

Düsseldorf · G-30212

# PSI

**PSI Journal**

International Magazine  
For Promotional  
Products

November 2024

Volume 63

Just one flip to the  
PSI 2025 exhibitor list!

# JOURNAL

## PSI 2025

Diverse PSI 2025  
One PSI for all

## Product Guide

Electronics, digital and  
smartphone accessories  
Travel, car, bike,  
transport and security

## GWW TREND

### Autumn

Ideas for the end-of-year  
business

## PSF and

### Touch 2024

Where the Swiss industry  
is vibrant



**Sustainable transformation**  
**Step by step**  
**to the goal**

# PSI

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

7-9 JAN 2025

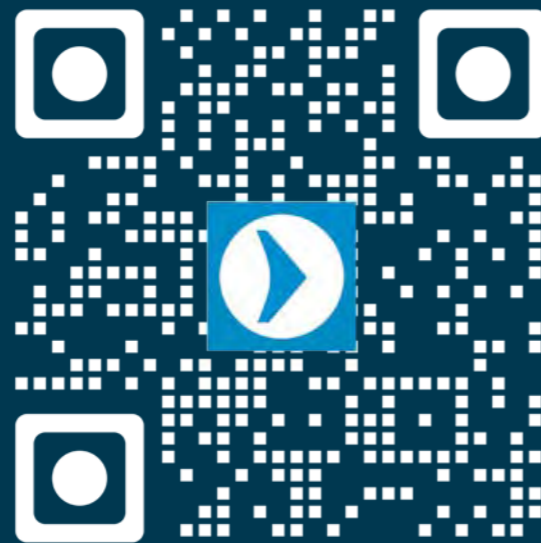
## PRELIMINARY EXHIBITOR LIST OF THE PSI 2025

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

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

Tip:

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



scan me

The European leading trade show for promotional products, incentives and merchandising

Exhibition Centre Düsseldorf



## It must be out of mind

Editorial

The leading European trade show for promotional products, incentives and merchandising is the new subline of the PSI trade show. It now reflects how the image of the trade show has evolved over the years. Promotional products are and will remain at the heart of the PSI, while benefits, incentives, team wear and merchandising have been increasingly added. And it is important that this development is not only reflected in the trade show's subline, but that it is also carried out into the world.

During walks around trade shows with politicians, they frequently point out to me that high-quality suitcases, expensive kitchen appliances or even highly fashionable hoodies are not exactly understood to be promotional products. These questions indeed always went along with the assessment that politicians might be right in classifying promotional products as gifts for tax purposes.

So it's good that we can now call the significantly expanded trade show areas by name. This is also important and correct with regard to potential exhibitors and visitors. They need to know that the trade show is constantly evolving as a reflection of the market and marketing. The trend towards the increasing use of products in the team wear sector or in employer branding, whatever you want to call it, can be seen on virtually every street corner, in many restaurants, garden centres, car dealerships and supermarkets. High-priced products have long played an important role in the incentive and reward programmes of many companies and at the PSI.

The PSI offers all this variety (see also Petra Lassahn's opinion on p. 70). And all of these diverse products are instruments of advertising, employee motivation, sales promotion and customer acquisition. But they are never gifts, because you don't expect anything in return for gifts. However, everything that can be seen and used at the PSI is aimed at something in return.

This is why the PSI is without a doubt a marketing trade show for object-based, haptic advertising. Nowadays this applies more than ever to the trade show and the market. One task for the PSI and associations in Europe is to communicate this confidently to the media and politicians. Yes, we face a difficult task. Yet this is the only way to change people's minds. And only by doing so can we avoid inching ahead with only small successes for the coming decades. Once the concept of 'gifts' is out of people's heads, we will finally be a fully-fledged member of the advertising industry.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

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

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## Made in EU!

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

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

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

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

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



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



### A diverse PSI 2025 10

In about two months, PSI 2025 will open its doors. From 7 to 9 January, Europe's leading trade show for promotional products, incentives and merchandising will once again prove itself to be an indispensable meeting place for the international promotional products industry. A glance at the exhibitor list and the programme already shows that it will be exciting again. PSI Night, PSI Academy and the special textile show are just a few of the highlights of the international trade fair and industry platform.

### Sustainable transformation: Step by step to the goal 12

Sustainability is not only an ethical imperative today, it is a central business factor that has a direct influence on the success and future viability of a company. Our focus topic describes the advantages of sustainable transformation and how companies should proceed on the way there.



### GWW: Members' meeting and trend autumn 30

The GWW (Gesamtverband der Werbeartikel-Wirtschaft e.V.) had invited to a members' meeting on 23 September at the Congress-Centrum of the Cologne Trade Fair, where the trend autumn also took place the following day. Lively discussions highlighted problems and future fields of action for the association.



### PSF and TOUCH: where the Swiss industry is booming 40

The Swiss trade fair double – consisting of PromoSwissForum (PSF) and TOUCH – once again took place in the Umweltarena in Spreitenbach near Zurich: an ideal setting for an industry that is increasingly making a name for itself with ecologically responsible products and a focal point of the Swiss promotional products industry.





## The fabric that makes sustainable dreams come true

The era of millions of tonnes of clothing landing in landfills or being incinerated because there isn't any adequate recycling method available could soon be over, since a solution is in sight for mixed fabrics that contain polyester and cotton. Two young chemists from the University of Copenhagen, graduate student Shriaya Sharma and postdoctoral researcher Yang, have developed a method which can be used to recycle both components. The fabric blend is cut into small pieces and soaked in a 'mild, non-toxic solvent' with added hartshorn salt and leavening agent. Everything is heated to 160 degrees Celsius. This method separates the cotton and synthetic fibres without destroying either one. The fibres float at different heights in the liquid and are easy to separate. After the washing process, they can be reused. (trendsderzukunft.de, 'Aus alten Kleidern werden künftig neue: Polyester-Baumwoll-Mischgewebe wird recycelt' Companies can resort to using promotional textiles that are already sustainable until this recycling method is used in series production.

### Giving a hand with sustainability

**Organic sponge – made in Germany**  
(front side: 100 percent organic cotton; backside: 100 percent sisal; biodegradable, fully compostable)

**Beefree – plastic-free living**  
[www.beefree-plastikfrei.de](http://www.beefree-plastikfrei.de)  
PSI 60708



### Cuddly soft and recycled – in series production

**Uni terry cloth made 100 percent from recycled materials** (65 percent recycled cotton, 35 percent recycled PET bottles)

**W.F. GÖZZE Frottierweberei GmbH**  
[www.goezze.com](http://www.goezze.com)  
PSI 44530



### Natural cover sheet

**Rescued – beeswax cloths** (blend of organic beeswax, coconut oil and jojoba oil; made from classic textiles; antifungal, antibacterial, keeps food fresh and safe from mould growth and contamination)

**Gifts with Impact B.V.**  
[www.giftswithimpact.nl](http://www.giftswithimpact.nl)  
PSI 43492



daiber



# ANNA MATURES\*

\* in her role as managing partner and wears Corporate Fashion from Daiber. Professional and completely suited to her individual needs. Every item of clothing is a companion for an entire career.

Daiber and you. A whole life long.

Find out here how things are going for Anna:



## Write expressively – not watered down

Researchers at the Universities of Mainz, Darmstadt and Wuhan have developed a method that can be used to produce legible writing while under water for a limited time – with the help of a 20 to 50 micrometre ball made from ion exchange material. They rolled the ball over the bottom of a container and noticed it left an invisible trace behind its tracks. When ink was added, this track drew the coloured particles and a visible line appeared (faz.net, 'Mit Tinte und Ionentauscher: Forscher entwickeln Technik, um in Wasser zu schreiben'). Of course, messages that are visible and effective in advertising can also be formulated in ink in the traditional, tried-and-tested way, especially over water – with suitable products from the promotional products industry.



### Waterproof and climate-neutral

The 'One Business' rollerball pen with an ultra-smooth tip (cap-off ink; the pen can be left open for 2 to 3 days)  
 Schneider Schreibgeräte GmbH  
[www.schneiderpen-promotion.com](http://www.schneiderpen-promotion.com)  
 PSI 43416

### Sustainability meets design

Fountain pen STABILO Grow (climate-neutral fountain pen with a shaft made from 100% FSC-certified, genuine wood and an ergonomic grip area made from 100% certified biobased plastic)  
 STABILO Promotion Products GmbH & Co. KG  
[www.stabilo-promotion.com](http://www.stabilo-promotion.com)  
 PSI 43287

## Paying with style

Making contactless payments is becoming more and more fashionable – in the true sense of the word: with small pieces of jewellery that feature a built-in credit card. Or to be precise, A tokenized credit card is reproduced in digitalised form in rings or bracelets. The benefit: These wearables do not need any battery to work. The person wearing it can also make payments when a smartphone or smartwatch battery is empty. (faz.net, 'Schmuck als Kreditkarte: Bezahlen bekommt Stil') Whether with a tokenized credit card or not: the promotional product industry offers the right wearables for everyone in a stylish and promotionally effective framework.

### Exclusive Merch

Custom-made leather bracelets (branded with an embossed logo or promotional message)  
 HAPPY BRANDS GbR  
[www.happy-brands.com](http://www.happy-brands.com)  
 PSI 48600



**KARLOWSKY®**  
 INNOVATIVE WORKWEAR EST. 1892

## SUSTAINABLE CHEF JACKETS MADE FROM RECYCLED PLASTIC

*Singh Laly*

**SINGH LALY**  
 TOP RESTAURATEUR, TIKTOK SENSATION  
 AND PASSIONATE SINGER



**GREEN BUTTON**  
 GOOD FOR PEOPLE.  
 GOOD FOR NATURE.  
[www.g-k.eu/karlowisky](http://www.g-k.eu/karlowisky)

**Global Recycled Standard**  
 Certified by Control Union, G1188128  
[GlobalRecycled.org](http://GlobalRecycled.org)

60°



*Chef Jacket*  
**GREEN GENERATION**

*Everyone asks me why I'm always in such a good mood - because I wear Karlowisky: everything fits perfectly and is even sustainable!*

**JM 35** CHEF JACKET  
 GREEN GENERATION MADE FROM RECYCLED PLASTIC

KARLOWSKY FASHION

## Market research

### Continued Economic Outlooks: Somewhat **Positive**, Somewhat **Negative**



Improvements have been recorded in both income expectations and inclination to purchase – in the forecast for October, the consumer climate accordingly showed a slight rise by 0.7 points compared to the prior month (-21.9, revised) to -21.2. For the twelve months to come, Germans view developments in the economy somewhat more negatively than in the month immediately before that. This is revealed by the current findings of the GfK consumer climate powered by NIM. The indicator falls by 1.3 points to 0.7. Inclination to purchase is receiving a boost from rising income expectations: it has increased by four points and now stands at 6.9. This is its highest status since March 2022, when -2.1 points were measured. Despite the current increase, the level of inclination to purchase remains decidedly low. This indicates continued extensive uncertainty among consumers, which is influenced by inflation, geopolitical crises, and rising concerns about job security. gfk.com, „Moderate Erholung des Konsumklimas – bei sinkenden Konjunkturaussichten“

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Not  
but  
**5.98**  
**6.155**  
billion

The online marketers' group OVK in the Federal Association of Digital Business (BVDW) has upwardly corrected its annual forecast: according to that, display advertising is expected to grow this year by 11.7 percent: in the spring, the OVK was still forecasting an increase by 7.9 percent. Instead of the advertising revenues originally anticipated of 5.98 billion Euro, 6.155 billion Euro are expected to be realised with online display advertising in 2024. (horizont.net, „Displaywerbung legt 2024 um starke 11,7 Prozent zu.“) The OVK regards the dynamically developing fields of programmatic advertising and online video advertising, in particular, as the driving forces behind this trend. ovk.de

### Presenteeism Costs Business Millions

Employees in the USA – and not only there – often feel pressurised to work even though they are sick. According to Claire Smith from the University of South Florida, this leads to productivity losses, theft, and poor treatment of colleagues, along with increased staff turnover. The expert analysed data from 350 employees and estimates



the costs of such behaviour, known as presenteeism, to be enormous: according to the “Harvard Business Review”, they run to up to 150 billion dollars per year in the USA alone. Employees often go to work when sick, it is reported, because they feel pressurised by their employer and colleagues. In a survey conducted among 764 workers, many indicated that they not only went into work when sick for personal reasons, but because their organisation made this appear normal or expected it.

presstext.com, „Präsentismus kostet Wirtschaft Milliarden“

### United Kingdom: Optimism and Confidence Declining in Business



Inflation is threatening to make a comeback in the United Kingdom. In September, the “Price Balance Index”, the business barometer of Lloyds Bank, rose by eleven percentage points to 65 percent. That means that 65 out of 100 companies are anticipating price increases. By contrast, the “Business Confidence Index”, which provides a picture of business's confidence in the future, fell from 50 to 47 percent, but is still clearly situated above the long-term average of 28 percent. The business optimism index fell by nine percentage points to 38 percent, which corresponds to a six-month low. In contrast to that, however, trade prospects rose by two percentage points to 56 percent, thereby achieving their highest status for 2024.

presstext.com, „In Großbritannien kehrt die Inflation zurück“

The “Kantar Media Reactions 2024” survey reveals that 26 percent of marketers are planning to reduce their expenditure on advertising on X in 2025. According to the survey, that is the biggest decline ever recorded for a major global advertising platform. Under the management of Elon Musk, marketers' trust in advertising on X declined from 22 percent in 2022 to 12 percent in 2024. A mere 4 percent of marketers reportedly believe that advertising on X provides offers brand security (for comparison: at 39 percent, Google occupies first place on the topic of brand security). The Kantar survey, which investigates both consumers' and marketers' perception of and attitude towards advertising platforms and channels, additionally revealed that X is situated outside the global top ten in terms of trust and of being perceived as an innovative platform for advertising. A contrast is revealed to TikTok, which is reportedly the most innovative advertising provider for the fifth year in succession, and YouTube, apparently the most trusted platform. The fifth edition of the annually conducted survey is based on findings from interviews with around 18,000 consumers in 27 markets and with 1,000 leading marketers worldwide. kantar.com/de, „Ausgaben für Werbung auf X werden weiter zurückgefahren“



### Age-related Interest



Compared with the previous year, use of personalised social media content has fallen considerably. 55 percent of those who take notice of it allow themselves to be influenced by it: in 2023, that figure was 63 percent. Also, content matched their interests for 66 percent of respondents (2023: 70 percent).

Those are the findings of the “Social-Media-Atlas 2024” commissioned by the PER Agency and Toluna in partnership with the IMWF. According to the survey, 16 to 29-year-olds are particularly receptive to social media content; 43 percent of them view such advertising frequently. Among users aged 60 and above, only one in five do so (21 percent). presseportal.de, „Studie: Relevanz personalisierter Social-Media-Werbung geht zurück“; per-agency.com

The PSI 2025 will be opening its doors in around two months. From January 7 to 9, Europe's leading trade show for promotional products, incentives and merchandising will once again prove to be an indispensable meeting place for the international promotional products industry. The list of exhibitors and programme already reveal that it is going to be exciting again.

## A diverse PSI 2025

# A PSI for everyone



Inspiration, Sourcing, Networking: the PSI is the indispensable meeting place for the international promotional products industry.

Textiles and finishing will once again take centre stage at the PSI 2025.



Well over 500 exhibitors are already on board in mid-October: all the big names, but also small and excellent companies, very new companies, innovative companies as well as highly specialised businesses and those who simply want to explore the market. They all contribute to the diversity and the special flair of the PSI. They enrich the halls, provide inspiration and set new themes. The trade show will once again be international, communicative and informative in 2025 and we look forward with all exhibitors, visitors, speakers and foreign guests to a PSI 2025 where everyone feels at home.



## PSI Night: a splendid industry event to kick off the year

The PSI trade show team's plans for offers and services have now been further elaborated and are gradually turning into a colourful programme with many highlights. One of them is surely the PSI Night, the glamorous party in the unique atmosphere of the Düsseldorf Event Residence on January 7. It is an attractive way to relax and wind down first day of the trade show, while setting the mood for the rest of the event in an enjoyable and groovy way – networking and lots of fun are included. The evening begins at 7pm with a reception and exclusive dinner (Dinner Ticket). Then the party starts at 10pm with a DJ and live music from the band Sax Vibes, who already enthralled guests in 2024 (Party Ticket). Those who order their trade show tickets in the ticket shop can now also conveniently order the coveted tickets for the PSI Night online. PSI Night fans should secure their tickets quickly, as the popular party night is always quickly fully booked.

## PSI Academy: Benefit from the best

The PSI Night on the one hand and the PSI Academy's top-class supporting programme on the other – the PSI is both an industry event and a professional trade show platform where the sharing of knowledge and best practice have a firm place. The PSI Academy programme in Hall 11 offers a broad range of topics related to ecological sus-

## Well equipped for the promotional products business

### Panels and workshops for the Next Generation of PSI

7 January 2024

2pm to 4pm

Using AI successfully. Workshop of the PDI Academy with information, knowledge transfer and practical exercises.

