, what should women consider when planning their careers to prepare themselves for a senior management position?

“It is important not to let things get you down. Although there are still many more men than women in leadership positions, this situation should not put you off.”

What are you especially proud of when you look back on your career?

“In the beginning, it was difficult even to get my foot in the door. I only found out where my strengths were and what I was really interested in once I did various internships and jobs and completed a trainee year. When I finished secondary school, I really did not know what direction I wanted to go in. It is important to take the time to try out different things and not to put yourself under too much pressure because other people seem to be doing things faster and are finding their dream job. I am delighted that everything turned out the way it has and that I found such a great employer at Kalfany Süße Werbung, which encourages employees to be open to new things. It is simply a place where people enjoy going to work.”

The ‘new work’ catchphrase: Let’s speak about what digital and remote working, job sharing, mentoring and work-life balance mean at Kalfany Süße Werbung.

“In the marketing department, we still have the option of working from home. One colleague works completely remotely since he is in Munich, and our company is based in Herbolzheim. Thanks to Microsoft Teams, etc., working remotely is no longer problematic.”

What role do sweets play when it comes to team building?

“Since we deal with sweets on a daily basis, we, of course, do eat lots of them. Thankfully, we are all sweet lovers, and we always enjoy trying out new fruit gummy creations.”



Do you have any support programmes?

“Kalfany Süße Werbung is always open to advanced training and continuing professional development. It also helped me a lot. At the beginning of the year, I participated in a pilot project at our parent company, Zertus Group, which was a training for young managers.”

What motivates you every day?

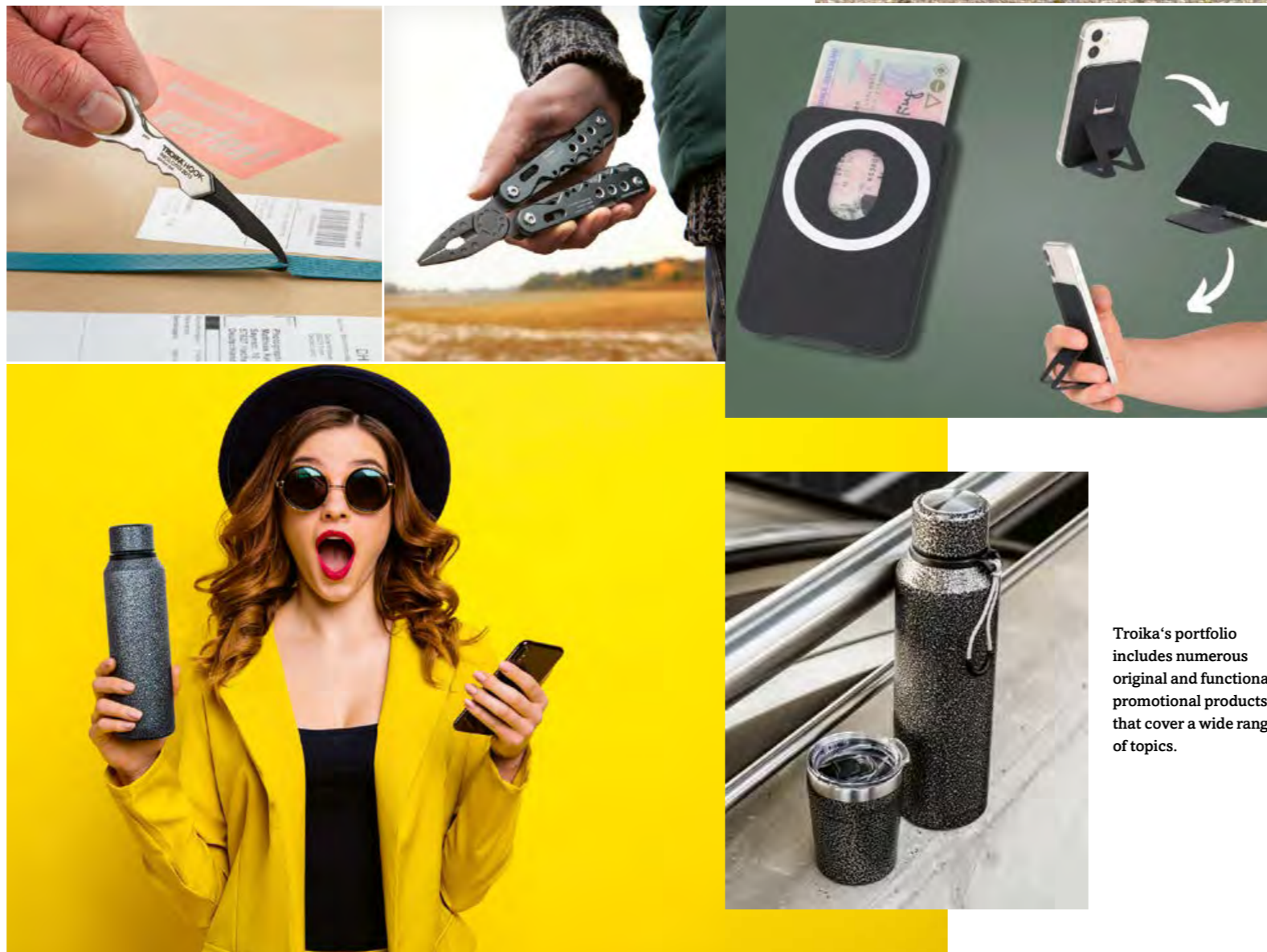
“The entire team, but also the work itself. Every day is different, and new and spontaneous activities are constantly emerging, which we can realise quickly via the small official channels. I like the promotional product industry and I love our products. I am a huge fan of our own fruit gummy bear company.”



