

# PSI

**PSI Journal**

International Magazine  
For Promotional  
Products

January 2025  
Volume 64

**PSI 2025  
Highlights & Exhibitors  
starting from Page 8**

# JOURNAL

- Advert -



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# PSI

**In a land of plenty, be inspired and start your cherry-picking.**

**7-9 JAN 2025**  
Exhibition Centre Düsseldorf

**PSI 2025**  
Highlights & Exhibitors  
starting from Page 8

# PSI 1

# JOURNAL

Düsseldorf · G-30212

**PSI Journal**  
International Magazine  
For Promotional  
Products

January 2025  
Volume 64

**PSI 2025**

Off to new horizons

**Product Guide**

Trade show innovations  
PSI 2025

**CHOICE Preview 2025**

Unlimited choice - unlimited  
possibilities

**Schöffel PRO**

Corporate wear rethought

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

**psi-messe.com**

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# Outlook for 2025

# Reflecting our own strengths

# PSI

# PSI NIGHT

## SAVE THE DATE

# 7 JAN 2025

## GET YOUR TICKET NOW!



SCAN ME

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

7-9 JAN 2025

LOCATION

**event**  
**residenz**

*we create good moments*

Eventresidenz Düsseldorf  
Bahnstraße 13-15  
40212 Düsseldorf

www.psi-network.de



Editorial

## We have to be prepared

**A**wonderful Christmas season lies behind us. We started the New Year 2025 in a festive mood and with a few good resolutions – and hopefully also with some anticipation of an interesting and successful PSI. Let us hope it will be successful for everyone – for dealers and consultants, for manufacturers and importers, and ultimately also for the PSI itself, because success creates space for new ideas and investments.

We will all need new ideas in 2025. Things are not going well at all in the major economies in Europe. Germany is once again the “sick man” of Europe. The UK has still not digested Brexit. Reforms in France are failing due to trade unions and rigid labour legislation. Spain is the “best in the class” with growth of almost 3 per cent. Compliments. Italy can also be reasonably satisfied. However, if you look at the 27 member states as a whole, 2025 does not look very rosy.

A similar picture will emerge for the promotional products industry in the respective countries. The strongest market in Europe is weakening, which people have not yet realised everywhere. However, we know from other sectors that orders in the industrial and construction branches are slowing down. Suppliers in the small and mid-sized business sector are also focussing on savings. Distribution competition is the order of the day, even in the advertising industry. And this is exactly what the industry needs to prepare for.

Social media have been a strong competitor for advertising budgets for a few years now. Impact research is more popular than ever. Its results are used by many companies to take decisions on the allocation of advertising budgets. In past studies, we were always at the forefront in terms of impact. This needs to be re-examined, because the market only trusts new numbers. I am sure that we have not deteriorated, but rather improved again. After all, promotional products are the only form of advertising that has a long-term and enduring effect, comes across as friendly and is never “pushed aside”.

So let's be optimistic for 2025: good products and good strategies with scientific backing will stabilise and strengthen us. Those who strongly benefit from the upcoming PSI will have enough arrows in their quiver to be successful in the battle for customers and market shares.

See you in Düsseldorf – I look forward to it.

In this spirit,

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

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Come meet us

& our newcomers!

Visit us at the PSI Trade Fair 2025 from **January 7 to 9** at the Düsseldorf Exhibition Center, **booth 10G38**.

Check out our 4 new models that impress with innovative designs and sustainable materials. Be inspired by the latest trends and finishing methods - we look forward to presenting our latest creations to you in person.

As a business that specializes in the production and distribution of sustainable cotton bags, we always strive for high quality, environmental awareness and style. Our focus lies on combining modern finishing methods with sustainable materials in order to meet the growing demands of the market. We look forward to your visit - and to exchanging ideas together!