8 January 2024

1pm to 2:45pm

Using AI successfully. Workshop of the PDI Academy with information, knowledge transfer and practical exercises.

2:45pm to 3:30pm

Law-compliant use of AI applications.

3:30pm to 5pm

Expert panel on vegan print products, the Ecodesign Regulation in theory and practice and an insider talk on customer care and sales.

Afterwards: exchange and networking over a drink

9 January 2024

1pm to 2:30pm

Using AI successfully. Workshop of the PDI Academy with information, knowledge transfer and practical exercises.

2:30pm to 3:30pm

Communicating effectively and being remembered: Experience paper, live unboxing and a best practice case regarding the ecologically sustainable transformation of a company.

(Excerpt from the PSI Academy Programme)

tainability, trends and innovations, marketing, communication and AI. You can find out more about the confirmed programme at [www.psi-messe.com](http://www.psi-messe.com). A whole series of topics is tailored to the Next Generation of PSI, because it is the young generation that will shape the promotional products industry, the market and the PSI in the future. In the adjacent overview (excerpt), you can see which panels and workshops can provide exciting inspiration to trainees, young employees and lateral entrants to the business. A networking event for the Next Generation of PSI is also planned for Wednesday, 8 January 2025. Another recommendation for the younger generation: the Newcomer Lounge in Hall 9, where young companies and inventors present innovations and unusual ideas. <

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



## PSI Trend Show: Exclusive product presentations free of charge – apply now

The Trend Show, a new special area at the trade show entrance in front of Hall 9, will showcase product trends from the three thematic worlds "Fit throughout the Year", "Highlights for Sunny Times" and "The Pleasure Trip". PSI exhibitors can present innovations from the fields of textiles, electronics and multimedia, school and office supplies, bags, luggage and travel as well as food and luxury culinary products exclusively and free of charge. **You can still apply until 15 November 2024 at [cristina.chilom@rxglobal.com](mailto:cristina.chilom@rxglobal.com).**

## Textile experience PSI

Textiles are powerful brand ambassadors and generate millions in sales, especially in merchandising. Therefore, it's no wonder that the PSI, as the leading trade show for promotional products, merchandising and incentives, has been taking its commitment to textiles very seriously for years. At the upcoming PSI you'll not only find the latest highlights and trends from the product segments, but also a wide range of practical expertise on finishing, ecological sustainability and technology. Two special areas will provide in-depth insights into current textile themes. The **Textile Village** is the platform for advertising textiles and promotional clothing, where renowned international manufacturers, brands and suppliers present their textile products and collections for the year 2025. The **special finishing area** provides information on printing technologies and processes for finishing promotional products and promotional textiles. In the **special finishing show**, unusual promotional products and textiles will be printed, embroidered, engraved, etc. using the latest technologies and applications. At a hands-on area, which this time bears the motto "Vive la France", trade show visitors can decorate their personalised items with French motifs. You are sure to remember what you learn and try out here.



Nowadays, ecological sustainability is not just an ethical requirement. It is a central business factor that directly influences the success and future viability of a company. The benefits of sustainable transformation and how companies should approach it.

# Sustainable transformation

## Step by step to success



There doesn't have to be a perfect strategy at the beginning of a pathway towards sustainability. Companies should first define where they currently stand and where the greatest potential for short-term improvements might lie.

**B**efore embarking on a long path, the goal must be clearly defined and so attractive that all the effort is worth it. Then it is easy to take the first step and stay on the ball. Why the ecologically sustainable restructuring of a company is one of these goals and increasingly relevant for the promotional products industry too.

### Reduce costs, strengthen market presence and brands

The implementation of sustainable practices results in immediate cost savings. Companies that optimise their energy and material consumption significantly reduce their operating costs, for example by introducing energy-effi-

cient technologies or switching to sustainable materials. This allows them to improve their margins while simultaneously remaining competitive. Sustainability also strengthens the brand and thus improves customer loyalty. This is reflected in the increased loyalty of existing customers and in the acquisition of new target groups who attach great value to sustainability. Companies that are leaders in this area not only enjoy a positive image, but also benefit from a stronger market presence.

### Financial flexibility and securing livelihood

Another important point is the reduction of capital costs. Financial institutions and investors are increasingly paying attention to companies' sustainability performance: companies that meet high sustainability standards are considered less risky and can therefore benefit from cheaper financing options. This leads to a reduction in the cost of debt and equity, which improves companies' financial flexibility and competitiveness. Ultimately, sustainability is also a "license to play" in the market, because in many industries sustainability is now a basic requirement to be able to operate on the market at all. Companies that do not meet sufficient sustainability standards risk being excluded from regulatory requirements or not meeting the expectations of their customers and partners. A strong sustainability strategy thus justifies a company's long-term existence and secures its market position.

### Attractive employers

Sustainability has a positive effect on employee recruitment and retention. Younger talents, in particular, are looking for employers who share their values and take responsibility for the environment and society. A company that takes sustainability seriously can position itself as an attractive employer and attract and retain qualified professionals. Altogether, we can say that sustainability improves financial results, strengthens the company's image, reduces capital costs and secures long-term market participation. These are thus concrete advantages that have a direct impact on business success. <



Sustainability has many advantages for businesses: it saves costs, enhances competitiveness and strengthens brands.



Sustainability as a continuous process

**“Just start and stick with it”**

For many companies, getting started with sustainability is a challenge and they are unsure where to start. This is an issue that management consultant **Matthias Hoffmann** often encounters. The managing director of the Grubengold agency, which specialises in sustainable transformation, explains in an interview with the PSI Journal, what is essential.

**Even if their decision is clear and well-founded, companies often perceive getting started with sustainability as complex or overwhelming. What do you say to beginners in this situation?**

It is important to start with a clear, pragmatic approach. A well-founded inventory is the first step: Companies should analyse where they currently stand and which areas offer the greatest potential for short-term improvements. This could be, for example, optimising energy consumption, such as installing LED lighting or optimising heating and cooling systems. These measures are cost-effective and quickly demonstrate positive results, which motivates the company to take further steps. In addition, companies should focus their sustainability initiatives on the areas that are particularly relevant to their business model. The advertising industry is doing things right here, for example by using environmentally friendly materials. This attracts new customers oriented towards sustainability and generates competitive advantages. Our advice: start small and proceed step by step. The first steps should be designed in such a way that they deliver measurable successes, which can then serve as a basis for further, strategic initiatives. This creates the necessary dynamic and acceptance within the company.

**Can you name us a specific tool that supports companies to reach their sustainability goals?**

A very effective tool that we often use at Grubengold is the Lean Sustainability Framework. It is particularly helpful for clearly visualising and systematically assessing the impact of different business activities on different stakeholders – from the environment to society and on to employees. The framework helps companies prioritise their sustainability measures and align their strategy to where the great-



est impact can be achieved. Another advantage is that it covers not only the ecological, but also the social and economic dimensions of sustainability. This enables a holistic view, which ensures that all relevant aspects are taken into account.

#### What does the Lean Sustainability Framework achieve in detail?

For example, with the Lean Sustainability Framework companies can also create a clear basis for internal and external communication. It offers a transparent and comprehensible presentation of the progress and challenges in the sustainability process. This strengthens the trust of customers, partners and employees and shows that the company is seriously working to achieve its sustainability goals. An additional advantage is its flexibility: it can be used both for the development of new projects as well as for optimising existing processes. For example, you can find out which measures in the supply chain have the greatest positive impact on the environment or which production processes should be optimised to improve social impacts.

#### You talk about a structured approach to sustainability. Can you explain the basic levels of this process?

Developing a strategy is the first and decisive phase in which the company's vision and goals regarding sustainability are determined. A well-reflected strategy takes into account both the specific challenges

and opportunities of the industry as well as the individual circumstances of the company. It is important to not view sustainability as something isolated, but rather as an integral part of the corporate strategy. This is the only way to ensure that the sustainability goals are anchored in all business areas and contribute to long-term success.

#### How do you then proceed?

After the strategy has been defined, the practical implementation begins. In this phase, concrete tools and measures are used to achieve the defined goals. A central element is the introduction of sustainability reports. These reports not only document progress, but are also an important tool for continuous improvement. Training and employee involvement additionally play an important role. The implementation will only be successful if all employees understand the importance of sustainability and know how they can actively contribute to it. This phase requires a high level of discipline and commitment to translate the strategy into everyday practice.

#### But the actual transformation goes even deeper?

Yes, the most profound level is the transformation of the entire business model towards a sustainable one. This is no longer just about implementing individual measures, but also the comprehensive realignment of the company. This means that sustainability is integrated into every decision and process – from product development to production and sales. In this phase, new, sustainable business areas can be developed and existing models fundamentally revised. The goal is to establish sustainability as the core of corporate activities so that it becomes a competitive advantage in the long term.

#### Communication has proven to be an essential part of the sustainability process and decisive for the success of the entire strategy. What does targeted and transparent communication achieve here?

Internally, it's about motivating and actively involving employees. Sustainability must be rooted in the corporate culture, and this requires that all employees understand the meaning and goals of the sustainability strategy. Regular updates, internal newsletters and training are effective ways to raise awareness and ensure that everyone in the company is on the same page. Externally, communication is also decisive for gaining the trust of customers, partners and the public. Well-reflected and ongoing communication about the company's sustainability measures sets it apart from the competition and shows that it takes its responsibility seriously. It is important not only to communicate successes, but also to deal openly with challenges. Customers and partners appreciate this honesty and recognise the company's commitment.



First step with a big impact: the reduction of energy consumption.

ward step by step. It is also advisable to involve external expertise. Ecological sustainability is a complex topic, and sometimes an outside perspective can help to identify blind spots and develop innovative solutions. External consultants can also help to set the right priorities and focus on the measures that will have the greatest impact. Another key to success is the involvement of the entire organisation. Sustainability should not be seen as an isolated project that is only rooted in certain departments.

#### And a few words to conclude?

Be patient, but stick to it. Sustainability is not a one-time task, rather a continuous process. There will always be challenges, but every challenge is also an opportunity to improve something and become more sustainable. With a clear strategy, a structured approach and the willingness to continuously learn and adapt, companies can make great progress on their sustainability journey. The Lean Sustainability Framework is available for download on the website.

#### In this context, the sustainability report is also of particular importance.

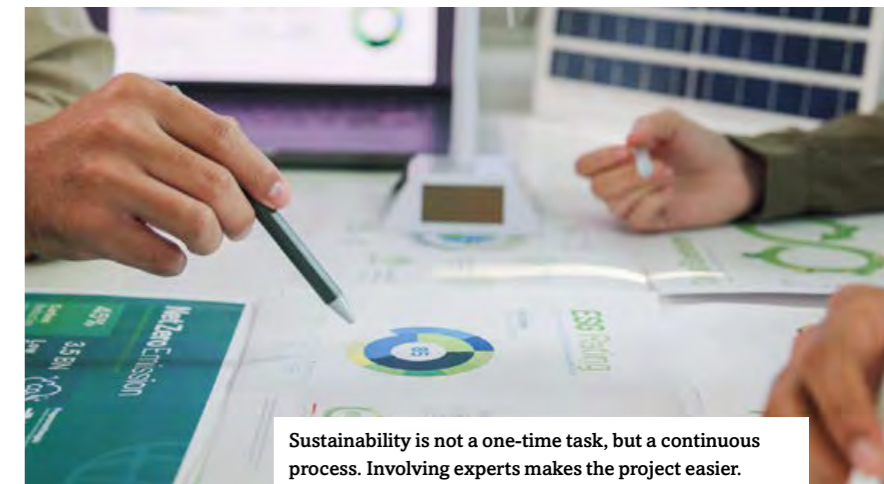
Certainly, as it is a central tool of external communication. This report is not only a means of accountability, but also a powerful tool for making the progress and successes of the company in terms of sustainability visible. A well-designed sustainability report can significantly improve a company's image and position it as a leader in its industry.

#### How about the inclusion of stakeholders?

This is indeed another important aspect of sustainability communication. It should involve not only customers and business partners, but also local communities and wider society. Through transparent and open communication, companies can gain the trust of their stakeholders and build long-term, positive relationships. This is particularly important in industries where sustainability plays a decisive role and public interest is high.

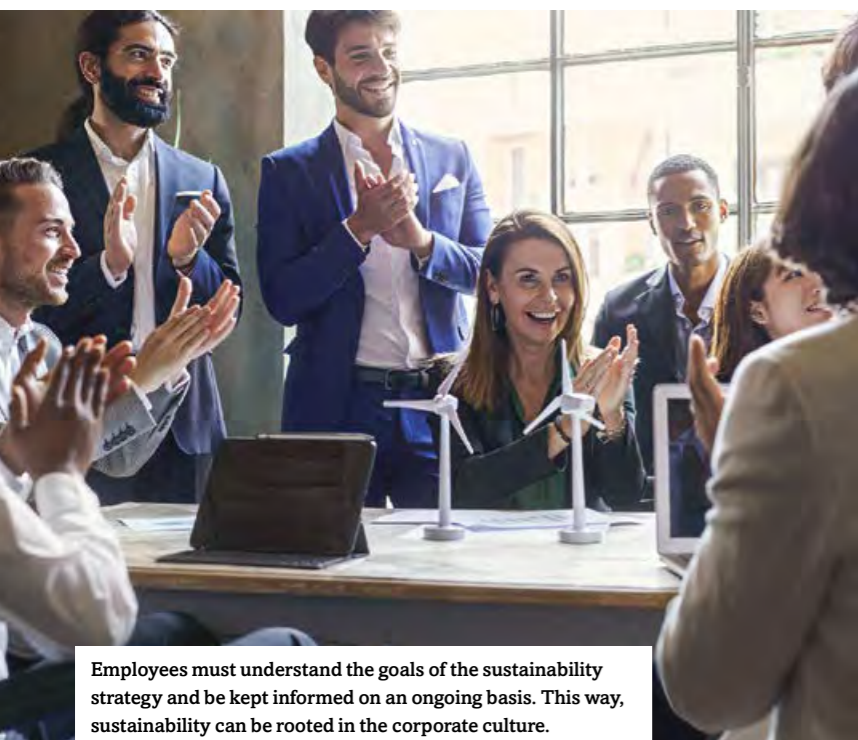
#### What do you advise to companies that are still at the beginning of their sustainability journey?

My most important piece of advice is: just get started. Many companies hesitate because they believe they need a perfectly developed strategy before they can start. But the perfect moment never comes. It is much more important to begin with the resources and knowledge you already have and then move for-



Sustainability is not a one-time task, but a continuous process. Involving experts makes the project easier.

Grubengold GmbH supports companies – from start-ups to large corporations – in their transformation towards a more sustainable and innovative future. Together with co-operation partners, Grubengold accompanies the process from strategy development to implementation.



Employees must understand the goals of the sustainability strategy and be kept informed on an ongoing basis. This way, sustainability can be rooted in the corporate culture.



Promotional items in this theme group have a much greater impact thanks to their ability to combine the analogue (haptic) world with the digital world. Let us inspire you!



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



**For cables, odds and ends, etc.**

Users should not be confused by the term zipper pocket: The new member of the CIRCLE bag series from Halfar is so much more than a practical zipper. It is the compact storage space to take all kinds of accessories with you. Whether power supply units, charging cables, headphones or power stations, everyday digital life is full of them. The pouch offers extra padded space for them and is sustainable in two ways – first, because it is made with rPET, and second, because it has an inspiring design. And there is another surprising function: thanks to its metal handle, the bag remains open and gives a full overview of the contents.



**Protective Covers as Brand Ambassadors**

Brand.it offers an innovative solution for brand presentations wherever technology is a close companion. For more than 15 years, the company has been supplying mobile phone and tablet covers with individual designs. These covers protect their smartphones and tablets from being damaged and help customers get their brand name directly in the hands of their target groups through their customizable designs. The protective covers are notable for their long use life and high-resolution printing, guaranteeing a clear and vivid presentation of logos and messages.

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www.brand.it





PSI 47317 • tobra GmbH & Co. KG  
Tel +49 6762 9627617 • jb@tobra.io  
www.tobra.io



### Multi-Functional Micro-Fibre Cloth

The versatile 4-in-1-micro-fibre cloth OmniWipe comes from the company tobra. It is the perfect companion for everyday life and anyone who is on the go. It functions as a practical mouse pad, features anti-slip dots on the backside, and is an efficient cleaning cloth for screens and sensitive surfaces. It also protects sensitive areas when used as a support between your notebook's keyboard and display. This practical cloth can also be used to clean eyeglasses so that the lenses are crystal clear. The entire surface of the fabric is printable, and it can come in special shapes upon request.