## Generational change and promoting young talent at Troika

# High expectations motivate me

This summer, Linus Böll celebrated 10 years with the family business Troika, which his father Linus Böll acquired back in 1992. Since then, the internationally recognised brand for stylish products that have won numerous design awards has continued to change and develop and is now one of the most renowned suppliers of original and functional promotional and gift items for travel, outdoor, office and organisation. In August 2014, Linus Böll began his training as a wholesale and foreign trade clerk and has since learnt a lot of what he needs to know as his father's designated successor in various positions within the company. He is particularly focussed on promoting young talent and further training – topics that he is gradually filling with content. We spoke to Linus Böll about the generational change and his ideas for a sustainable training concept.



Troika's portfolio includes numerous original and functional promotional products that cover a wide range of topics.



'Promoting young talent is crucial for the future of the industry.'

### In conversation with Linus Böll



You recently celebrated your 10th anniversary at Troika. What is it like being the boss's son?

"It's a special challenge and at the same time a great privilege to work in the family business. As the son of the boss, I have both a great deal of responsibility and the opportunity to actively help shape the company right from the start. The expectations are high, but this motivates me to lead TROIKA into the second generation. I have always received a lot of trust from my father. It's exciting to lead the family business into the next generation and find my own path at the same time."

At what stage are you with TROIKA's generational transition?

"The generational transition is a long-term process. I am currently Head of Sales in our promotional products department. I have been working towards this position step by step since successfully completing my training in 2017. I have gradually taken on more responsibility and have been Head of Sales for B2B Europe since last year. My aim is to take on more management tasks in the coming years, while my father will still be on hand to advise me."

>>



&gt;&gt;

The transition should be seamless to ensure the continuity and success of TROIKA.”

#### What challenges have you faced, and what challenges do you still face?

“One of the biggest challenges for me is managing employees individually according to their level of experience and delegating tasks in a targeted manner. At the same time, I want to motivate each individual to pursue their own goals. The generational transition also requires us to find the right way to combine the experience of the older generation with the fresh ideas of the younger generation. Personally, it is also a challenge to harmonise work and family life – especially now that I became a father last year.”

#### What advice do you have for newcomers to the industry and those just starting their careers?

“Be curious and open to new challenges. The industry offers many opportunities to develop yourself, but you have to be prepared to take on responsibility and keep learning. Networking and building strong professional relationships are just as important as technical skills.”

#### Why are newcomers personally welcomed at TROIKA?

“At TROIKA, we attach great importance to an open and informal corporate culture. New employees should feel comfortable and welcome right from the start, because a good working atmosphere is the basis for success. We believe that a personal welcome helps to facilitate integration into the team and strengthen team spirit.”

#### What makes the TROIKA training concept award-worthy?

“We focus on practice-oriented training that empowers trainees to take on responsibility and participate in projects right from the start. For example, trainees travel to

trade shows early on, look after customers themselves, create their own marketing campaigns or are allowed to help develop their own innovations in product development. Each apprentice also gets a taste of every department at TROIKA for several months in order to determine where their strengths lie. We also offer close mentoring by experienced employees and promote the personal development of each individual. Our concept is geared towards promoting young talent in the long term and offering them the best conditions for a successful career at TROIKA.”