**Booth 10G38**

January 07-09, 2025 Düsseldorf Trade Fair

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



**COSMETIC BAG**  
2373 **KIM**



**PSI 2025: Setting off for new horizons 10**

PSI is just around the corner: from 7 to 9 January 2025, the international promotional products industry will meet in Düsseldorf for the first major event of the year. Europe's leading trade show for promotional products, incentives and merchandising will once again set the trends and ideas that will be at the top of the agenda in 2025.

**Outlook 2025: focussing on our own strengths 28**

We asked suppliers and retailers how they assess the situation and the market and how they will set their course in 2025. Conclusion: The industry wants to face the challenges confidently with a willingness to invest, innovative strength and an increase in service and sales activities.



**Unlimited choice – unlimited possibilities 68**

As the days get shorter, the companies in the CHOICE Group invite you to the traditional presentation of their new collections for the coming year. This time, the motto of the presentation was 'One Group. Unlimited CHOICE' – a motto that emphasises the unlimited choice and unlimited possibilities that the Group offers.



**Your brand in the best hands 88**

Michael Weissenrieder has set a new course for Global Brand Concepts. He and his wife Tanja, both founders of today's globally active company, have brought in reinforcements. Boris Schwerdt has been part of the management team for four years as Managing Director Sales and Manuel Schick is now also Managing Director. A company profile.



# Trends >< counter-trends

'People can only consciously perceive something to which there is a contrast,' says Malte M. Wilkes, innovation expert and management consultant for customer centricity. Futurologist Matthias Horx puts it this way: 'According to the laws of trend dynamics, every trend creates a counter-trend.' Recursive developments, i.e. developments that go back to known values, which at first glance appear to contradict the megatrend, often turn out to be 'retro trends' on closer inspection.



#### Places of longing times 12

Secret paradises 2025 (Calendar with untouched landscapes and colourful pictures)  
Ackermann Kunstverlag  
www.ackermann-kalender.de  
PSI 40604

#### Perfect for all retro fans

Pen model 'GIN' (made from the trunk of an ancient juniper from the south of France)  
e+m Holzprodukte  
www.em-holzprodukte.de  
PSI 42200



#### Not just for car nostalgics

Colouring book 'Retro Cars' (collection of 16 retro cars for individual illustrations)  
Verlag für Prävention Wilken  
www.wilken-verlag.de  
PSI 49769



#### Retro on the outside – digital on the inside

Modern Retro' alarm clock (with digital time and date display, alarm with retro chime)  
Inspirion GmbH  
www.inspirion.eu  
PSI 42907

Retro conveys a 'feeling of freedom and youth', wrote the Süddeutsche Zeitung (SZ) ten years ago. It is a longing for the old days. Retro design takes away the fear of acceleration and reminds us of a time without obligations, but full of possibilities. 'We cling nostalgically to yesterday because it makes tomorrow more bearable,' the SZ wrote. The promotional products industry gives this feeling an appealing look and feel.

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## Jackets & Vests

Our models are wearing the items JN1333 Ladies' Padded Jacket and JN1334 Men's Padded Jacket from JAMES & NICHOLSON • Quilted jackets for promotion and lifestyle • easy-care material made from recycled polyester.

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Apropos of trend and countertrend: cash is trending. On TikTok, influencers are giving out banknotes in envelopes for various purposes. Behind the “cash stuffing” is young people’s intention to get a handle on their finances. During a time when, in Germany, the first restaurants, hotels and businesses are refusing cash now, “cash stuffing” looks to be a countertrend. Having lost its significance in recent years, cash is enjoying new appreciation as a result. (tagesschau.de, “The money sock’s comeback”)

**Peppy coin purse**

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 PSI 41170



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**Silverspot Trading GmbH**  
[www.silverspottrading.com](http://www.silverspottrading.com)  
 PSI 48123



At the same time, however, contactless payment is becoming more and more popular. Purchasers in Germany are now choosing to use their contactless debit card in four out of five cases. An NFC chip in debit or credit cards enables this. What is more, it is possible to transfer money contact-free using a smartphone or smartwatch via an appropriate app. (tagesschau.de, “Contactless payment more and more popular”) Now, whether the intention is to attractively stash cash for (promotional) impact purposes or to use smartphones and NFC technology, the promotional products business has suitable products at the ready.