### Keeping Workspaces Clean

The smartphone and workspace cleaner from Sanders Imagetools brings a new shine to everyday office life. The spray gently removes dirt from smartphones, tablets and any other surfaces at work. It is particularly suitable for quickly and easily cleaning mouses, keyboards, telephones, laptops and desktops. Just spray the solution, let it act briefly, and wipe it off with a cloth. The cleaner leaves a pleasant, fresh lemon scent and a smooth shine. For a minimum order of 150 units, the spray comes in a 20 ml pocket-size bottle or a 50 ml spray bottle for a minimum order of 250 units; the bottles are available either with or without a 'bumper' and can feature custom printing.



PSI 46551  
Sanders Imagetools GmbH & Co. KG  
Tel +49 9401 607980  
welcome@imagetools.com  
www.imagetools.com

### Keeping Smartphones Within Reach

With the company happy ROSS GmbH's stylish smartphone neck chains, the people wearing it will always have their hands free and their phone within reach. The adjustable, finely structured cord straps can come in any colour desired. Advertising is printed on a banner or engraved on an elegant metal slider. When combined with the smartphone patch, the chain becomes the perfect advertising medium. The patch is a simple solution to attach the smartphone chain to any telephone. The patch is available in different colours and can be printed on one or both sides.



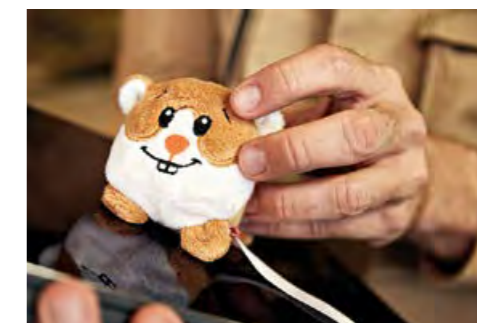
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www.happyross.de



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

### Love at First Swipe

The Schmoozies® display cleaner under mbw's MiniFeet® brand combines practicality with charm and an advertising message. The small, soft display cleaners fit perfectly in your hand. With the micro-fibre underside, smooth surfaces like mobile phone displays or screens can be cleaned in no time at all. Thanks to their practicality, the approximately seven centimetre Schmoozies® are ideal to use as conversation starters during customer meetings, giveaways at trade shows or employee gifts. The cleaner is a long-lasting advertising medium that is picked up several times a day, making it a wonderful way to convey the advertising message on the advertising banner.



- Advert -

Discover online now!

# Brand.it

## The best protection for the best employees!

Protect values and increase the **team spirit** with branded premium mobile phone & tablet protectors for your employees.

Available for all common models

With logo from just 25 pieces

Free sample box

Design your own cover online

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Tel +49 9342 3080 • info@tfa-dostmann.de  
www.tfa-dostmann.de



### No more burnt steaks

TFA Dostmann presents the BBQ thermometer transmitter so that in future no steak will be charred on the grill or turn from medium rare to well done or worse. As a practical addition to the VIEW WLAN station, the BBQ thermometer can be used as an additional transmitter and connected to the VIEW app. Simply insert the puncture probe into the meat and wait for the alarm set in the app. The second probe ensures that the cooking point of the chicken or trout next to the steak is also caught. The wireless transmission reaches 100 metres and can of course also be used in the smoker or oven.



### Quickly at Hand in Hectic Situations

Using smartphones safely and quickly is more important than ever, especially when things get hectic. With the Parrot Necklace Case, Brand.it™ is presenting a practical and stylish solution to do just that. The clever combination comes with a transparent, robust cover that accentuates the design of smartphones while protecting them from scratches and damage. The highlight: The cord of the Parrot Necklace Case is available in different colours, which can be individually adapted to reflect your customers' preferences. The cover itself can also be customised.



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### Paper Cover for Privacy

With the Cover Paper from tobra, customers can rely on an environmentally conscious solution that is practical and safe. The cover saves plastic and can be printed over the entire surface, making it versatile to use. The price includes printing. The cover's sustainability makes it the ideal choice for anyone who values environmental protection and discretion. It comes packaged in an environmentally friendly tee bag, and no conventional packaging is used. This way, users can actively contribute to protecting the environment without giving up functionality or safety.

### Alternative Business Card for Your Wrist

Klam has an alternative solution for exchanging contact information in a stylish way, which is ideal for anyone who thinks that conventional business cards are superfluous nowadays. The company upgrades shirt cuffs with QR codes that refer people to an electronic business card or LinkTree. With this product, people can share contact information with each other in a sophisticated and contemporary way. The QR codes are versatile in terms of shape and colour, and even corporate colours combined with a logo can be realised.



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PSI 41848  
 UMA Schreibgeräte Ullmann GmbH  
 Tel +49 7832 7070 • info@uma-pen.com  
 www.uma-pen.com



### Straight and smooth writing

Straight lines and smooth writing are not mutually exclusive – at least not with the Straight model from uma. This ballpoint pen impresses with up to 15 vibrant colours and is particularly suitable for high-gloss laser engraving thanks to its special design. As a result, advertising messages can be conveyed impressively and effectively and are guaranteed to attract everyone's attention. The centrepiece of this elegant writing utensil is the tried-and-tested uma Tech refill, which ensures a soft, pleasant writing feeling. But that's not all: with a ballpoint pen or rollerball and touch pen in one, there's no need to choose between paper or touchscreen.

### Wood Smartphone and Tablet Holders

The elegant, customizable wood smartphone and tablet holder from Holz Frank is a welcome advertising present for any desk. The holder is available in maple, beech, oiled oak, cherry or walnut. It offers users not only functionality but also a natural and elegant look. It features slots ranging from 7 mm to 10 mm and the 77° angle, which ensure an optimal display view. The holder's design can feature a custom logo or slogan placed using precise laser engraving or vivid 5C UV printing.

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



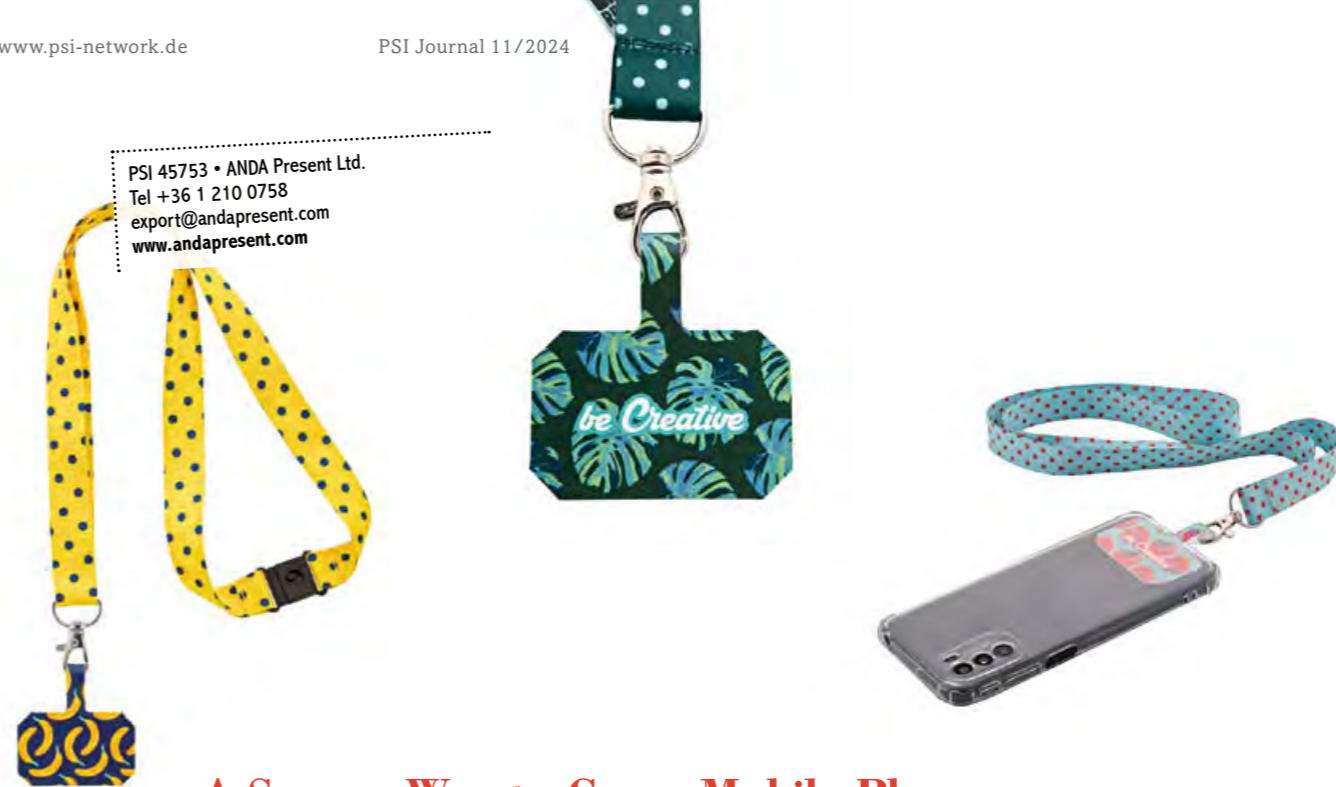
### Innovative Protection for Displays

The 2.5D and 3D display and camera safety glasses from Brand.it™ offer an innovative solution that not only provides optimal protection but also a platform for brand presentations. The 2.5D version covers the flat part of displays, thereby protecting the main part of the front side. The 3D version, however, is ideal for full protection as it has rounded edges – so it encases the entire display. When combined with the customisable protective covers from Brand.it™, the glasses provide safety and offer a large space for advertising. The protective covers can be adapted according to customer specifications, thereby ensuring a constant brand presence in everyday life.

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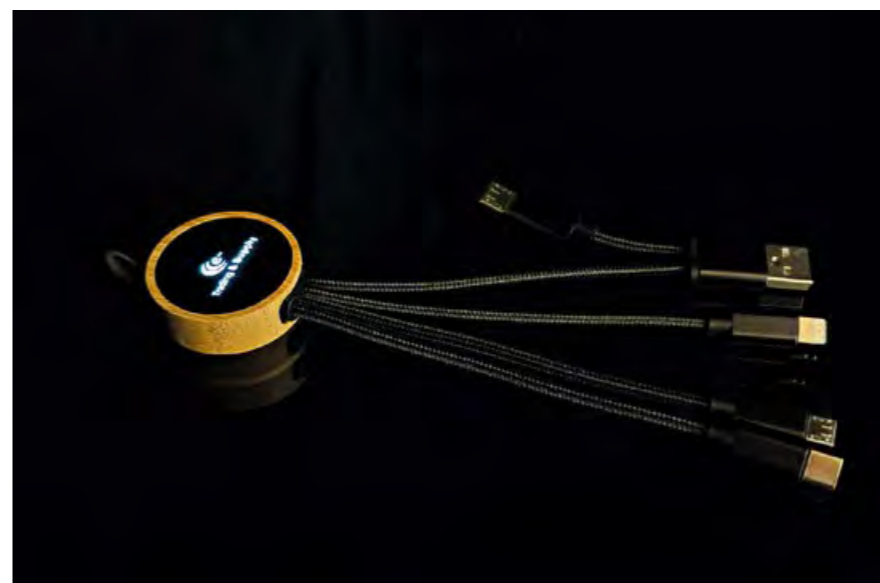


### A Secure Way to Carry Mobile Phones

With the practical keychain from ANDA Present, your next marketing campaign is covered. It will be just as safe as the Subyard Mobile RPET lanyard, which features a metal carabiner and full-colour printed phone insert made from tearproof paper that can be attached to any kind of mobile phone case. Advertisers can upgrade the product even further by selecting the Subyard Mobile Safe version, which offers even more comfort with a safety buckle. The strap and paper insert can be imprinted with a company logo or advertising statement, and it is a real hit with travellers.

### No More Tangled Cords

The practical 3-in-1 recharging cords from Lumitoys-GmbH really let customer logos shine. This product can be used to recharge up to three devices simultaneously, and it comes with micro-USB, lighting and USB-C connection in addition to the normal USB connection. The box is made of wood, which gives it a special look and makes an ecological impact. The main USB cable comes in two different lengths. The tried and tested wireless charger is now also available in wood or a combination of wood and tempered glass. The illuminated logo in the background is either carved out of the wood surface or placed on the glass.



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 www.lumitoys.de

## New sales structure

Melanie Wehner is new Head of Sales at the Mainz-based, full-service agency Bartenbach Werbemittel GmbH & Co. KG. In September, the 44-year-old moved from Zeitfracht Medien GmbH/Kolibri Druck in Nuremberg, where she most recently worked as Sales Manager, to Bartenbach. She was previously Manager of Central Industry Consulting at FLYERALARM for several years.

After almost ten years in the printing industry, this means a return to the promotional products industry for the experienced sales manager. Wehner previously worked at Saalfrank Qualitätswerbemittel GmbH from 2015 to 2020. "I am delighted to be back in the promotional products industry. Here I find creative variety. The products are fun and I can deliver ideas – and the customers at Bartenbach are very special," says Wehner happily. Bartenbach Werbemittel lives up to its claim to be the most creative promotional products distributor. Wehner is responsible for the 17-member sales team at Bartenbach Werbemittel. In the first weeks, numerous topics were already on the agenda, including a large tender. For the changes she has made to the sales structure, she relies on regular one-to-one meetings with all team members and good communication between them. "We have to work together as equals, not just from the top down. You have to trust each other, because success is only possible together and you can only benefit from it together."

It is therefore important to her that tasks are well distributed within the team and that every employee can identify with the task. In this regard, Melanie Wehner also benefits from her additional qualifications as a certified coach. "The demands on managers have changed in recent years. I think that training is important in order to be able to lead my team holistically". Her long-term goal can also be only reached in a team! "We want people to talk about us as a collective!" As a wholesaler for promotional products and print production, Bartenbach Werbemittel GmbH & Co. KG offers a full-service concept. It consists of the service modules consulting and conceptualisation, design and production as well as packaging and consignment, including warehousing (fulfilment). Founded in 2001 and based in Mainz, the company is a member of the German Promotional Products Association (GWW) and the Promotional Product Service Institute (PSI).

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



Melanie Wehner

**Bartenbach Werbemittel**

## Pinkcube.de now officially CO<sub>2</sub> neutral

Pinkcube.de has chalked up another success in its commitment to sustainability: its website is now officially CO<sub>2</sub> neutral. In order to compensate the CO<sub>2</sub> emissions caused by website traffic, the company is investing annually into global climate projects via the "CO<sub>2</sub>-neutral website" initiative.

Following its takeover by the Godwood Group five years ago, Pinkcube.de has continuously optimised its services. Now, the recently relaunched website offers customers an improved, more user-friendly platform that meets the latest technical standards and makes for a better purchasing experience.

"We are proud of being able to offer our customers not only first-class promotional products, but now also a sustainable platform," explains Tobias Gottwald, CEO of Pinkcube.de. "Sustainability is more vital than ever in the promotional products industry. With our CO<sub>2</sub> neutral website, therefore, we intend to send a strong signal and do our bit towards improving the CO<sub>2</sub> record worldwide." Besides its website's CO<sub>2</sub> neutrality, Pinkcube.de is insisting more and more on sustainable promotional products options.

"This way, the company is underscoring its dedication to a more environmentally friendly future and responsible conduct in the promotional products industry," Gottwald concludes.

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

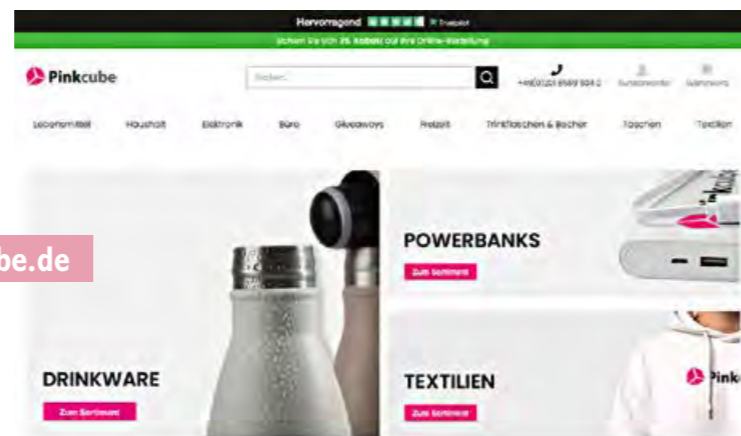


Bild: © Pinkcube GmbH

## Pagani Pens receives the SMETA certification and three ISO certifications

The Swiss company Pagani Pens, which is the company behind Prodir, an internationally renowned producer of writing instruments for the promotional product market, has recently received four new certifications that confirm the company's commitment to quality and environmental protection, as well as the health, safety and well-being of its employees.