#### What measures does TROIKA take to promote young talent within the company?

“We provide our young talents with long-term development within the company and give them opportunities for further training and to take on responsibility. It is import-

ant to us to promote young, motivated employees at an early stage and show them prospects for a long-term career at TROIKA.”

#### What does your professional development program for junior employees entail?

“I have to be honest: our professional development program isn't yet fully mature and still requires improvements, but it's a top priority for us. We aim to create a structured program tailored to the individual strengths and goals of our junior staff. This will include both internal and external training, regular feedback, and opportunities to gain experience across different departments. Our goal is to provide the best opportunities for both professional and personal growth.”

#### What initiatives would you like to see from the industry?

“I would like the industry to focus more on promoting young talent and sharing best practices. It would also be nice if there were further training programmes purely for our industry.”

#### What do you think is the importance of promoting young talent for the industry?

“Promoting young talent is vital for the industry's future. Without motivated young specialists, it will be challenging to address market demands. We need innovative minds who can bring fresh ideas and push the industry forward. Investing in the early training and development of young talent is therefore essential.”

#### Why did you decide to participate in PSI 2025?

“PSI is a premier platform for our industry, offering a fantastic opportunity to showcase our products, innovations, and company to a global audience. It allows us to forge valuable new connections and deepen our relationships with existing customers.”

#### What expectations do you have of the trade show?

“I'm looking forward to gaining insights into current trends and innovations that could significantly influence our industry. PSI offers a valuable opportunity to learn from each other. In particular, as we navigate generational transitions in family businesses, it's crucial to develop new ideas that support the next generation while promoting innovation and sustainability.”

#### What topics are you bringing to PSI 2025?

“We will showcase our latest products and highlight our new design globe collection from TROIKA.” <



## Versatile luggage

Victorinox luggage is as versatile as its use: Be it for a day trip, a weekend getaway or a holiday – for business or leisure – with the Airox Advanced collection by Victorinox, you are equipped for any journey. The collection offers a **multifaceted solution for everyday travelling**. The cases are the lightest in the company's hard-shell portfolio and have an intelligent interior. They are available in the colours black, storm and stone white.

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Put an end to searching pockets for cards! The EDELCARD card case from TROIKA provides assistance in seconds: **with room for up to three cards**, a practical slide mechanism and level N52 magnetic strength for an iPhone (MagSafe). The case offers RFID protection and comes with an additional metal ring for other smartphones. EDELCARD gleams with its sophisticated diamond cut, always flawless and fingerprint-free. Thanks to its robust quality, it is extremely hard-wearing. The N52 magnet on its back is powerful, yet absolutely safe for credit cards and other electronic devices.

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After the game is before the game: After the European Football Championship, all football leagues kick off into their new season. Just in time for this, Karl Knauer is presenting their Surprise series, which is designed to delight more than just football fans. The series combines elegant packaging with surprise contents: At first glance, the new 'Surprise' packaging series doesn't reveal its contents. Depending on the motif and format, **different themed games** are waiting to be discovered. The Surprise football gift box is particularly appealing to all football fans. It contains an integrated game of skill in the shape of a football stadium, complete with pre-cut balls and players.

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The Cologne-based promotional product all-rounder REFLECTS® presents two thermo mugs under the Retumbler – Best of Drinkware brand: the Mezzo Click and the Mezzo Ceramic. Both in-house developments are characterised by their trendy design and **sleek shape**. While the Mezzo Click is conveniently opened and closed at the touch of a button, Mezzo Ceramic features an impressive ceramic inner coating. The 280 and 320 ml cups are leak-proof and keep drinks warm for up to 4 hours or cold for 24 hours. Both items can be customised with laser engraving, pad printing or UV printing.

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## PSI Product Finder with new functions | Maximised business opportunities for PSI members



PSI E-Business Manager Martina Lipp

**“With the new function, the currency of the entries in the PSI Product Finder can now be confirmed quickly and easily.”**

The PSI Product Finder has been a firm component of the daily business of supplier members and most distributor members in the PSI network for a full seventeen years. It is now in its fourth version (2018) and carries 139,000 promotional products in 429,000 variants. In seconds, this advantageous tool compares an entered search term with the 568,000 entries in the database and displays the corresponding search results. In order to keep the PSI Product Finder up to date at all times, it undergoes continuous development. The objective is to offer PSI members maximum utility at any time. PSI E-Business Manager Martina Lipp explains how members can use it to maximise their business opportunities.