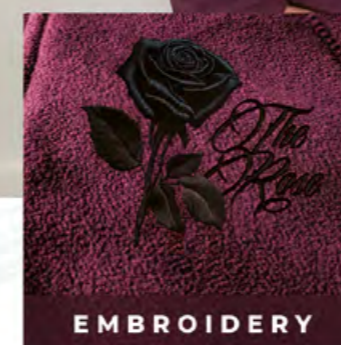
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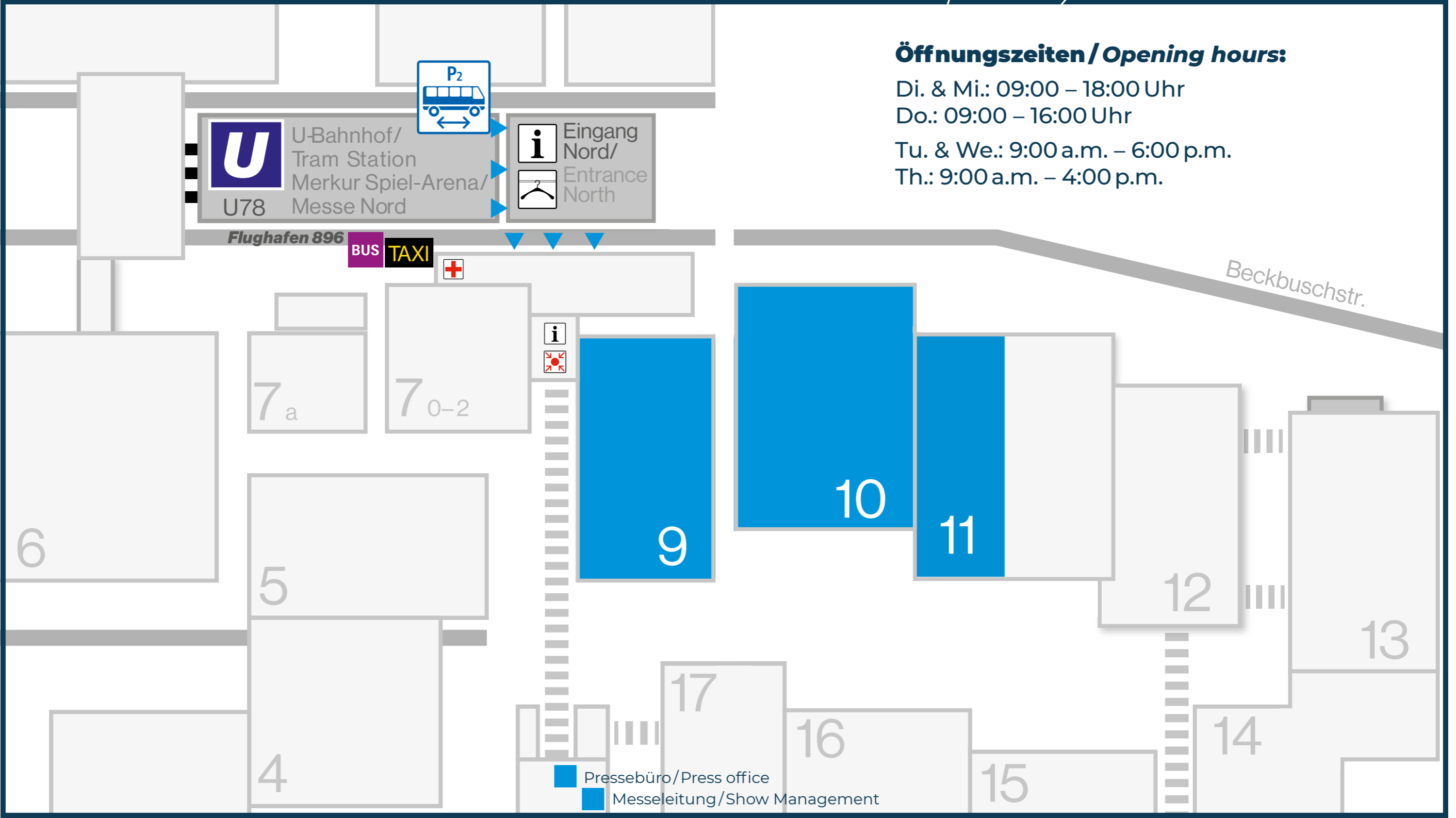