The certification awarded by Sedex Members Ethical Trade Audit (SMETA) certifies the exemplary standards of Pagani Pens in the areas of labour and employment law, health and safety, and environmental protection. The company's three new ISO certifications are ISO 9001:2015 for quality management, ISO 14001:2015 for environmental management and ISO 45001:2018 for health and safety at work. As stated by company headquarters, 'these certifications strengthen the company's position as an industry leader that is dedicated to quality, environmental protection and the well-being of its employees'.

The key to acquiring these certifications was the complete vertical integration of the company. Pagani Pens and its brands, including Prodir, Pigra and Premec, produce their writing instruments, components and writing technologies in their own production facilities at their plant in Tessin, Switzerland. This helps the business maintain control over everything, from the quality to the strict adherence to the high Swiss social and environmental standards.

"These certifications substantiate our dedication to quality, environmental responsibility, health and safety at work, as well as ethical business practices," states Pagani Pens' administrative board in a statement. It describes them as 'the culmination of a journey which each of us has been pursuing with conviction and determination for years; it was a journey consisting of commitment, professionalism, passion and much more'.

The statement goes on to say, 'Strengthened by this official recognition of the highest international standards, Pagani Pens will continue to let its certified passion, dedication and know-how in the development of writing instruments and systems flow at the highest level for its customers around the world'. [www.prodir.com](http://www.prodir.com)

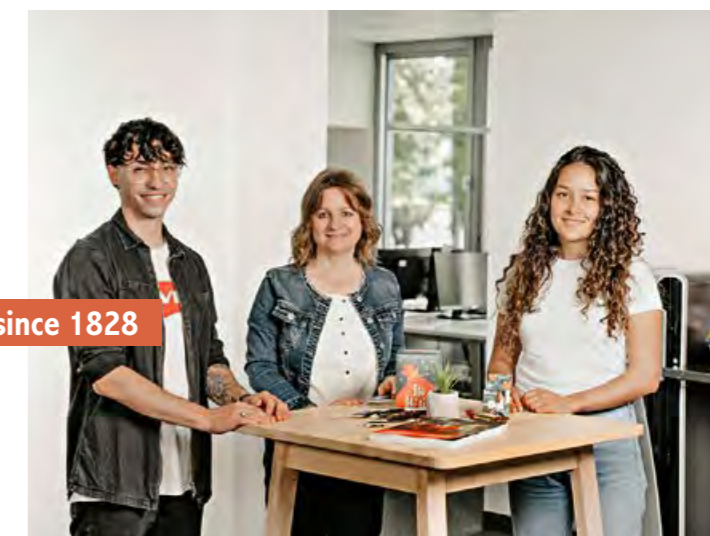


Delighted about the certifications (from L to R): CFO Alessio Marotta, COO Rossana Porotti and CCO Tom de Kleyn von Pagani Pens SA. © Pagani Pens

## JUNG strengthens its sales force

The company JUNG since 1828 from Ludwigsburg has reinforced its account staff. In early July, Lucia Colucci joined the team. At the same time, there have also been some changes in territorial responsibilities. Daniel Blessing is taking on additional tasks. "Offering our customers the best service is our top priority. Therefore, I am delighted that Lucia Colucci will be actively supporting us as customer advisor with immediate effect. She has already been employed by Jung since her training and acquired a broad knowledge base from which our customers will now benefit", explains Sylke Toscan, Head of Sales & Customer Service. Lucia Colucci takes over postal code areas 1, 2 and 8 as well as several foreign clients.

She successfully completed her three-year training in industrial business management in 2023 and has been responsible for the head office ever since. Due to the structural changes, Daniel Blessing additionally takes over postal code area 9 as well as the country areas BE/LU/CZ. Daniel Blessing has been with Jung since spring 2023 and responsible for new business and special clients ever since. Sylke Toscan: "With even more power, we are providing our customers with a professional team of advisors. Daniel and Lucia are highly motivated and looking forward to their new tasks." [www.jung-europe.de](http://www.jung-europe.de)



A strong account team (from the left): Daniel Blessing, Sylke Toscan and Lucia Colucci. Photo: JUNG since 1828

## The tour dates for 2024 are confirmed

In the run-up to Christmas 2024, partners of the popular Welcome Home Tour will once again be presenting best-sellers, trends and the latest innovations for the coming promotional product year. This time, presenting companies Daiber, FARE, Geiger-Notes, Halfar, JUNG, Koziol, mbw, reflects, SND and uma will limit themselves to three centrally located venues. As the hosts promise, the Welcome Home Tour offers "the ideal opportunity to have in-depth discussions with suppliers and manufacturers in an informal atmosphere, away from the end-of-year hustle and bustle". Visitors will have plenty of

time to discover ideas for 2025 at all event locations. A special highlight awaits guests at the tour location in Taufkirchen near Munich: In the Jochen Schweizer Arena, there will be an exciting air show and the chance to win one of three body-flying vouchers. Catering will be provided as usual. Registration and details of the venues can be found at: [www.welcome-home-tour.de](http://www.welcome-home-tour.de)

### The dates

- 05.12.2024 | Bielefeld (Halfar)
- 10.12.2024 | Taufkirchen near Munich (Jochen Schweizer Arena)
- 12.12.2024 | Fischerbach (uma)

All events take place from 11:00 to 17:00



## Friends meet Friends

It will soon be that time of year again when new promotional products and their promoters will make their way to customers to spread the Christmas spirit. Based on the motto "Friends meet Friends" and with a new logo, the A&O Team consisting of 25 promotional products suppliers is looking forward to seeing its distributing partners again. Between November 26 and December 12, the A&O Advent Tour will once again stop at 10 locations, two of which are in Austria. From 1pm to 6:30pm, the stands await promotional products distributors for extensive "product screening" and informative talks. In view of the increasing demand, the hosts write the following regarding the traditional meal: "We very much appreciate your understanding for the catering situation, due to which there can only be a limited number of seats in the evening – but we promise that we will sweeten your day with all kinds of treats and plenty of wonderful surprises!" Details and registration for the tour at: [www.adventstour.de](http://www.adventstour.de)

### The tour dates

- Vienna | 26 November 2024
- Linz (A-4052 Ansfelden) | 27 November 2024
- Munich (82256 Fürstenfeldbruck) | 28 November 2024
- Frankfurt (65812 Bad Soden) | 2 December 2024
- Stuttgart (73066 Uhingen) | 03.12.2024
- Nuremberg (90768 Fürth) | 04.12.2024
- Leipzig | 05.12.2024
- Hamburg | 10.12.2024
- Osnabrück (49324 Melle) | 11 December 2024
- Essen (45549 Sprockhövel) | 12 December 2024



### A&O Adventstour 2024

## DANIEL KRESPACH Verlag acquires the brands 'Werbeheld' and 'Oekoheld'

# Asset deal ensures continuity

The company DANIEL KRESPACH Verlag GmbH has announced that it will manage the 'Werbeheld' and 'Oekoheld' brands in the future from its headquarters in Offenburg using the subsidiary Werbeheld UG. After more than two decades in which Werbeheld e.K. from Offenburg realized numerous creative projects and developed strong partnerships, Ferdinand Schupp, the founder and previous proprietor, has handed over the company's management. The company was officially transferred to DANIEL KRESPACH Verlag on 23 August 2024, which is represented by Marcus Richter as the managing partner, who is now also serving as managing director of Werbeheld UG.

### History

Founded more than 20 years ago, the company Werbeheld UG established itself as a reliable partner for innovative advertising solutions under the management of Ferdinand Schupp. It stood out for its long-standing customer relationships and stable collaborations with high-performing suppliers. 'I am thankful for the trust that our customers and business partners have placed in me over the years', explains Schupp. 'Together we could realise several exciting projects and influence the market in the long-term'. Due to personal reasons, Ferdinand Schupp decided to hand over the management of the business. 'It is important for me to tell you that I am in good health. But after careful consideration, I decided it was time to start the next phase of my life and to give the responsibility for Werbeheld to new, competent hands', says Schupp.

### The future is in experienced hands

Marcus Richter, an experienced and creative mind, is taking over the management of Werbeheld UG. As the managing partner of the publishing company DANIEL KRESPACH Verlag, he brings extensive knowledge of the industry and fresh ideas to continue the company's success. 'We are delighted to further develop Werbeheld UG with proven strategies and innovative approaches', says Richter. 'Our focus will continue to be on providing our

customers with excellent service and being ready to stand at their sides as a reliable partner'. Schupp adds, 'Even if I am stepping back from the day-to-day business, I will still be a part of the transition phase and will continue to provide Marcus Richter support'. Richter looks forward to the strategic expansion and is optimistic about the future. 'By integrating the 'Werbeheld' and 'Oekoheld' brands, we are expanding our product range with digital and physical promotional products. In the future, the synergies between DANIEL KRESPACH Verlag and Werbeheld UG will be used in a targeted fashion so that we can offer an extensive portfolio of promotional products and merchandise. At the same time, we aspire to continue to impress with our excellent customer service and personal assistance'.

### About DANIEL KRESPACH Verlag

The publishing company headquartered in Offenburg publishes various publications, magazines, books and digital media. The organisation and execution of seminars and events is also another business segment. Additionally, the publisher has the exclusive license to sell merchandise under the brand 'Daniel Krespach – Freiheit durch Unternehmertum' (freedom through entrepreneurship).

### Outlook and acknowledgments

To mark the end of his long and successful career at Werbeheld e.K., Ferdinand Schupp once again expressed his gratitude to everyone he has worked with: 'I would like to thank you for the many successful projects that we were able to realise together, and I look forward to staying in touch with you, just in a new way. As the saying goes, you always meet someone twice in life'.



## Successful trade show in Łódź

On 29 August 2024, the local promotional product trade show #PIAPconnect was held in Łódź, Poland, where representatives from all over the country participated. Twelve companies took part in the event organised by the Polish promotional product association PIAP (Polish Chamber of Promotional Products) and presented a wide range of innovative promotional products.

The trade show was targeted towards agencies, marketing departments, and anyone interested in promotional products. The event was notable for its informal atmosphere that encouraged people to share their experiences with each other in a relaxed environment and helped them make direct business contacts. Visitors praised the relaxed contact with the exhibitors, which enabled them to have long talks and get a detailed overview of the products for sale by the individual companies. This, of course, is the basis for establishing business partnerships and further opportunities for cooperation.

‘We appreciate that the trade show had a personal character. It enabled us to talk to exhibitors and get to know their products better in a relaxed environment. This is what definitely distinguishes #PIAPconnect from other events of this kind’, says a visitor.

Workshops were also offered as an additional highlight of the trade show program; here, experts conveyed their knowledge and experience with the latest trends and innovations in the industry.

As the event organiser concluded, ‘the positive feedback and immense interest of participants validate the success of this year’s #PIAPconnect’. With this in mind, organisers plan on continuing the event next year in another city so that even more people can have the chance to profit from this platform for networking and sharing experiences.

More information on future trade show events is available on the PIAP website: [www.piap-org.pl](http://www.piap-org.pl)



PIAP

## Further recognition for climate-friendly business practices

Writing utensils specialist Schneider Schreibgeräte GmbH has long been committed to ecological sustainability and has documented its efforts in this area on several occasions in an award-worthy manner. Now it has been honoured with another award: the sustainability prize from the Sparkasse Schwarzwald-Baar savings bank.

The award ceremony took place on 18 September 2024 in front of 120 invited guests and honoured Schneider’s exemplary commitment to ecological sustainability, environmental protection, and resource conservation. The award is intended to encourage regional entrepreneurs to push forward their transformation towards sustainability and set an example with climate-friendly business practices.

The bank’s customer advisors, who have been observing Schneider’s sustainability measures for decades, nominated the company for the award. The jury then chose Schneider as the winner and rewarded it with a prize of 10,000 Euros. According to the company, ‘we are very delighted with the recognition and will reinvest the money towards sustainability’.

Most recently, Schneider has been finalising a new automated small parts warehouse with a large photovoltaic system on the roof. It has engaged in continuous efforts to reduce CO<sub>2</sub> emissions through its own measures, which are documented transparently in a sustainability report including an environmental statement.

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



The prize was accepted by Martina and Christian Schneider (third and fourth from the left).



Nicole Schwering in quality and environmental management and Managing Director Ulrich Pohlmann are delighted about the company’s successful certification process. Source: © POLYCLEAN International GmbH, 2024

## Delight at ISO 9001 and ISO 14001 Certification

The company POLYCLEAN International GmbH, an esteemed manufacturer of cleaning solutions for glasses and displays made from P-9000® micro fibre, has been officially certified according to DIN EN ISO 9001:2015 and DIN EN ISO 14001:2015 since July 2024. The ISO 9001 certification underscores POLYCLEAN’s consistent quality management and guarantees that all processes, from product development to customer service, meet the highest international standards. In addition to product quality, POLYCLEAN also focuses on environmental protection. With the ISO 14001 certification, POLYCLEAN also proves its commitment to using resources responsibly and continually improving environmental performance. The certification ensures that POLYCLEAN not only complies with applicable environmental regulations but also takes measures to continually improve its own environmental balance.

‘We are proud of the certifications because they emphasise our commitment to quality and environmental awareness’, says Nicole Schwering, who is responsible for quality and environmental management. ‘This success would be unthinkable without the dedication of the entire team’.

With these two certifications, POLYCLEAN is strengthening its position as a reliable partner for innovative cleaning solutions on the international market. The company indicates that additional certifications are already being planned.

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



New team members (from left): Tamara Senst and Vivien Binder.

## New faces in the confectionery

Der Zuckerbäcker GmbH, from Heilbronn, the company for sweets with promotional impact, welcomes Tamara Senst and Vivien Binder to its team. On account of internal restructuring in the course of this year, Der Zuckerbäcker was looking for reinforcement in B2B sales, e-commerce, and platform management. ‘With Tamara Senst for sales and Vivien Binder in the e-commerce field, the company now has reinforcements as it enters the upcoming high season and is optimally equipped to handle Christmas business,’ reports Elicia Kneifel, sales director b2b.

[www.der-zuckerbaecker.de](http://www.der-zuckerbaecker.de)

## Customer Success Manager with prospects of success

Software specialist Promidata has reinforced its team with Frank Maas, who supports the company from Aachen as Customer Success Manager from today. His main focus lies on looking after customers who use promotional webshops or software packages. Maas, who enjoys taking control of complex challenges, especially in the software and data area, has been appointed to assist customers in independently pursuing continuous development, in order to handle new developments effortlessly. With his experience as a web developer and performance coach, he brings along the requisite knowledge and skills. [www.promidata.com](http://www.promidata.com)



Promidata



On 23 September, the Gesamtverband der Werbeartikel-Wirtschaft e.V. (General Association of the Promotional Product Sector, GWW) invited members to a general meeting at the Cologne Congress Centre, where the Trend Herbst was being held the following day. Lively discussions highlighted the association's problems and outlined their future fields of action.

## Realignment of the GWW

# Amendment to the Statutes initially failed

The GWW's general meeting took place on the day before the Trend in Cologne.



**The GWW Board of Directors with a partly new line-up: (from left) Managing Director Ralf Samuel, Gunther Langenberg (Suppliers Section in place of Ralf Uwe Schneider), Elke Bobek (Deputy Chairwoman/Brands Section), Ralf Uwe Schneider (now Head Office, formerly Suppliers Section) and Bastian Hofsummer (Head Office/PR, Trade Shows). Ralf Hesse (Deputy Chairman/Business Partners section) and Dirk Winterhoff (Consultants section) were excused.**

The general meeting on the day before the Trend was supposed to follow a swift and clear path, according to the Board of Directors: a short report from the Board on upcoming projects and plans, and only half an hour for the discussion and adoption of the planned new Statutes, followed by specialist information for practical application. But things turned out differently. The planned specialist presentations had to be cancelled as the long, controversial discussion that had arisen regarding the motions submitted and the draft Statutes exceeded the time frame of the meeting.

### Transparency and more information required

Right from the start, it became clear that the motions received and presented by Managing Director Ralf Samuel would provide plenty of material for discussion and a debate on the procedure for amending the Statutes, the po-

litical work, the finances – in particular financing the remuneration of the Executive Board and the additional positions created, as well as the cost/income statement for the two Trend trade shows. The basic tenor of all four motions, which was also reflected in the lively discussions, was the demand for more detailed information on the work of the Board of Directors, including lobbying, personnel policy and greater transparency of cost structures and financial planning.

### New version of the Statutes rejected

Without any concrete results, the debate led to a vote chaired by lawyer Kai Koschorreck. According to the GWW, the amendment to the Statutes should make future association life easier in many respects, for example through hybrid meetings. The remuneration regulation is also included in the amendment package. 101 voting members from the current total of over 460 association members cast their votes. However, a total of three rounds produced varying or implausible results, so that in the end a written ballot had to be held, although a request for a secret ballot had previously been rejected. As the required majority of three quarters of the votes was not achieved, the motion to amend the Statutes was rejected by 67 votes to 36. The Board of Directors can now convene another general meeting and organise a new vote, which will then only require a two-thirds majority.