**Martina, many members are already familiar with the PSI Product Finder and the PSI Supplier Finder. Today, let's talk about the product lists. What added value does this function offer and what's the way to utilise it?**

“First of all, the product list can be used as a classic checklist, to give a clearer overview of relevant products. Both distributor and supplier members can start a list in the backend really easily and select and add products they've found in the PSI Product Finder with one click.”

**That sounds like a practical way of making things easier – especially when searching. What other possibilities does the list function offer?**

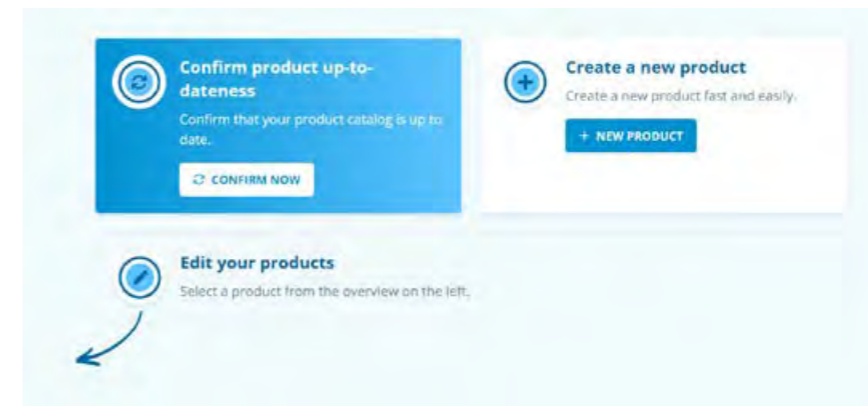
“The lists also offer real added value for sales generation. That's because the product lists can be turned into customised landing pages. A landing page of this kind clearly displays all selected products on the basis of data entered by the supplier members. Besides straightforward product presentation, the landing page generated out of the list is additionally able to be custom designed and 'jazzed up' with a dedicated key visual and text.”

**Lists and product overviews aren't necessarily visually attractive, so what can we imagine the product lists to look like?**

“Supplier members are the very ones who benefit from the opportunity to have their product lists displayed in their own PSI Supplier Finder with one click. This way, they are able to present their products in a visually appealing manner and enhance visibility among potential customers.”

**An appealing presentation and visibility aren't everything, however. Product data currency is also particularly important. Is there anything new in that area?**

“Yes, confirmation of product data currency is a new func-



tion that we've specially developed. It ensures that all products in the PSI Product Finder are kept constantly updated. Until now, our supplier members were obliged to update their product data manually on a regular basis, in order to get a new time stamp. Unfortunately, that didn't always get done, if data continued to be current. That led to obsolete time stamps being displayed. With our new function, the currency of the entries can now be confirmed quickly and easily. It's an effective solution to the problem.”

**What are the impacts when this confirmation doesn't happen regularly?**

“If the currency of product data is not confirmed, this can have considerable consequences. The system displays the date of the most recent update on the product detail page – if this date is obsolete, the user may get the impression that the product's no longer current. The consequence: instead of querying with the supplier members, distributor members look elsewhere. The result on both sides is that business opportunities are missed. In addition, products that have an older date stamp appear further down in the search results when sorting for currency is performed. That considerably lessens their visibility.”

**How exactly does the confirmation function work?**

“The functioning is deliberately kept simple, in order to minimise effort for our members. As soon as a product entry is older than six months, the option to confirm currency automatically appears in the backend of the PSI Product Finder. Supplier members can then either check the entire product catalogue or individual entries and confirm with a few clicks that the data are still correct and the products remain available. This confirmation provides the entry with a current time stamp, which is displayed on the product detail page in the PSI Product Finder. This means that, when the search results are filtered for currency, the products appear further up, and distributor members' trust is amplified.”

**What long-term advantages do you see for PSI members?**

“Distributor members can rely on the products listed in the Product Finder being current and available. For supplier members, the confirmation function is an effective

means of optimally presenting their products. That in turn enhances the likelihood of receiving queries. That's significant for business success.”