# Geländeplan Site plan

Exhibition  
Centre  
Düsseldorf

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

7-9 JAN 2025



## Öffnungszeiten / Opening hours:

Di. & Mi.: 09:00 – 18:00 Uhr  
 Do.: 09:00 – 16:00 Uhr  
 Tu. & We.: 9:00 a.m. – 6:00 p.m.  
 Th.: 9:00 a.m. – 4:00 p.m.

■ Pressebüro/Press office  
 ■ Messeleitung/Show Management

## Innovations-Hotspot PSI 2025

# Off to new horizons

The PSI is just around the corner: From 7 to 9 January 2025, the international promotional product sector will come together for the first major event of the year in Düsseldorf. Europe's leading trade show for promotional products, incentives and merchandising will once again set the trends and ideas that will headline the agenda in 2025. Participants will not only be able to see and experience many new things, but also help shape this exciting sector.

Once again, the PSI 2024 lives up to its reputation as a showcase for the sector. It's a powerful and inspiring kick-off to the new promotional year.



The PSI is opening its doors very early this year as an internationally recognised hotspot for innovation, expertise and networking. A meeting-point for curious minds whose passions lie in multi-sensory, emotional promotion: national and international players, all-rounders, specialists and newcomers. Regardless of age, nationality, function and motivation – the PSI brings them all together. And as experience shows, after three packed trade show days full of inspiration, encounters and experiences, they will know more, and return with a multitude of new ideas and contacts. Those who come to the PSI experience a diverse, vibrant sector that you simply have to love. The special “PSI feeling” makes the trade show a unique platform for the sector throughout Europe.

### Order tickets last minute

An outstanding supporting programme, many special areas and highlights as well as a glittering party night – the year could hardly get off to a better start. PSI members who don't yet have a ticket can still order them last minute free of charge in the online ticket shop. Tickets for the PSI Night, which will take place on 7 January 2025 starting at 7 pm in the impressive Düsseldorf Event Residenz, are also available here. An attractive start to the trade show that brings the first day to a fitting close in a relaxed atmosphere and sets a groovy and enjoyable mood for the remaining days of the trade show – networking and lots of fun included. You shouldn't miss this perfect opportunity to round off the day with customers, partners and employees. And please don't forget: Marketeers can only vis-

it the PSI on Thursday, 9 January 2025 at the invitation of their PSI distributor and must identify themselves as professional visitors. Distributors should send their invitations via their personal My PSI area, because only then will guests be identified as such on their badge. Corresponding price lists simplify dealing with these visitors at the stand. Answers to all questions about the trade show can be found at [www.psi-messe.com](http://www.psi-messe.com) under FAQs. The exhibitor list and hall plans in the PSI Journal and at [www.psi-messe.com](http://www.psi-messe.com) (under Info for Visitors) are ideal for planning your visit to the trade show and searching for specific products and companies.

### PSI Gusto: Multi-sensory seduction

The PSI Gusto is a presentation format that has been delighting trade show visitors for many years. In this tasting area in Hall 9H32-44, you will find only exhibitors presenting specialities and fine culinary products for you to try. Everything you can see, taste and smell here naturally also has the potential to become a welcome promotional product through customised finishing. From sweet to savoury – tasting at the Gusto area is a great way to experience the multi-sensory power that gives everything culinary its enormous impact. On the way to Halls 10 and 11, you will almost pass Gusto – so simply make a gourmet detour and allow yourself to be inspired. And relax a little linger in the local café.