### Great need for discussion and many questions

The critical and emotional tone of the discussion was striking, revealing very different positions and a considerable need for clarification within the association. The Board of Directors and management were unable to understand the requests for more transparency and updated budget planning, taking into account the new personnel situation, among other things. Updating the financial plan after just a few months meant an unreasonable amount of work, according to the Board. A new presentation of the existing figures was then also dispensed with. The fundamental question of whether Board work should be remunerated was largely unanimously answered in the affirmative, especially as all current Board members have undertaken to contribute at least 160 working hours, i.e. a complete working month, to the work of the association on a voluntary basis. Many people know from their own experience in sports and other associations that a lot of time, energy and work is involved, which should be rewarded. However, the regulations on remuneration and the work of the Board of Directors must be clearly defined and verifiable, they demand. Kai Koschorreck clarified that this requirement was met, as the organisation of the frame-



**Lawyer Kai Koschorreck advises the GWW on legal issues and led the vote on the amendment to the Statutes.**



**The Chairman of the Board, Frank Jansen.**

work conditions should be tied to the association's executive and advisory boards. In this context, however, the question was also raised as to the tasks of the Board, which does not have the powers of a Supervisory Board under the Statutes.

### Targeted use of the new position paper

All of the topics and questions outlined above took up so much of the participants' attention that possibly forward-looking, but definitely interesting information was only marginally registered. We would therefore like to emphasise two points here: According to its own statements, the GWW has developed a position paper on the reduction of bureaucratic obstacles in close cooperation with the BGA (Federal Association of Wholesale, Foreign Trade and Services) and the ZAW (Central Association of the German Advertising Industry) – the GWW is a member of both umbrella organisations. It formulates the interests and needs of the promotional product sector in the context of the many challenges it faces in the market. This paper provides members with a sound basis on which to approach political decision-makers. The GWW calls for this document to be used and disseminated.

### Haptic promotion in universities

Change starts in the mind, especially in the minds of young, educated and curious people. This is the starting point for the GWW's new project to anchor the topic of haptic promotion in the university and college environment. The aim is to convince future marketing professionals of the impact of our appealing and effective promotional tool while they are still studying. The new cooperation with the University of Kassel and the Head of the Marketing Department, Prof Andreas Mann, as well as the DWG (German Advertising Research Association) under the leadership of its President, Prof Dieter Dahlhoff, should pave the way for this. This initiative should be seen as an investment in the future, says CEO Frank Jansen. A future objective and constructive debate on the currently controversial issues can also open up new perspectives and hopefully lead to decisions that are acceptable to all members. <

The GWW Trend Show is traditionally the last major product show before the PSI in January. This year's venue was the Congress Centrum of the Kölnmesse (Cologne Exhibition Centre), where there were many exciting ideas to discover for the upcoming end-of-year business. It offered networking and a great atmosphere on top of that.

## GWW Trend 2024

# Ideas for the end-of-year business

**W**iesbaden has been the venue for Autumn Trend Show for several years now. For practical reasons, the Trend Show has now moved further into the centre of the country for the first time, as Cologne makes the journey a little easier for exhibitors from the north. With the Congress Centrum at Kölnmesse, fans of the Wiesbaden location and the charming art nouveau city were now offered a suitable venue. On September 27, 147 exhibitors welcomed 556 promotional product consultants there to present a wide range of products with many creative innovations and trends and to provide them with a wealth of product information. Those who attended the get-together in the Rheinterrassen in the evening of the set-up day were able to enjoy the enchanting backdrop of the illuminated Cologne Cathedral and a flair reminiscent of Paris on the banks of the Rhine. On the day of the trade show, we asked exhibitors about their new products and recommendations for the coming season and presented a small selection. Many are already looking forward to the PSI and are integrating their experiences at the Trend Show into their PSI preparations. <

### Good news for fans of the brand: Picard is back

Picard, the well-known brand for fine leather goods founded in 1928, is back on the promotional products market after a break. Thomas Feselmayer has brought along the right bag for every taste and occasion so that the industry can gain an overview of the varied range of products. There are, of course, the classic briefcases and business accessories made of high-quality leather. Yet practical shoulder bags and cross-body bags for men, which are available in a many attractive colours, models and sizes, are also an absolute trend. Finally, men can have their hands free in a business environment, while travelling and every day. Water buffalo leather provides an exquisite, rustic look, but lightweight and ecologically sustainable materials are also used – all made in Europe. A highlight for the promotional products industry: shoppers, handbags and messenger bags made from super-light and hard-wearing nylon logo print. A pattern is designed for the fabric using the customer's logo, which has an extremely decorative effect and presents the company logo rather discreetly – for unique, highly customised gifts. <



Effective and stylish: the bag in which the advertising message can be woven into the strap. Thomas Feselmayer from Picard shows us what is possible.



### The Sustainability Manufacture: ecological, social, local

The signs are pointing towards ecological sustainability, which was once again evident at every turn in Cologne. Right at the entrance to the trade show, we were able to experience what sustainability and the circular economy can look like in practice. Based on the zogi nature label, Jörg Herzog presented his "Sustainability Manufacture" with customised products from various ecologically sustainable companies. Creative concepts draw on customers' desired themes and can be combined to create convincing campaigns. "We started with our beekeeping company beeswe.love, which works to a high standard. Many stories can be told about bees, beeswax and honey. Therefore, new themes and matching sets are constantly being created. We now work locally with a carpentry workshop, a seed farm and agricultural businesses that focus on the circular economy. This enables us to inspire customers with sustainable products that all have added value for nature."



Martina and Jörg Herzog generate excitement with their Sustainability Manufacture.

For example, we saw coasters, boxes, insect hotels made in the in-house joinery from natural wood offcuts from beehive construction (boxes for beekeeping), homemade beeswax cloths, spices, teas and herbs from the "Pleasure Lab", low mile muesli made from regional ingredients, and the candle card with real beeswax for making candles. Many things can also be combined according to specific themes. Anyone familiar with zogi as a supplier of trendy electronic items was also able to learn more about this product line. <

### Keeping calm about the e-invoicing obligation

A few stands away from the sustainability ideas, harsh business reality catches up with us again at the stand of software provider Offene Systeme. The introduction of mandatory e-invoicing from 1 January 2025 presents the promotional products industry with new challenges, but also offers opportunities to increase efficiency and save costs. Consultant Renate Gransee has some interesting information on this topic for us and, of course, for all customers who work with KS1. "To save unnecessary costs and effort for cumbersome, time-consuming and manual workarounds, the industry solution KS1 offers all the necessary functions for e-invoicing. With KS1, customers can import and process incoming invoices directly as well as write and archive X-invoices and ZuGFerd invoices." The KS1 team will be happy to personally show anyone who is not yet familiar with the new requirements how to easily comply with them. <



Renate Gransee from Offene Systeme Software advises on the topic of e-invoices.



Edeltraud Syllwasschy and Gerd Pagels are delighted: the new Boa matt eco+wood has been well-received.

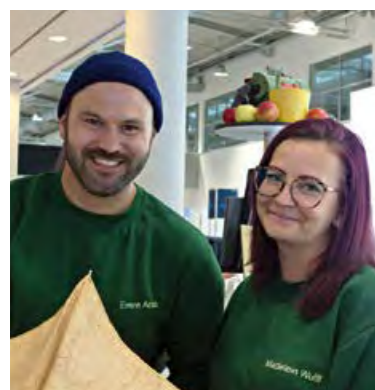


### A robust and timeless travel companion

Indestructible, elegant and lightweight – this is what a suitcase should be. The new timeless all-rounder from Eurostyle made of 100 per cent aluminium is a comfortable, easy-to-roll, securely lockable piece of luggage with all the functions and features luggage could possibly have. It is available in various sizes, always with a practical interior. Naturally, it can be customised as desired – like all products from the leather goods company with a tradition of craftsmanship that dates back to the century before last. The fact that Eurostyle is nevertheless completely rooted in the present in terms of fashion and style is demonstrated by the wide and deep range of bags, small leather goods, accessories and luggage made of leather and new, ecologically sustainable materials such as cork, apple leather and rPet. Tradition and innovation at its best.



Kerstin Schmidt from Eurostyle presents the new trolley made of lightweight and extremely durable aluminium.



In good spirits, Emre Aras and Madelein Wulff presented classics and bestsellers from the anniversary year together with the Bühring team. After just having celebrated its 75th year anniversary, Bühring has a few surprises in store for the PSI. But Emre Aras did not want to reveal any more.

### Naturally compostable

There is a new Boa matt eco+wood ballpoint pen line from Klio-Eterna. The innovative material is free from fossil-based plastics and consists of 71% bio-based plastic with wood fibres. The twist-action ballpoint pen with its matt look is industrially compostable in accordance with DIN EN 13432. To make it even more ecologically sustainable, Klio has used recycled material for the mechanism and refill tube. The pen can also be produced in special colours from 5000 pieces. Yet there is even more news from the Boa family: the popular Boa matt recycling pen is now available in six new, gentle pastel colours and, of course, made from recycled plastic. No wonder that the tradition-rich manufacturer from the Black Forest has held the demanding EMAS certificate for environmental management since 2024.

# PSI

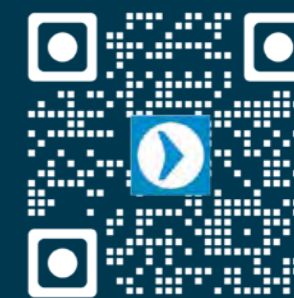
The Industry's Who and How. My PSI. Live.

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:



scan me

The year 2024 has been an eventful one for the WER GmbH team. In the summer, American promotional product distributor Geiger acquired a majority stake in WER GmbH. At the same time, WER continued its own expansion strategy with the takeover of R.B. Werbemittel from Rheinmünster. And the first Christmas market this year came on top of that.

**WER GmbH: Marketing trade show and further takeover**

# The full dozen

**U**ntegrating into a globally operating company like Geiger is an excellent basis for successfully continuing our growth in the long term," says Marc Strickrodt, CFO and one of three managing partners of WER

GmbH, citing a key advantage of the majority takeover of the Senden-based company by American promotional product retailer Geiger. These words were followed by action this summer. On 1 July 2024, WER GmbH – A GEIGER COMPANY took over its market rival R.B. Werbemittel from Rheinmünster. This marks a full dozen. It is the twelfth takeover of this Senden-based promotional product and full-service specialist. "We are delighted that after Max Richter from Munich, Nils Sprinkmann from Frankfurt and Lysann Kulik from Pommersfelden joined us in recent years, Claudia Ibach has now also decided to no longer operate independently on the market in future, but as part of WER," explains Mirco Häßlich, one of the three managing partners of WER GmbH alongside Alex Heinecke and Marc Strickrodt.



Claudia Ibach and her company R.B. Werbemittel have been operating as part of WER since July 1, 2024.

**A strong partner**

The takeover is a real win-win situation. Claudia Ibach, owner of R.B. Werbemittel, also sees clear advantages for herself: "I would like to enter into my well-deserved retirement in a few years, but right now, I still enjoy looking after my

customers. That's why it was crucial for me to find a strong partner where I know I can pass my customers into good hands at some point, and who will have my back until then so that I can concentrate fully on advising my customers. WER's broad range of services, including full service, textiles on demand, import and much more, also gives me the opportunity to provide my customers with even better support in the coming years." Alex Heinecke summarises the benefits for WER GmbH, saying, "Claudia's experience is a real added value for our entire team and with her cheerful, friendly manner, she's a perfect fit for us."

**Continued expansion strategy**

The acquisition of R.B. Werbemittel continues the expansion strategy of WER GmbH through organic and inorganic growth. With over 100 employees and its position in the drop shipping, full-service and online business, WER GmbH has made a name for itself in the promotional product industry and serves customers in Germany, the UK, Luxembourg, Austria and Switzerland. "We are very pleased about the acquisition of R.B. Werbemittel by WER GmbH, which our management in Germany was able to finalise before Geiger joined the company. It underscores our commitment to continually expand our services and market reach," said Vicky Kinasz, Vice President of Geiger International. "Now that we are operating as WER GmbH – A GEIGER COMPANY, we'll have an even higher profile and broader market coverage for our customers with R.B. Werbemittel."



# WER marketing show: First Christmas market 2024



On 4 September, WER GmbH hosted the "1st Christmas market of the year" in Münster. In the atmospheric setting of the Friedenskapelle, 30 exhibitors presented their latest highlights, bestsellers, creative innovations and new approaches to the topic of communication to 230 visitors. Guests were interested in the range of products on offer and were able to thoroughly explore them. In order to properly digest the many haptic impressions, there were also many culinary delights on offer. While catering offered a selection of hot dishes and an afternoon cake table in the anteroom of the Friedenskapelle, the outdoor area presented itself in true Christmas market flair. There were various stalls with tried and tested classics such as mulled wine, fresh waffles on a stick and sausages. In addition, a mobile coffee bar pampered visitors with barista specialities such as cappuccino, espresso and other coffee creations. Even the intermittent heavy rain did not detract from the relaxed atmosphere. This year's raffle in favour of Herzenswünsche e.V. was particularly successful – and therefore also particularly pleasing – and once again raised a considerable amount for children in need.

The Zenithhalle in Munich once again was shining in the splendour of a traditional Oktoberfest tent when the 18<sup>th</sup> WerbeWiesn, a trade show for promotional products, opened its doors. With an impressive Bavarian decorated sky, a rustic Alpine hut and “delights to go”, the organisers provided an appropriate atmosphere for 126 exhibiting companies and 856 guests.

**EIDEX GmbH is organising the 18<sup>th</sup> WerbeWiesn 2024**

# An advertising festival with Bavarian flair



“Ozapft is!”, the traditional beer barrel tapping was of course a must at the WerbeWiesn.

**N**ine renowned promotional products distributors from the Bavarian region – including admixx, AmedeA, BDA, dkpromotion, EIDEX, Hagemann, kicks-promotion, products & more as well as w+i – luden – invited their customers to this trade show event on 11 September. Although it is still summer according to the calendar, the upcoming (pre-)Christmas season was already the focus of the promotional products show. The Christmas area with a festively decorated, four-meter high Christmas tree created a suitable atmosphere.

### 5000 square meters of product diversity

Trade show visitors from the marketing and purchasing departments of large, medium-sized and small companies took the opportunity learn about the latest trends and innovative ideas in the industry. In the 5,000 square meter Zenith Hall, well-known manufacturers and brand suppliers presented a wide range of products from almost all areas of haptic advertising. The traditional beer barrel tapping by EIDEX Managing Director Thomas Gottschall was of course also part of the typical Bavarian flair of the event.



Queuing in front of the Zenithhalle in Munich.



Well-filled aisles reflect great visitor interest.



The hall was decorated in Bavarian white and blue. However, the Christmas area already offered a pre-taste of Christmas.



Joy among the proud winners of the “Best of Bestsellers Awards”.



### Looking back and ahead

In the end, the organisers evaluated the outcome of the event very positively: “Thanks to the committed community of sponsors, exhibitors and employees, WerbeWiesn was an unforgettable event,” Thomas Gottschall summed up. Following the successful event, the organisers are already looking ahead to the next WerbeWelt trade show, which will take place on 27 March 2025. They have acquired the agency werbemax as a further sponsor for this event. WerbeWelt will focus on ecologically sustainable production, fair trade and regional production. The next WerbeWiesn will follow in September 2025, and the organisation team is already looking forward to this event.



There were giveaways everywhere for the visitors’ trade show bags.

### “Best of Bestsellers Awards” honoured

The “Best of Bestsellers Awards” were presented on the eve of WerbeWiesn. On 26 July at the EIDEX GmbH premises in Baierbrunn, jurors from the marketing and purchasing departments of leading companies selected the winners from over 100 articles submitted by the exhibitors at WerbeWiesn. Prizes were awarded for three categories: giveaways (up to €5), medium range (€5-20) and VIP gifts (€20 or more). The articles presented were characterised by high sales figures, particular attractiveness, ecologically sustainable production and innovative design. The winner in category one was the company my logo on food with its “LogoFruit Red Apple”. Bayerische Glaswerke (Bavarian Glass Works) took first place in the medium range category, with the “NOBLESSE BLACK” cup set. First place in the VIP gifts category went to the company Zogi and its “Somelier” lamp.

Alle Bilder: © EIDEX GmbH / Michael Steiner

Once again, the Swiss trade show duo – consisting of PromoSwissForum (PSF) and TOUCH – made their appearance in the Umweltarena in Spreitenbach near Zurich: an ideal setting for an industry that is increasingly making a name for itself with ecologically responsible products and a focal point for the Swiss promotional products industry.

**PSF and Touch 2024 attract great interest**

# Where the Swiss industry is pulsating

Industry



A hidden microcosm of the promotional products industry: TOUCH, with its range of products covering almost all segments in the industry, has developed into a Swiss magnet for industry customers.