**What should members pay particular attention to when using this new function?**

“It is important to make sure that confirmation of product currency doesn't just happen pro forma. Supplier members should have an interest in ensuring that the indicated data are correct and the products continue to be available. Only that way can the quality the information be kept high and distributor members' trust in the platform be amplified. In the long term, regular use of this function will help to make sure that the PSI Product Finder remains a reliable source of up-to-date product information.”

my > PSI



my > PSI

### Landing page as an integral component of the PSI Product Finder

Supplier members have the opportunity to effortlessly forward their landing page to their distributor customers in the form of a link, when their aim, for instance, is to promote novelties or special offers in an appealing way. Additionally, in a few simple steps, they can post their landing pages in their own PSI Supplier Finder profile and thus generate even more attention.

For targeted product proposals, distributor members are likewise able to send landing pages to their customers by means of a link. If customers find a product appealing, they have the opportunity to place an offer query directly with their distributor via the landing page.



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## Experiencing, not just looking

**O**ne million visitors at the “IAA mobility”, 620,000 at the “bauma”, almost 130,000 at the “FIBO”, 335,000 at the “gamescom”. These are numbers that the PSI could never compete with, and would never want to. But these numbers prove how important and irreplaceable trade shows still are – especially for young people.

Yes, there are many excellent arguments in favour of trade shows. The best arguments are visitor numbers and exhibitor satisfaction. Other undeniable advantages we all experience during the PSI: holding the products in our hands; experiencing the colours; noticing the weight and shapes; feeling the materials; examining the workmanship up close. This experience on site is so different to simply looking at a picture on the internet! Pictures can be deceptive, and often are!

You all know that wonderful feeling when you look at the international exhibitors and find exactly the promotional product that you’ve been looking for – that a customer has needed for a long time. And there are also the big and small surprises: special treasures that you didn’t know existed or that you needed; novelties that you’ve only recently heard about but have never seen before. These moments when you’re inspired and your expectations are exceeded are all reasons why I value the PSI so much as an indispensable trade show.

Do you remember your very first visit to a trade show – perhaps as a child or at the start of your career? I remember exactly how breathless and wide-eyed I was at the number of stands in the halls, the background noise and all the people. This experience shapes my view of the importance of trade shows like the PSI to this day – in spite of the many uses and opportunities offered by the internet.

Experiencing things in person, being able to make concrete comparisons and pick and choose will always remain an unbeatable combination for me – paired with personal discussions. There is nothing more valuable than talking to each other as equals, asking questions, getting answers and building mutual trust. I am convinced that anyone who takes the time to feel products, test their quality and seek personal dialogue with manufacturers will not only make safer but also better decisions in the end.

The PSI is more than just a trade show – it’s an experience for all the senses, a source of inspiration and an important networking venue where we can continue to move our industry forward together.

So many good reasons to see you in January – I’m looking forward to it!

Yours,



Petra Lassahn  
Director PSI



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## Mobile, safe and effective promotion

Promotional items from the travel, transport and safety sectors offer companies an excellent opportunity to present themselves in a practical and memorable way. Travel accessories such as luggage tags or neck cushions are not only useful; they also accompany customers on their journeys and ensure high visibility on the move. In traffic, either in a car or on a bike, gadgets such as mobile phone holders, ice scrapers or safety waistcoats are used daily and increase brand awareness in the long term. Safety is another crucial aspect: Products such as first aid kits or warning lights convey a feeling of care and trust. Thanks to their high level of functionality and long-term use in a wide variety of situations, they become lasting brand ambassadors that users remember positively. The combination of practical application and emotional connection makes them an ideal choice for successful campaigns. – The theme of our second section focuses on products in the “Electronics, digital and smartphone accessories” sector.

**This is the time to consider the product presentations in the December 2024 issue of the PSI Journal, which will be dedicated to the topics “Brand, classic and vintage”, as well as “Made in Europe / Made in GSA (Germany, Switzerland, Austria)”. Please send your product suggestions (image and text) by 21 October 2024 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de**

## Advertise with angels

The environmental and health benefits of buying Blue Angel writing instruments are their resource-saving, low-emission production, environmentally friendly packaging and long service life. Specialist Schneider Schreibgeräte scores three times over with Blue Angel quality for the promotional sector. We will present this trio in the next issue.



## First Christmas market 2024



At the beginning of September, WER GmbH invited visitors to Münster under the motto “1st Christmas market of the year”. 30 exhibitors presented the 230 visitors with their latest highlights, bestsellers, creative innovations and new approaches to communication. And of course, Christmas market classics such as mulled wine were not to be missed. Here is a review of this event.

## Imprint



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