### Design and product safety belong together

The PSI Design Forum, a circle of successful product designers, has been exhibiting at the PSI for years and will be there again in January – in “The Lab” designated area. This open workspace for promotional product distributors in Hall 11A16 will showcase product development and marketing solutions. All designers have made a name for themselves as developers of promotional products and therefore combine exclusive expertise and extensive experience in figurative promotion. The competent, informative team of Manfred Makedonski, Joerg Langkop and Lutz Gathmann can not only answer your design questions, but also provide information on product safety, product labelling and other topics relevant to manufacturers. Of course, there will also be a whole series of design classics and new products on show, demonstrating what is important in product development. Designer and product safety expert Gathmann will also be providing information on the new GPSR.

Right next door at “The Lab”, TÜV Rheinland and Hohenstein Laboratories, the testing service provider for textiles, will be offering information and advice. The Green Product Award, which has been honouring sustainable products and services from companies and start-ups since

2012, will also be presented here. Good reasons to learn from highly qualified contacts and dispell your own concerns.

### The PSI Trend Show and PSI Services

The PSI Trend Show, the newly designed special area in Hall 11A07, will showcase product trends from the three categories “Fit through the Year”, “Highlights for Sunny Times” and “The Pleasure Trip”. PSI exhibitors will exclusively present their innovations from the fields of textiles, electronics and multimedia, school and office supplies, bags, luggage and travel, and food and beverages. Please note: The curated product show, which is well worth seeing, has moved from Hall 9 to Hall 11, where there is more space available. The PSI home base can be found nearby at stand 11A05: Here you can get advice

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on the many PSI products and services and learn all about the benefits of membership. The dedicated PSI team will be on hand to personally assist all visitors to ensure they get the most out of their visit. Take the opportunity to familiarise yourself with the top sourcing tools such as the Product Finder and the Sourcing Department and discover how these services can make your day-to-day life easier and more efficient. The PSI has come up with attractive trade show specials for membership and upgrades. The motto here is "Home is where the PSI is" – so make yourself at home and enjoy a refreshment while you charge your mobile phone.



### The world as guest at the PSI

Hall 11 is also home to the PSI International Lounge (11A35), the communicative meeting place for renowned associations and organisations from around the world. Here you can feel the special spirit that has connected the sector worldwide since the beginnings of the PSI over 60 years ago. The ASI (Advertising Specialty Institute) from the USA, the BPMA (British Promotional Merchandise Association) and Sourcing City from the UK can all be found here. The Belgian sector is represented by the BAPP, and we welcome representatives from Promoswiss in Switzerland. The international sector organisation IPPAG will also be here. The still young umbrella organisation EAC (European Association Cooperation) will also introduce itself

here and invite visitors to a reception. Het Portaal from the Netherlands (9A64) and Promoturk from Turkey (11C29) have their own stands outside the International Lounge. Please make a note of this: There will be an international reception in the lounge on the second day of the show.

### The PSI Academy: practical knowledge for everyone

The PSI Academy programme in Hall 11A80 presents a wide range of topics relating to sustainability, trends and innovations, marketing, communication and AI. You can find out more about the high-calibre, practical programme at [www.psi-messe.com](http://www.psi-messe.com). The PSI is particularly keen on fostering young talent, but also on integrating and supporting experienced career changers. After all, our diverse and creative sector thrives on the fresh ideas and valuable perspectives that inquisitive and experimental newcomers bring to the table. On the second day of the trade show, an entire thematic block will therefore be dedicated to Next Generation PSI: On Wednesday, 8 January from 3:30 pm, experts will take all newcomers and interested parties on a journey into the world of innovative, future-proof business ideas, update them on sector news and chat about the business and current career opportunities. Afterwards, Toppoint invites you to socialise and network over cool drinks. After all, supporting the younger generation and ensuring that they feel comfortable in the sector is an important future goal for Toppoint.