Organised by PromoSwiss, the Association of the Swiss Promotional Products Industry, the two days of the trade show began on 25 September with the PromoSwiss-Forum, where exhibitors awaited 130 visitors from companies in the Swiss promotional products industry at their stands. In line with tradition, there was a relaxed and sociable apéro on the evening of this first day, which was followed by the traditional "PromoSwissNight"

with supplier partners and customer guests. Delicious food was served and the coveted PromoSwissAwards were presented, which an expert jury had already chosen from the numerous submissions before the trade show.

**Highlight PromoSwiss Awards**

The very large trophies were awarded for three categories. The award participants presented their selected



The already traditional venue for PSF and TOUCH: the "Umweltarena" (Environment Arena) in Spreitenbach near Zurich, an architectural gem and prime example of ecological sustainability.



In keeping with the "Environment Arena" location, the exhibitors also presented numerous exhibits committed to ecological sustainability.



Group photo with winners: there was great joy among those receiving the coveted PromoSwiss Awards.



Board member Ina Klingele and Association President Urs Germann hosted the festive "PromoSwiss Night".



Comedian Jörg Knör (left) provided particularly hilarious moments with his parodies – here together with the caricature he drew of Board member Beat Suter.

products this time in both imaginative and entertaining video clips, for which the finalists were shown before the awards ceremony. The winner in the category Up-cycling/Recycling Promotional Product of the Year was the Prodir QS50 Stone ballpoint pen from the company Pagani Pens SA. The company Coolike-Renery GmbH took first place in the category New Promotional Product of the Year with the Oshibori wellness and refresh-

ment towel. The SBB ReMake notebook from Pandina- via AG was named Unique Item of the Year and comTeam AG LACORAY® won the golden trophy in the Advertising Campaign of the Year category with its "Ugly Pull-over Rivella". Last but not least, the "Smartest Advertising Video", which the company bb trading werbeartikel ag made to introduce the TOI TOI air freshener, was also honoured.



A great atmosphere at the end of the first day of the trade show with the traditional Swiss apéro.



### Evening programme with humour

PromoSwiss President Urs Germann and Ina Klingele, who is responsible for “soft marketing” on the Board of Directors, pleasantly hosted the entertaining evening with a great deal of humour. Comedian Jörg Knör added a particularly humorous component to the evening programme with his parodic voice repertoire, which included Angela Merkel, Helmut Schmidt, Karl Lagerfeld and Udo Lindenberg, among others.

### New visitor record

The second trade show day was dedicated to TOUCH, the industry customer day, which attracted a record 952 visitors (2023: 860) and impressively demonstrated the interest of Swiss businesses in the impact of haptic advertising. There were sometimes queues at the reception in the morning. The 12 inviting host agencies – bb trading, Pandinavia, Kaiser Promotion, Eckert Werbeartikel, Gadget Factory, Simcia, Polydono, Cadolino, Lyreco, Promidea, Promonova und GRAFIC-DESIGN Dubach – awaited their customers at their own counters and enjoyed a steady flow of visitors to the trade show stands together with their supplier partners. The number of exhibitors – including renowned suppliers and (brand) manufacturers – grew from 62 the day before to 75 and presented innovations and trends from almost all product areas of the industry. Delicious catering provided for the physical well-being of the visitors. There was also much praise for the PromoSwiss organisation team led by Tom Oester, who ensured that the two successful days of the trade show ran smoothly. <



75 exhibitors – including renowned suppliers and (brand) manufacturers – presented innovations and trends from almost all product areas of the industry.



Well-protected at all times...

## A conversation with Urs Germann, President of PromoSwiss

PSF/TOUCH was held for the fourth time in the Umweltarena Spreitenbach – what was your impression? We are entirely satisfied! The exhibitors were happy and the influx of visitors into the afternoon was impressive. The talks went well throughout the event and the highlights at the exhibition stands were well-received and provided plenty to talk about. “Very inspiring” or just “wow!” was the response from the visitors, who – just like the exhibitors – praised the exhibition route, which led past all stands. Both visitors and exhibitors were very well organised and motivated. According to the organising agencies, an extremely high number of enquiries were received, which was above average compared to other years.

**Can any product trends or focal points be identified?** The product range is increasingly being geared towards ecological sustainability, which was also clearly recognisable in the range on offer at the stands and fits in perfectly with the venue, the Umweltarena. There were many new products and innovations on show. In addition, well-known products were improved, optimised or ‘beautified’ and thus enriched with added value. I will also be ordering and using some of the products for my company’s music segment.

**How did the cooperation with the (German) Promotional Products Association (GWW) work out?** Good from an organisational and logistic perspective. The event demonstrated that we complement each other well, can learn from one another and optimise work processes. We will intensify certain aspects of our cooperation and seek common benefits.

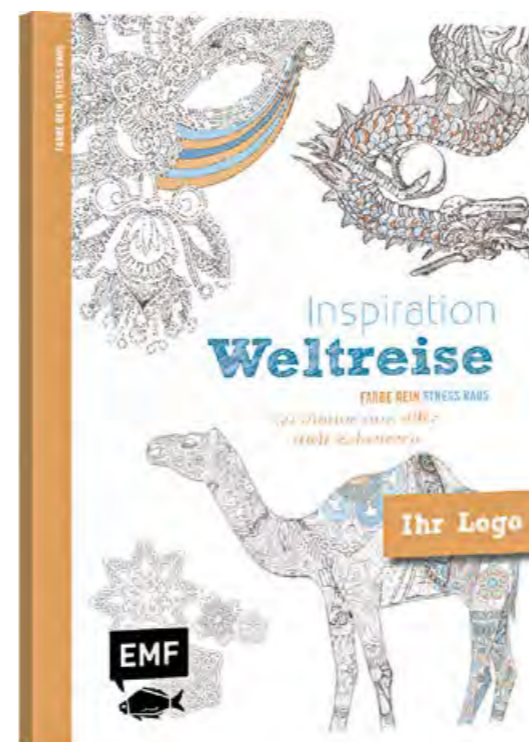
**How do you assess the current situation of the promotional products market in Switzerland?** The promotional products market in Switzerland is increasingly changing. Medium and large-scale custom-

ers want complete solutions, from brainstorming to the storage of items. The focus is no longer always on the price. Instead, inspiration and personal contacts are in greater demand than ever. In addition, promotional products are increasingly being used for company employees as welcome packaging or Christmas gifts, which may cost more and often contain several items. This increases sales, often not in terms of quantity, but in terms of sales volume. However, “normal” promotional products are still in demand and even smaller companies are realising that attention in the form of a promotional product is an effective way of generating better customer loyalty.

**An outlook for the coming year: what activities is PromoSwiss focussing on? And is there already a date for the next PSF/TOUCH?** The date for PSF/Touch is not set yet. We are looking for a suitable date. We have to make sure that we avoid overlaps with other trade shows in the industry, as it is difficult or even impossible for many exhibitors to be at two venues at the same time. We are also somewhat bound to the Umweltarena as a venue, as many events take place there. However, we will be able to announce a date in the next few weeks.

As far as the focus of the association’s work is concerned, we need to explore again what the members want, i.e. what benefits the association can bring. We are happy to do various things for the members, but it has to make sense. One focus will be on the sustainability aspect by reducing CO<sub>2</sub> emissions, which we would also like to familiarise smaller distributors with, show them ways to achieve this and enable them to take this step. We also want to promote our beUnity app for member companies and their employees even more. <

Products in these areas provide an excellent opportunity to score points in a useful and memorable way. The combination of **practical application and emotional connection** makes them an ideal choice for successful campaigns.



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www.emf-verlag.de

### A colourful voyage of discovery

In this colouring-in book from EMF-Verlag, Edition Michael Fischer, fifty relaxing colouring-in designs from across the world are waiting to be coloured when the mood is right. There are no rules: the only requirements are coloured pens and a five-minute break. EMF-Verlag positions the desired logo on the cover of the fully customisable copies. Wishes in reference to page number, features and design can be individually adapted to the company.

### Custom tags

marcolor presents plastic luggage tags that can be printed on both sides. The luggage tags are made of a high-quality polypropylene film and feature high tear resistance, water and temperature resistance, and are also easy to label. In addition to the standard format and shape, customised special requests are also possible. The luggage tags are printed using screen printing, UV digital printing or UV offset printing. The minimum quantity of the products, which are manufactured entirely in Germany, is 500 pieces and delivery takes place within 10 to 15 working days.



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





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

## Visibility heroes

Road traffic safety is crucially important and the visibility of road users plays vital role. mbw® has taken up this challenge and offers a host of products that enhance the visibility of road users. At the same time, the products are not only functional, but they also unite playful design with superb quality. Particularly suitable are the little reflective animals such as elephant, dog or bear as well as the RexflexMonsta, which thanks to a practical hanging cord can be effortlessly affixed to backpack, satchel or pushchair. These products, along with the likewise obtainable reflective bands, hi-vis vests or reflectors, are indispensable for anyone travelling in the dark, and offer companies the opportunity to affix their slogan or corporate name directly on the item or a promotional tag.



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

## A playful advisor

Children are some of the most at-risk road users. Every year in Germany, many thousands of them suffer accidents on the roads. The Fit für den Straßenverkehr colouring-book with a road safety theme from Wilken, the publisher specialised in accident prevention, is exactly the right thing for playfully teaching children some traffic rules on its twenty A4 pages and thereby affording them a bit more safety in road traffic.

GO GREEN



## Double pack

At Halfar®, the partner look also works with accessories, as demonstrated by the Reflex L and M laptop backpacks, which are available in two sizes. Both come with a padded compartment for laptops up to 15 inches and are a real eye-catcher thanks to their special style with a block of reflective material. Both also offer a roll-top function with a zipper and plug fastener, a zipper mesh compartment inside, a front pocket on the outside and an attachment option for an LED bike light. The M and L versions are each equipped with a padded carrying system with a height-adjustable chest strap for comfortable transport. The larger one has some slightly different features: Reflex L has additional side lashing straps, a trolley holder and hidden zipper compartment on the back. Whichever one you choose, both can be customised in a flash with a logo or nametag via Halfar Fast Lane®. The carrier is already mounted on the front pocket with this uncomplicated method. The motif is then simply glued in. This can be done starting in quantities of one.



TTB11\_35  
PSI 45666 • Halfar System GmbH  
Tel +49 521 98244-0 • info@halfar.com  
www.halfar.com



## Visible and safe

Simple to use and ingenious in its effect: with the Safety Lights Reflector from the Lumitoys range, there is no way the user will not get noticed. Once the products are secured with ease by means of a magnetic seal onto clothing, cap, schoolbag, backpack or wherever desired, the little assistants with the big safety advantage will leave nobody standing in the dark. In addition to the reflective surface, the built-in LEDs can be activated simply by pressing a button. Various flashing modes are available in this context. The Safety Lights are obtainable in various colours. Moreover, customisation is possible. The batteries can, of course, be replaced.

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## Relaxing biking

What cycling enthusiasts and leisure cyclists definitely need are bags. After all, a bicycle is an excellent means of transport, which takes the strain of carrying everything from shopping bags to swimming towels. The bag expert Halfar® offers the attractive, easy-to-fasten Cycle bicycle bag series for all of this. With three different types of bags, it literally equips every bike from front to back. The series includes a handlebar bag, a frame bag and a pannier, the latter of which can be mounted on the pannier rack. Designed especially for use on bicycles, the bags are splash-proof, have welded seams and special closures such as the typical roll closure or water-repellent zippers. The bicycle bag for the pannier rack with plenty of storage space is securely fastened in a few simple steps using the KLICKfix® mounting system. The handlebar bag is designed for light luggage such as rain capes, wallets or snacks for in-between. It can be attached to any handlebar using the strap system. The bicycle frame bag can also be used as a control centre for navigation or music while cycling. A mobile phone display can be operated directly through the film in the transparent compartment. It additionally stores small items such as keys or sunglasses. The Cycle Trio can also be customised as a bonus or as a mobile advertising messenger.

TTB11\_36  
PSI 45666 • Halfar System GmbH  
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www.halfar.com

## Comfort meets sustainability

The new cork handles from Gabriele Bühring, handmade in Portugal, combine comfort and sustainability. With a handle surface that consists of 100 percent natural cork veneer and not, for instance, pressed cork, they offer incomparably pleasant haptics and are particularly kind to the skin. Cork's natural properties make the handles vibration-damping, anti-bacterial and hygienic, even when sweat build-up is heavy. Unlike conventional plastic or rubber handles, these cork handles will not wear out, even during long, intensive use. Since no pressed cork is used, no solvents seep out – an added bonus for health and environment. The glue used is non-toxic and free of polyurethanes. With an interior diameter of 22.1 mm, the handles perfectly fit any standard handlebar size and are not only suitable for bicycles, but also ideal for Nordic walking sticks, fishing rods and golf clubs with the appropriate shaft diameter. Finishing is possible by means of printing or laser engraving. Matching handlebar tape made out of cork can likewise be included in the delivery.



PSI 40807 • Gabriele Bühring  
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Vertrieb@Buehring-Shop.com  
www.buehring-shop.com



PSI 44281 • Victorinox AG  
Tel +41 41 8181211  
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www.victorinox.com

## Stylish business bags

Altmont Professional, the functional business bag collection from Victorinox, is characterised by practical functionality. The backpack from this series possesses an array of compartments, a padded pocket for laptop and tablet, and additionally an organiser for important accessories such as a charger or pens. Personalisation is realised by means of pad printing on the ID tag, embroidery, heat transfer printing, digital printing or via laser engraving on badges.

## Customised cycling socks

With customised cycling socks from the May Atki Market Etiket Dokuma range from Turkey, customers pedal for their brand. These durable socks are an ideal promotional item for cycling enthusiasts and an effective marketing tool to increase brand awareness and promote customer loyalty. These high-quality socks offer a blend of comfort and style and ensure that your logo remains prominently in view on every ride. The socks are perfect as promotional items for events. The minimum order quantity is 120 pairs per design. Thanks to the company's large production capacity, customers can rest assured that May Atki can supply bulk orders.



PSI 49384 • May Atki Market Etiket Dokuma  
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### Versatile luggage

The functions in Victorinox travel gear are as versatile as their uses. Be it for a one-day excursion, a weekend trip or a holiday, for business or for pleasure: with Victorinox luggage, the user is optimally prepared for any journey. The Spectra 3.0 collection blazes new trails in travel gear with innovative material, expandable pockets and clever details. It is available in the colours Black, Red and Storm. Personalisation is performed by means of pad printing on the pocketknife scale.

### Visibility gets remembered

Visibility gets remembered: as do the reflective promotional bags from importers and wholesalers Igro. These attention-grabbing products turn the brand into an eye-catcher, day and night. From a minimum order quantity of 1,000 pieces, these products can be custom-designed, and this can be in any size. A genuine head-turner and a sure way of staying remembered by customers.



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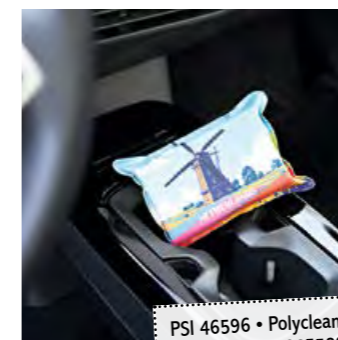


### Promotion with a signal effect

In line with the motto of safety through visibility, Reflaktive products help to counter adverse conditions such as rain, fog or snow. Reflective materials have a high signal effect, and this with little effort, high added value and optimum promotional space. Reflectors not only accompany us in everyday life, such as in road traffic, during sport or on the way to nursery or school, but are also indispensable in many areas of the world of work. Reflaktive has a wide range of standardised products as well as the possibility of customised shapes to meet individual customer requirements. Many of the products are certified to EN 17353 and made in Germany.



PSI 46970  
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www.polyclean.com



### A clear thing

In the damp, cold months of the year, Polyclean International's CarKoser® 2in1 windscreen sponge and display cleaner is an indispensable in-car tool. Misted-up windscreens and fingerprints on sat nav displays and touchscreens are finally a thing of the past with this innovative cleaner. The sponge also features a perfect printing surface for customised promotional messages, making it an eye-catcher even in dreary winter weather. This makes the sponge not only the perfect promotional item, but also a useful companion for all car drivers. In addition to the classic version made of the established P-9000® microfibre, there is also the CarKoser® Premium made of rPET microfibre, which features high-quality material and comes with a printable sleeve. For car dealerships, tyre dealers or car insurance companies: The CarKoser® can be creatively designed and is available with custom printing from a quantity of 250 pieces.

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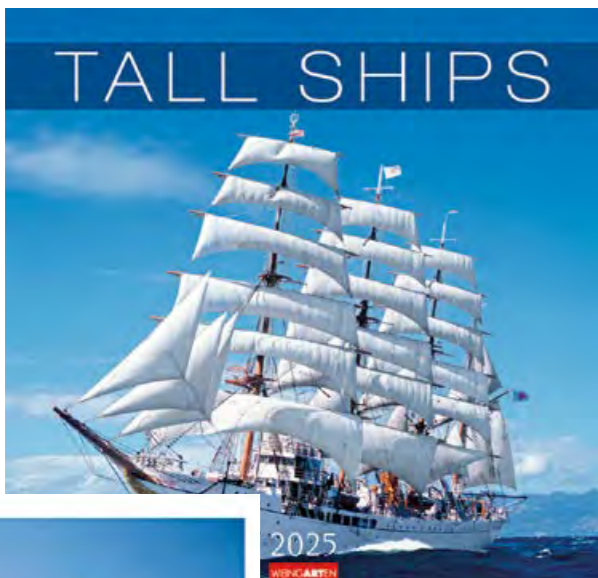


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### Impressive motifs

Promotional calendars are absolute classics among the haptic promotional messengers and enjoy great popularity year after year. With Athesia's high-quality brand calendar, companies are sure to remain in their customers' field of vision 365 days a year. The 2025 Heye Calendar of Legendary Cars, a vintage car wall calendar for true enthusiasts, presents dream cars and iconic vehicles dating back to the 1980s. Thanks to detailed captions for each ship, the 2025 Weingarten Calendar of Tall Ships gives the viewer an insight into the fascinating world of windjammers, majestic sailing ships with a characteristic style and drama. Promotional imprints are applied to the extended back wall and are available within four to six weeks from a minimum of 50 units.

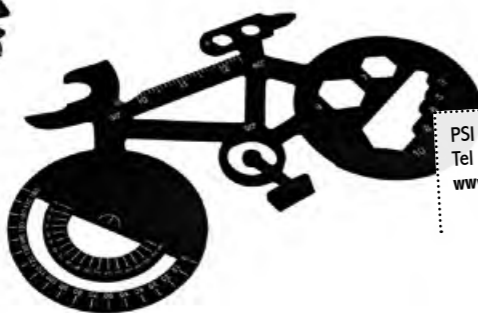
PSI 44546 • Athesia Kalenderverlag GmbH  
Tel +49 89 693378251  
katharina.ader@athesia-verlag.de  
www.athesia-werbekalender.de

### A handy breakdown assistant

Even the autumnal season is a time for cycling, and when unexpected problems arise the Stop & Go multifunction tool from Condedi, formerly distributed through Gustav Selter GmbH, steps up to assist in a few flicks of the wrist. The sixteen-part all-round multitool is not only ideal for cyclists: it can also be deployed in a variety of other ways with Phillips and slotted screwdrivers, three nuts in sizes 8/9/10, an adapter for the nuts, six Allen keys and spoke turner. It comes supplied in a black gift box. As a practical touch, the sturdy, stainless product can also be safely stowed away in pockets. Finishing by means of printing is possible. Gero, Auto and Bike, metal cards in the form of multitools, are additionally in the range. These handy, card-shaped assistants can be provided with finishing, offer various functions, and are beautifully packaged in black sleeves. The products are suppliable ex-warehouse, even in smaller piece numbers.



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



PSI 43999 • Adoma GmbH  
Tel +49 7522 9716-37 • pm@adoma.de  
www.adoma.de



### Bicycle bottles from down south

Adoma offers a diverse array of bicycle bottles in different sizes and models, straight out of the Allgäu in Southern Germany. With filling volumes of 0.3 to 1.0 litres and various sealing options, there is the perfect drinking bottle for everyone. A printed custom logo makes the bottle a real eyecatcher. All bottles are double-walled, have a covered safety seal and are dishwasher-suitable. The product is especially user-friendly due to easy handling when cleaning bottle, lid and drinking nozzle. To complement this there is the designer bottle-holder, which transports the drinking vessel securely on the bike.



### Themed colouring-book for kids

The Unterwegs mit dem Fahrrad themed colouring-book from accident prevention publisher Wilken comprises twenty A4 pages, and is exactly the right thing for children who can ride a bike and actively take part in road traffic. Our young road users are playfully familiarised with important traffic rules here. Various traffic signs and their meaning are naturally a component of this.

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

### Effectively set the scene

The ERUSTAR premium licence plate frame with the new doming badges from Utsch is the perfect choice for effectively showcasing brands. This ingenious plug-in solution offers customers an additional advertising space in an elegant 3D design. The new doming badges are the solution for adding an eye-catching element to the advertising strip. The emblem with high-quality synthetic resin overmoulding can be placed on the left, right or in the centre and holds securely and permanently – without any adhesive. Ideal for merchandise, fan articles or the branding of entire vehicle fleets. Utsch stands for innovation, quality and the highest safety standards in licence plate technology.

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

### Bike presentation surfaces

With the logo mats obtainable from emco Bautechnik, bicycle brands can stand out at the PoS in the retail trade and present themselves perfectly with custom-printed designs. The logo mats can be provided with customers' logos, design marks or slogans. The possibilities are endless for designing a promotional campaign, presenting individual brands or providing a sophisticated doormat with high dirt and moisture absorption in support of the corporate design. The mats, Made in Germany, afford the advantages of printing with gleaming, fade-resistant dyes and the realisation of custom dimensions and special shapes. Alongside the use of regenerated Econyl® Brand yarn, the logo mats' sustainability is amplified still further by their extended lifetime. Even last-minute ideas can be realised. Suppliable from just one piece.

### Cut-out and glue

With this book from Edition Michael Fischer, little fans of fire departments, police and other emergency responders learn to use scissors and glue in a playful way. Tear-out pages and clear markings provide assistance in cutting-out and gluing the individual shapes in storytelling scenes. On request, the team from EMF, Edition Michael Fischer will position the customer logo on the cover and additionally products on inside pages. Extra features, design and content are decided by the customers themselves, resulting in a customised product that is particularly in harmony with the ordering company and its clientele.



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

### Knockout promotional articles

From the promotional to the pro boxing glove, Albene provides all qualities in various models, since production is solely customised and bespoke. A mini boxing glove as a key fob or mini boxing gloves hung in pairs for rear-view mirrors are classics in the promotional field. On request, the Bavarian company can also include a matching punch-bag or match sack in the delivery. Boxing has come a long way in recent years and this trend is continuing.



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



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

### Good things come in threes

Good promotional products are characterised by a clearly visible logo, usefulness and, ideally, environmentally friendly production. Reidinger's design-protected colouring and play set fulfils all three criteria. The clever combination consists of six customisable Reidinger coloured pencils, memo cards that can be printed on both sides and a robust case that can be designed all round in four colours. The practical colouring and play set, which fits in any bag, is an indispensable companion for families, especially when travelling. The emissions generated during production are offset by the manufacturer. All elements are made in the EU with FSC®-certified coloured pencils and comply with the DIN EN 71 I-III standard. Designing and ordering is quick and easy using the online configurator at www.reidinger.de.

### Small but remarkable

The Tom Thumb mini shoe care kit from Frank Bürsten is the ideal travel companion. It requires little space and is always quickly ready to hand on travels. Patent leather shoes can be polished to a gleam in moments. With leather shoes in particular, regular care is crucial, in order to lengthen the shoes' lifetime. The high-quality neutral shoe creme is applied to the shoes on a bristle brush. The polishing cloth is used to polish the shoes and remove excess shoe creme. The handy shoe care kit is stored in a cotton pouch with drawstring. On request, custom corporate or promotional logos are realised on the brush or the cotton pouch. Thus, Tom Thumb not only becomes a handy companion, but an outstanding promotional message-bearer too.



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## Luxury seating for your car papers

With their X-Drive series, leather goods manufacturer Zito Lifestyle has added another highlight to their range of car accessories. These car bags are equipped with a high-quality mesh pocket and inlaid card slots, all at an attractive price. With or without brass edges, the quality leaves a lasting impression and is guaranteed to be appreciated and valued by customers. The models are available in various material qualities, from imitation leather to cowhide nappa. With numerous customisation options ranging from coloured cover fabrics and blind embossing to special designs, customer wishes can be met flexibly. In addition to many standard formats, the website provides promotional product retailers with further ideas for keeping up with current trends.

## Pleasantly scented air on travels

The Car Diffuser Go from the product range of Global Innovations Germany is a long-lasting and environment-friendly diffuser developed for vehicles. It is produced out of biodegradable mycelium and sawdust and is free from toxic chemicals and plastics. The product releases scented oils and scent intensity can be lightly refreshed with a spray. The diffuser is accommodated in a wooden frame, which underscores its environmentally conscious design. Due to the possibility of custom engraving, the Go ideal is ideal for corporate gifts and stands for both sustainability and effective customisation. This product combines innovative materials with practical design and offers a responsible and stylish air freshener solution for cars.



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

## Plus-size safety clothing

Safe-Guard protective clothing is a component of the extensive product range with reflective properties from Result. Well-maintained and certified Safe-Guard products guarantee a high degree of personal protection, when EN ISO or GO/RT (RIS) standards and UKCA certification are demanded. This line is available immediately in a larger selection of sizes. The safety items in the Result Genuine Recycled line, which are made out of recycled polyester from plastic bottles, are now obtainable in the sizes S to 4XL. The safety polo shirt R501X and the safety t-shirt R502X are even suppliable in sizes 4XL-5XL. The clothing's wearability is perfect, even in the new sizes, because comfort, fit and quality must be as impeccable as before. In order to identify the right size, size charts can be downloaded from the manufacturer's website.



PSI 60392 • Result Clothing Ltd.  
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www.resultclothing.com  
https://workguardworkwear.com



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## Perfect keepsakes

Bringing home a bit of vacation in the shape of a souvenir means that memories and sensations of the latest break are often preserved for longer than with many a holiday photo or selfie. Hotels, leisure parks or cruise ships, in particular, generate considerable revenues with commemorative items and simpatico keepsakes, as can be found, for instance, in the varied product range of mbw®. Whether as reminders of wonderful times or lucky mascots on journeys, the promotional and gift ideas from the Northern Germans are also guaranteed to delight those who pay a visit to customers. The right products for every occasion and holiday region can be had, such as, for instance Schnabels® rubber ducks, the anti-stress figure Herr Bert® or also Minifeet® fluffy animals. With a printed logo or slogan, they make ideal promotional and gift items, providing lasting reminders not only of the vacation, but of the promoting company too.



PSI 4453 • Indexa GmbH  
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www.indexa.de

## A leak alarm

Leaking washing machines, dishwashers or water conduits can very quickly cause damage when water seeps out unnoticed. To make sure that water in the home gets noticed promptly, the water detector WA03 from Indexa emits a warning tone or a tune as soon as its sensor comes into contact with water. Leaks can thus be repaired in time. As a practical added function, the WA03 can also be used to monitor the filling quantity of a bathtub. The device consists of a detector for laying flat or hanging, and a sensor on the metre-long cable, which can be optimally positioned courtesy of a suction pad. The water detector is operated using a 9V block battery, which does not come supplied. The housing can be provided with custom printing.

As a manufacturer and brand, Schneider Schreibgeräte GmbH has always placed great value on quality and sustainability. Three products in its Promotion division have made the company especially happy, by satisfying the exacting Blue Angel regulations and being distinguished with the globally established environment label.

### Blue Angel Certified Promotional Writing Instruments

## Promote with Trust



The Blue Angels among writing instruments: The models Reco, Line-Up and Highlighter 180.

The Blue Angel is synonymous with independent, transparent and ambitious labelling that is applied to only the best products within a product group. The benefit for environment and health upon purchase of Blue Angel writing instruments is their resource-conserving, low-emission manufacture, environment-friendly packaging, and long duration of use. Schneider presents not one, but three Blue Angel promotional pens: the ballpoint pen Reco, the fineliner Line-Up and the text marker Highlighter 180.

#### A pioneer of sustainability

Blue Angel indicates that more than 30,000 products have been distinguished with the environment label to date – but with the Reco, Schneider has introduced the first and only ballpoint pen onto the market that meets

the high requirements. The refillable pressure ballpoint pen Reco is a versatile model that is available in various variants (Basic, Line, Max). It is equipped with the intelligent “Mix & Match” principle, meaning that the writer is able to combine several standard colours with one another. Its housing consists of 92 percent recycled plastic. The pen is equipped with an interchangeable Eco 725 M large-capacity refill, which likewise consists of 95 percent recycled plastic. Refilling is easy, quick and clean, and the writing instrument’s longevity contributes to the avoidance of waste. Alongside the Blue Angel logo, the Reco has also won the German Design Award Special and the PSI Sustainability Award (“Sustainable Product”).

#### Sustainable drawing, writing and highlighting

The Line-Up fineliner is likewise on the Schneider product hit list with a Blue Angel logo. The sole fineliner to be distinguished with the Blue Angel carries conviction with its environment-friendly design with a housing made out of more than 85 percent organic-based plastic. As it is produced out of sustainable raw materials, it contributes to the conservation of mineral oil reserves. Its slim form and line thickness of 0.4 mm make it perfect for drawing and writing. The innovative Cap-off ink ensures that the pen will not dry out even after two to three days without its cap. The fineliner is available as a single pen or in a set of four with a practical pen box that is manufactured out of waste from the internal plastic processing. – Last but not least: the luminous, non-fading Highlighter 180 catches the eye everywhere it is used. Its housing of opaque plastic with a finely matt surface also consists of more than 90 percent recycled material. For the internal reservoir including the tip, Schneider uses recycled fibres. And the ink consists entirely of organic-based raw materials. That is the reason why, as the first highlighter made out of recycled plastic, it has also been distinguished with the Blue Angel. <

<https://schneiderpen-promotion.com>

# PSI

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Germans are less strongly motivated by climate change than by inflation or the concern of being unable to pay. That is revealed by the findings of the global consumer survey, conducted annually, “GfK Consumer Life.” Nevertheless, sustainable purchasing remains an important topic for people. The GfK Sustainability Index arrives at that result.

## Market Research: GfK Sustainability Index

# Despite slight fall, sustainability in demand



**I**n July 2024, the GfK Nachhaltigkeitsindex (Sustainability Index), at 99.6 points, was only slightly below its value in April (101.6 points). In this connection, the market research institute GfK observes that the positive trend in consumer climate and inclination to purchase is currently only having a limited impact on willingness to make sustainable purchases. The index for sustainable larger acquisitions fell considerably and was situated at 100 points in July, which corresponds to the average figure for 2022. In April, that index was situated at 107 points. The proportion of buyers who made sustainable larger acquisitions in the last twelve months slides from 32 percent in April to 28 percent in July. The proportion of those who

are planning to make larger acquisitions in the next twelve months under consideration of sustainability aspects also fell slightly to 27 percent (April: 30 percent). The proportion of consumers who are willing to spend more money on sustainable larger acquisitions remains stable. That stands at 70 percent.

### Growing importance of sustainability for FMCG

In the FMCG (fast-moving consumer goods) sector, according to GfK Sustainability Index, the importance of sustainability is continuing to grow. For example, the proportion of those frequently purchasing sustainable foods and drugstore products in recent months rose by four percent

in July, to 27 percent. Accordingly, the index tracking sustainable FMCG also developed positively and was situated at 99.4 points, compared with 98 points in April, which is also reflected in the rising sales and turnover figures for organic foods. The trade panel from NielsenIQ reported growth in turnover in the first half of 2024 by ten, in sales by nine percent compared with the prior-year period. Non-organic groceries recorded a sales increase of two percent. Overall, the share of organic products in total FMCG sales rose to just under five percent.

### Organic and brand-name products on equal footing

In addition, a separate analysis by the market research institute GfK revealed that organic products are perceived by consumers as being of a similar high quality and just as trustworthy as brand-name products. And a poll recently carried out by GfK also proves that sustainable products are becoming ever more strongly relevant for consumers compared with so-called brand-name products. “47 percent of respondents indicated that they associate organic products with high quality – a feature that was previously crucial to purchase decisions concerning brand-name products in particular,” explains Petra Süptitz, sustainability expert at NIQ/GfK. “Dimensions such as freshness, animal welfare or healthy ingredients are also being attributed more to organic products than to brand items.” For 18–29 year-olds, organic products even represent quality and trust more strongly than brand-name products and for almost half of this age group, the organic seal plays a greater role in the purchase decision than the brand logo. The current market trend additionally demonstrates that trade brands in particular, that strongly occupy the organic theme, are able to score points among the young generation.

### Product seals influence purchase decisions

“Product seals are an important aid to orientation when it comes to the impacts of purchased products on the environment,” explains Petra Süptitz. “For a great number of consumers, they are also more relevant to their purchasing decision than information on corporate websites, advertising or the opinion of family, friends or acquaintances. At the same time, shoppers can lose track if any category uses too many seals. Manufacturers and distributors have the opportunity, here, to reduce the complexity of the existing seals with forceful, transparent communication and to ensure clarity about sustainable products.” <

Source: NIQ/GfK  
GfK Nachhaltigkeitsindex  
NIQ Handelspanel (Retail Measurement Services, RMS)

## Well-known Product Labels

A lack of transparency and information is a common hindrance to sustainable purchasing. Product labels can help. The GfK survey subjected various seals to scrutiny.