### Marketing innovations and inventions

The PSI would like to support innovative, creative companies: providing information, establishing contacts, showing ways to market new products. It was for this reason that the cooperation between the PSI and the magazine Innovations-Forum and Tepac Technologie & Patent-Con-



sulting began several years ago. There will also be a special Innovation Forum area in Hall 11C16 at PSI 2024. Here you can meet experts for innovation, protection, research and marketing. The Innovation Forum team gives PSI participants access to their ideas and offers free advice. A win-win situation, because many inventors do not realise how broad the needs of the promotional sector are and where their creative contributions are in demand. This is an important topic, because promotion lives from new impulses, ideas and inventions – and so does the promotional product sector.

### Textiles still a trend

Hardly any campaign can do without textiles: According to a recent study by the Promotional Product Association International (PPAI), textiles account for around 35 per cent of the global promotional product market. For many years, the PSI has been proof of the growing importance of promotional textiles and finishing. Finishing turns promotional products into genuine brand ambassadors that build image and leave a lasting impression. That's why promotional textiles and finishing processes play a key role at the PSI: They reflect seasonal trends and provide creative impetus for the customisation of promotional products. With the Textile Village and the Special Finishing Show, the PSI 2025 is presenting targeted platforms where exhibitors and visitors can tap into new business potential.

### Textile Village and Special Finishing Show

In the Textile Village in Hall 9, visitors can look forward to textiles with innovative designs, interesting functions and sustainable properties as carriers for memorable pro-

motional messages. Exhibitors include Cottonland Textiles, Dyckhoff, Gildan Activewear, HIP, Jerzees Europe, Kingly, L-Shop-Team, Mr Socks, no limit Textilveredlung, Promodoro Fashion, Quikflip, Rogac d.o.o., SETEX-Textil and Uneek Clothing Europe. The Special Finishing Show brings French flair to Hall 11 – and to a wide variety of promotional products. Under the motto "Vive la France", Epson Germany, Gravotech Group, Logotex Europe, Lynx Germany, Maegis, Melco International, Mutoh Germany, Print Equipment, Trotec Laser Germany, Walz Solutions, WITPAC Germany and X-Tec Systems will be demonstrating innovative solutions for customising promotional products. The Special Finishing Show is supported by sponsors such as L-SHOP-TEAM, Gildan, Malfini and Giving Europe.

### Recharging your batteries in the Community Cafés

There's all this and much more to discover and experience at the PSI. So that you can stay energised and make the most of all three days of the trade show: Treat yourself to a break now and then in the Community Cafés in Hall 10G10 or 9E68 or in Gusto in Hall 9, where you can relax, reflect or meet up with colleagues, customers or friends. A helpful PSI service for all those who have collected samples and catalogues: In Hall 9A63 there will once again be a dispatch station where you can pack your material and send it to the office on Tuesday and Wednesday from 12 noon to 6 pm and on the last day of the show from 10 am to 4 pm. <



12-AR

Exhibition  
Centre  
Düsseldorf

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

7-9 JAN 2025

## THE EXHIBITOR LIST OF THE PSI 2025

We are happy to welcome the following exhibitors:

PSI No.	Exhibitor	Web	Booth
49009	12M, POLAND	12m.eu	9A38
 Powered by 			
<b>60867</b>	<b>3M Promotional Markets powered by CCA Occasions, UNITED STATES (THE)</b>	<b>ccaoccasions.com</b>	<b>10H70</b>
60919	44 Bricks GmbH, GERMANY	44bricks.com	11A78
60876	ABC-N System Reusable Promo Packs, POLAND	abcnsystem.com.pl	11B58
60572	ABERO Sp. z.o.o., POLAND	abero.pl	9D44
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SIRKETI, TÜRKIYE	adaseramikcupa.com	9E36
44329	aditan GmbH, GERMANY	aditan.de	10L38
60629	Adivin Beach Flag, SPAIN	adivin.com	9D37
43999	ADOMA GmbH, GERMANY	adoma.de	11A54
45448	Aetzkunst GmbH & Co. KG, GERMANY	trophies-germany.de	9B32
60841	Airfresh, POLAND	airfresh.pl/en	11B57
47800	ALFA PROMOSYON TEKSTİL Pazarlama Sanayi Ve Ticaret Anonim Sirketi, TÜRKIYE		10D28
60540	Allpromoted Inc., UNITED STATES (THE)		10G40
			