### White goods

The EU Energy Efficiency label is the best-known seal (99 percent) and the most important one (84 percent) for purchase decisions, followed by the CE test mark (recognition 94 percent, relevance 77 percent).

### Foods

Consumers find the greatest variety of product seals on groceries. They also place great importance on markings in this category. Ökotest performed best with recognition of 97 percent and, at 71 percent, is also in the lead when it comes to relevance. Animal welfare seals are likewise rated highly. According to GfK, a seal still in its infancy stands out in this context, being recognised by 86 percent of shoppers in Germany. At 97 percent, the German organic symbol is the best-known mark for organic produce. Climate-neutral seals have some way to catch up: they are lagging somewhat behind in both dimensions.

### Textiles

Fairtrade and the Blue Angel on clothing are the two labels that are the most important (61 and 55 percent) and simultaneously the best known (96 and 92 percent). Generally, consumers are familiar with fewer labels in the fashion sector than, for example, in foods. Seals also play a less prominent role in products for personal care as well as in laundry and cleaning products than they do in foods.







## Plenty of space for good ideas

Limited Edition is the new A4 notebook from Prodir, the Swiss specialist for personalised writing utensils. It is produced in partnership with mishmash, a small stationery company based in Porto, Portugal. The largest product from the exclusive 'mishmash x prodir' notebook collection fits conveniently on any desk and offers enough space for meeting notes or to write down holiday plans, visions or the company strategy for the coming year. It has **192 lined pages** and offers plenty of space for neat and tidy entries thanks to its generous dimensions. Like all notebooks from the 'mishmash x 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. 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.

PSI 42332 • PRODIR  
Tel +41 91 9355555 • sales@prodir.ch  
www.prodir.com

## Puzzle alarm under the Christmas tree

Be creative this year: Emotion Factory is presenting a 3D wooden puzzle card, an interesting combination of materials for **Christmas greetings and crafting fun** at the same time. Small 3D works of art are created from a laser-cut real wood panel and felt pieces, which the recipients can assemble themselves. The Christmas tree, snowman or the new wooden-felt fir tree motifs bring a festive atmosphere to any room. The special thing about this card is that it is not only creative and ecologically sustainable, but can also be personalised. It is packaged in a customised DIN long Christmas card and delivered ready to send in a white envelope.

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



## The delicacy of colours

The beautifully shaped Boa matt recycling twist ballpoint pen from Klio-Eterna is now available in six new delicate pastel colours as standard. The versatile writing utensil can also be made **in customised colours** starting in order quantities of 3,000. Both the case and the mechanisms are made from 100 per cent recycled plastic. Equipped with the Klio-Eterna Silktech L refill and an ecologically sustainable writing length of 3,000 meters, the Boa matt recycling also guarantees durability and long-lasting writing pleasure.

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



## An ecologically sustainable shopping trolley token

The shopping trolley chip made of FSC®-certified beech wood from Holz Frank is the ideal combination of ecological sustainability and practicality. The chip can be easily attached to a car key with a robust carabiner and **fits into all standard shopping trolleys**. Made from solid beech wood, it is reusable and biodegradable. Therefore, it is an environmentally friendly alternative to conventional chips. The chip can be finished with colourful UV print or ecologically sustainable laser engraving as desired.

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



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## Promoting your own brand with chocolate power

Customers can now choose between **six branded chocolate bars** in the promotional slipcase from Kalfany Süße Werbung to attract attention to their brand. The slipcase made of FSC®-certified cardboard contains either a Nutella B-ready bar, a Hanuta bar, a SNICKERS bar, a Mars bar, a Knoppers bar or a Power X System Protein Bar with dark chocolate. After approval for printing, the brand advertising item reaches its sweet-toothed recipients in around 20 working days.

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

## Emotionally shielded advertising

The AC umbrella FARE® Impressions with its colourful inner print has a true eye-catching effect. When closed, it appears to be a simple, black stick umbrella, but when opened, it reveals great motifs that put you in a good mood – even in rainy weather. Previously, two designs were available: a full-surface cloud or forest design. Now there are six new **appealing designs for a wide variety of occasions**: the firework design is ideal for anniversaries and celebrations, while the “thank you” motif is perfect for simply saying thank you to customers or employees. The outer cover is neutral black and coated – ideal for finishing on one to eight segments. The black coating also provides reliable shade on hot days.

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



## Flagship product line expanded

In order to meet the growing demands of the international beverage industry, the tradition-rich company RASTAL has further expanded its overall range of products. Harmony Lines is a **modern further development** of the flagship Harmony design. The visual highlight is the relief look on the inside. At the same time, the outside of the glass can still be printed with company logos. The vertical lines create interesting refractions of light that perfectly showcase the beverage. The extension of the series is currently available in three versions for serving white and red wines, mixed drinks or soft drinks.

PSI 41829 • Rastal GmbH & Co. KG  
Tel +49 2624 160 • werbartikel@rastal.com  
www.rastal-promotion.com

## Ecologically sustainable and cuddly

The RecycleElk from mbw stands for cuddly softness and environmentally friendly materials. Made from 100 per cent recycled PET bottles, this elk sets a **strong example for ecologically sustainability**. The embroidered eyes and nose help avoid additional plastic parts and make the elk itself recyclable. Whether for printing on an advertising flag or printable fashion and accessories, the elk offers a wide range of options for customisation and advertising. It is a good choice for companies that want to convey their sustainable message in a charming and effective way.

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



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lupenmaxx.de • info@lupenmaxx.de  
Tel. 07661 909880 • zeckenkarten.de

## A tool for wine connoisseurs

The Winemaster from Victorinox is a tool that goes along with good wine and stands out with its perfection. The extra-long corkscrew with five spiral turns prevents the cork from breaking. It also features the **unique combination** of a two-stage support for safe uncorking and a bottle opener. It can also be customised either by laser engraving on the wooden shell or etching on the blade.



PSI 44281 • Victorinox AG  
Tel +41 41 8181211 • b2b.ch@victorinox.com  
www.victorinox.com

## Christmas magic in miniature

A Nordmann fir tree as a promotional item? Sounds great, but unfortunately a bit impractical. Yet emotion factory has the perfect solution for anyone who still wants to give their customers that real Christmas feeling: the Christmas tree in a box that creates a **Black Forest feeling** at home. The stylish slide box, which can be personalised, holds all the potential for a real Christmas tree: a Nordmann fir seed and planting instructions. Anyone can use it to grow their own Christmas tree year after year. "This is Christmas magic that lasts!" emphasises Sales Manager Adrian Rigoni.

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



## Personalised seating

With Promo Bag, Magma Heimtex offers the opportunity to make customised seats for every conceivable application. A personalised design can be created according to **your own wishes and ideas**. There are no limits to creativity in terms of colour, design and printing. Whether for trade shows, events or large-scale functions, whether for the club, the beach bar, the clubhouse, the sports hall, the cafeteria or outdoor – Promo Bag supplies the customised products you need. Production in Germany also enables a high degree of flexibility and short delivery times.

PSI 60700 • MAGMA Heimtex Erich Hargesheimer e.K.  
Tel +49 7821 63360 • kontakt@thepromobag.de  
www.magma-heimtex.de



THE PROMO BAG



## Ecologically sustainable, cosy and warm

Fleece jackets are a real all-rounder when seasons change. Certified with the Green Button (Grüner Knopf), GRS and Standard 100 by OEKO-Tex, the fleece jackets from specialist Karlowsky Fashion are made from **100 per cent recycled polyester**. Whether for work or leisure, the cosy fleece jackets will keep you warm through the grey season thanks to the roughened inside and outside. They are also very easy to care for, they keep their shape and can even be tumble dried. Thanks to their high washability at 60°C, the jackets are also ideal for the care, medical, service, wellness or cosmetics sectors – but also for jobs with frequently changing temperatures, such as in restaurants with outdoor terraces or cold rooms. The fleece jackets are available in 10 different colours. They are perfectly suitable for embroidery, DTF printing, sublimation printing, foil printing and screen printing.

PSI 47464 • Karlowsky Fashion GmbH  
Tel +49 39204 9128-0 • info@karlowsky.de  
www.karlowsky.de

## INSERENTENVERZEICHNIS | LIST OF ADVERTISERS

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42819	Gustav Daiber GmbH	005		RX Deutschland GmbH	U2/IFC, U3/IBC, 035, 059, 071
45666	Halfar System GmbH	047	45328	Stilolinea Srl	051
41545	JUNG since 1828 GmbH & Co. KG	055	41848	uma Schreibgeräte Ullmann GmbH	U4/OBC
47464	Karlowsky Fashion GmbH	007	41334	WISA	049
47814	Lupenmaxx GmbH	067			
43410	Mister Bags GmbH	002+003			

## The PSI Product Finder | New filter for “Made in Germany” and “Made in Europe”

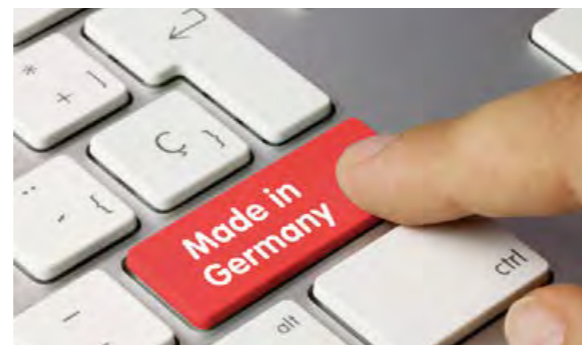
An important function has been added to the PSI Product Finder. It is now possible to filter specifically for products from Germany and Europe. In an interview, PSI E-Business Manager Martina Lipp explains why this new feature was necessary and what PSI supplier members need to do.

**The PSI Product Finder has a new filter for products that are “Made in Germany” and “Made in Europe.” What prompted this change?**

“Feedback has shown us clearly that products manufactured in Germany and Europe are becoming increasingly important to our PSI retailer members. They are focussing increasingly on short supply chains, sustainability and responsible production. To meet their needs, we have decided to integrate a special filter into the PSI Product Finder. This allows users to add the specific filters “Made in Germany” and “Made in Europe” to their search results.”

**And how exactly does this filter work?**

“The basis for this is the “Made In” field, in which the countries of origin of the products are entered by PSI suppliers. The filter automatically flags products that are “Made in Germany” or “Made in Europe” based on the data entered.”



### What are the advantages of adding products to the PSI Product Finder?

The PSI Product Finder ...

- is an additional sales channel and at the same time something like a free sales representative.
- is available every day, around the clock.
- enjoys a high level of attention from PSI distributors. On average 250,000 visits and 2,450,000 page impressions per month.
- is easy to use.

Not listing products automatically means that the PSI supplier is not displayed at all in the PSI Product Finder. This means that promotional product distributors and consultants will not find them in a search.

### Why should PSI Product Finder products be regularly updated?

- The attractiveness of the PSI Product Finder increases with up-to-date products. Otherwise, promotional product distributors and consultants may ask about outdated products, be disappointed and turn to other suppliers. For this reason: The responsibility for entering and updating product data lies with the promotional product suppliers.
- PSI Product Sourcing uses the PSI Product Finder for its research. The more up-to-date the product data in the PSI Product Finder is, the more accurately PSI Product Sourcing can make recommendations and thus establish new customer contacts.

my PSI



## PRODUCT FINDER LIVE

**You tell PSI supplier members that they need to update their product data. How does that work in practice?**

“To ensure that the filter works correctly, the data in the “Made In” field has to be standardised. Specifically, this means that the PSI e-business team removed all existing data from this field before the filter went live. PSI suppliers therefore need to export their data set in the PSI Product Finder as soon as possible, if they have not already done so, and update the AL column with the country codes provided in our code list. Then, they need to import the edited data back into the PSI Product Finder. Only then can these products be found via the filter.”

**What happens if PSI suppliers do not update their data?**

“All previous information in the “Made In” field was automatically removed from the database. If this information has not been re-entered by the PSI suppliers by now – and correctly with our codes – the products will not appear when searches are filtered for “Made in Germany” or “Made in Europe”. We therefore urgently call on all PSI suppliers who have not yet taken action to revise their products accordingly. Of course, you can also enter the “Made In” information manually using the online form. For a large number of products, however, we recommend importing the data.”

**Are there legal regulations that suppliers need to observe when they make the claim “Made in Germany” or “Made in Europe”?**

“Yes, there are clear guidelines as to when a product can be labelled “Made in Germany”, for example. In this case,

the main production step has to take place in Germany. We therefore recommend that our PSI suppliers obtain precise information before making these claims. Otherwise, they could be in breach of legal regulations – we at the PSI cannot accept any liability for this.”

**What do you recommend to suppliers who are unsure about editing their data?**

“We will of course provide all PSI suppliers with help and advice. Anyone who has questions about updating their product data can contact us at any time. Our aim is to make the transition as smooth as possible, and to ensure that all products are correctly integrated into the new filter.”

my PSI



### By the way:

Anyone who has questions about the PSI Product Finder or product data maintenance in general can arrange a one-to-one online appointment with Martina Lipp. “We want to meet our members exactly at their current level,” says Martina Lipp, explaining PSI’s services. “In one-to-one online appointments, we can respond well to individual needs and questions.” Suppliers who would like to optimise their data quality and thus increase the sales potential of their products and, ultimately, the benefits for PSI distributors are also welcome to make an appointment with Martina Lipp. Send an e-mail to [importe-productfinder@reedexpo.de](mailto:importe-productfinder@reedexpo.de) or call her at: +49 211 90191-721.

## Enthusiasm for and joy of young talents

**H**ighly committed young talents, joining our industry with their brand-new ideas, are the key to innovation and growth. But how do we make sure of not having to worry about the next generation? How do we attract and retain the talents who will shape our industry's future? To me, the answer is clear: purposeful encouragement, practical insights and the willingness to extend a welcome to lateral entrants as well.

For apprentices, young employees or newcomers to the industry, a visit to the PSI trade show is the best opportunity to experience our industry's diversity in close-up. Picking up products, getting a feel for materials and engaging in direct dialogue with the people behind the products – those are the experiences that linger. That is precisely what we want to achieve: a profound understanding of and genuine enthusiasm for our industry which goes far beyond textbooks and catalogues. In the trade show's supporting programme we take up topics such as AI, targeted communication or vegan finishing ideas explicitly for the industry's next generation. With the combination of trade show, targeted trainings and a networking event, we lay the foundation stone for a successful career in the promotional products industry.

Yet it is not only about young talents learning from us. Young people – who view the world differently – and lateral entrants from other industries often bring along new and valuable perspectives. They query handed-down notions, experiment with new concepts and kick off innovations. The blend of the next generation's brand-new ideas and the experience of today's specialists is the thing that will get us all further. To me, therefore, it is especially important that we make joining our industry as attractive as possible – through comprehensive training offers and, above all, by being open and welcoming.

It is our aim to create an environment in which both young talents and experienced lateral entrants feel appreciated and encouraged. If we succeed in that, we will not have to deal with concerns for the next generation: quite the opposite – we will be happy to know the future is in safe hands.

Yours,

Petra Lassahn  
Director PSI



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## Convincing added value

Promotional products that are Made in Europe – especially from Germany, Switzerland and Austria – offer numerous advantages that companies should take into consideration when choosing their promotional products. For one thing, these countries are synonymous with high quality and precision during production. Products from these regions enjoy excellent renown across the world, which amplifies customers' trust and positively influences the brand's image. For another, shorter delivery routes mean that CO<sub>2</sub> emissions are reduced in comparison to Far East production. European manufacturers are subject to stringent regulations in relation to working conditions, safety and sustainability. Faster delivery along with the possibility to react flexibly to special requests are additional bonuses. Companies that insist on "Made in Europe" additionally demonstrate their regional ties and strengthen the local economy – a convincing added value that is winning ever more importance among customers. The articles covering our second product theme, "Brands, Classics, Vintage", are equally impactful.

Please start giving some thought to the product presentations in the January 2025 issue of the PSI Journal, which will be devoted entirely to "Trade Show Novelties PSI 2025", and send your product proposals (image and text) by 14 November 2024 to: Edit Line GmbH, Editorial Office PSI Journal, E-Mail: [hoechemer@edit-line.de](mailto:hoechemer@edit-line.de)

## Eco-conscious walking



People wanting to show ecological awareness when out walking are well provided for by Spanish company iDSNEAKERS. The PSI member from Barcelona offers fashionable footwear that lives up to its reputation and is above all sustainable, in vegan and recycled materials. We provide a concise introduction to the new "comfy shoes".



## On-trend tennis socks

Wholesale company Print Equipment has taken up the tennis socks of the Mr. Socks in its range of promotional products that can receive printing. With over 5,000 items for sublimation printing, Print Equipment already offers a large selection and is now banking on an item that is right on trend with this product expansion.

## Imprint



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