<b>45590</b>	<b>aloga gmbh, GERMANY</b>	<b>makeityours.me</b>	<b>10B54</b>
49719	AMGS GROUP JERZ I GIGOŁŁO SPÓŁKA KOMANDYTOWA, POLAND	amgsgroup.com	10A13
45753	Anda Present Ltd., HUNGARY	andapresent.com	10A50
60848	ANTS & FRIENDS GmbH, GERMANY	antsandfriends.com	11E49
60817	AODACI Lda., PORTUGAL	aodaci.com	10G22
60787	APS Print Sp. z o.o. Sp. k., POLAND	apsprint.eu	9A49
44291	Araco International B.V., NETHERLANDS (THE)		10G26
60896	ARIR S.a.s. Boggio di Zanon Maria Vittoria, ITALY	arir.com	9B64
60763	ARMACAO Design SARL CAP 5-12, FRANCE	armacao.fr	10B05
			
<b>45495</b>	<b>Art di Como Design GmbH, GERMANY</b>	<b>artdicomo.de</b>	<b>9H32</b>
46316	Artar Tekstil Prom. Urunleri San. Tic. ve Ltd. Sti., TÜRKIYE		10H21
49960	ARTIVA SPORTS by Campo Sportivo GmbH, GERMANY	artiva-sports.com	9E25
			
<b>60966</b>	<b>Artizanaten, ROMANIA</b>	<b>artizanaten.ro/en</b>	<b>9A66</b>

## AS-CO

PSI No.	Exhibitor	Web	Booth
46706	ASB Herbalind gGmbH, GERMANY	herbalind.com	11E39
60761	Aseli Trade GmbH, GERMANY	aseli.de	9H42
49556	Asgard Sp. z o. o. owner of the BLUE COLLECTION brand, POLAND	bluecollection.gifts	9A05
60692	Asya Promosyon Bilg. Mlz. ve Matb. San. ve Tic. Ltd. Sti, TÜRKIYE	asyapromosyon.com.tr	9E30
60207	ATACA TEKSTİL SANAYI VE TICARET LTD STI, TÜRKIYE	atacatekstil.com	10A40
60839	ATTO Inkject LLC, UNITED STATES (THE)		9C38
46148	ATUT & PRIMAR s.c, POLAND	atutwood.pl	9B58
49413	AVANT Fabryka Porcelitu, POLAND	avant.pl	9B56
60956	Avery Dennison, NETHERLANDS (THE)	averydennison.com/en/home.html	11E26
60726	AWIH Zbigniew Zielinski, POLAND	awih.pl	11A76
46204	Axpol Trading Sp. z.o.o, POLAND	axpol.com.pl	9C32
60669	Aysoy Pazarlama Konf. Tekstil San. Va Tic. Ltd. Sti, TÜRKIYE	aysoytextile.com.tr	9F37
47411	badge4u Wojciech Pawlowski, POLAND	badge4u.eu	9D04
n/a	Bambook B.V., NETHERLANDS (THE)	bambook.org/de	11B16
PSI Partner	BAPP - Belgian Association of Promotional Products, BELGIUM	aimfap.com	11A35
45434	Bartl GmbH, GERMANY	bartlshop.de	10C66
60910	Bayrak 2023 Baski Merkezi San. Tic. Ltd. Sti., TÜRKIYE	efsane-grup.com	10H72
60781	BE SMART PROMOSYON TEKSTİL SAN. VE TIC. LTD. STI., TÜRKIYE	besmartpro.com	11A43
n/a	Beepack Production, POLAND	beepackpro.com	11B54
41859	BIC GRAPHIC EUROPE S.A., SPAIN	bicgraphic.com	10A18
60872	BIRKENSANNER, GERMANY	birkenspanner.com	11E70
60677	Blockhütte GmbH, GERMANY	blockhuettenet/pages/firmengeschenke	11A52
60738	BLOOM your message V.O.F., NETHERLANDS (THE)	bloom-yourmessage.nl	11A58
n/a	blueprints global GmbH, GERMANY	blueprintsglobal.eu	9C48
60556	Bombacio Sp. z.o.o., POLAND	bombacio.eu/en	10H64
48043	Boogaard Textiles B.V., NETHERLANDS (THE)	boogaardtextiles.nl	10G07
49348	BOOGIE Design, POLAND	boogie-design.pl	10A26
60909	Book Lab, NETHERLANDS (THE)	book-lab.nl	11E50
60920	Boompods, UNITED KINGDOM (THE)	boompods.com	11C47
60727	Born Originals GmbH, GERMANY	b2b.bornoriginals.com	11A46
44755	Bosscher International B.V., NETHERLANDS (THE)	bosscher-international.com	9A48
49753	BOTT sp. z o.o., POLAND	bottdruck.de	10H61
60685	Brand New Lab, Lda, PORTUGAL	brandnewlab.com	9B30
46116	Brand Promotion CZ s.r.o., CZECH REPUBLIC (THE)	brand.cz	10D29
60673	BrandFit Solutions, NETHERLANDS (THE)	brandfitsolutions.com	9E56
46905	Brauns-Heitmann GmbH & Co. KG, GERMANY	xmas-logo.de	9C04
60959	BRBEN TEXTILE, TÜRKIYE	brben.com	11C59
			
<b>43609</b>	<b>BRICK promotions, UNITED STATES (THE)</b>	<b>brickpromotions.com</b>	<b>10L20</b>
60984	BRYX Toys UG (haftungsbeschränkt), GERMANY		11D59
48045	B-TOKEN BVBA, BELGIUM	b-token.eu	9B38
60931	BTR Reklamcılık Pazarlama ve Dis Ticaret Ltd.Sti, TÜRKIYE	btr.com.tr	9D24
45956	burger pen AG, SWITZERLAND	burgerswisspen.com	10H38
60734	Butik Tekstil İthalat İhracat Sanayi ve Ticaret Ltd. Sti., TÜRKIYE	nazar-wellness.de	9G20
41446	Buttonboss Group, NETHERLANDS (THE)	buttonboss.com	10D06
47952	Büyüksoy Bayrak Ve Semsiyeye San. Tic. A.S., TÜRKIYE	heb.com.tr	10F26
60923	BYSELINI UG, GERMANY	transferprint.de	11E71
45140	Carry Products GmbH, GERMANY	carrybottles.com	9A55
43811	CDH Computer Division Heinemann GmbH, GERMANY	cdh.info	10F65
45452	CD-LUX GmbH, GERMANY	cd-lux.de	10G61
60915	CENGO GmbH, GERMANY		11B39
60717	chic.mic GmbH, GERMANY	chicmic.de	10D43
60667	ÇİNTANLAR TEKSTİL SAN VE TİC LTD STI, GERMANY		9F26
60619	CITRON GROUP, POLAND	citron.pl	10D44
60826	Classone Teknoloji Urunleri San. ve TIC. LTD. STI., TÜRKIYE	classone.com.tr	9A31
40511	Clipper Interall, NETHERLANDS (THE)	clipperinterall.de	10L27, 10L25, 10L31
47506	Condom Message, NETHERLANDS (THE)	condommessage.com	9F03
60181	Confiserie Möhlenkamp OHG, GERMANY	confiserie-moehlenkamp.de	11E51

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## CO-EU

PSI No.	Exhibitor	Web	Booth
n/a	Conrad & Shark Europe Ltd., CZECHIA	conradshark.com	9A17
49112	Consilio Jakub Michalski, POLAND	consilio.com.pl/de	10F03
60638	Continenta GmbH, GERMANY	continenta.de	11E64
45939	Corthogreen bv, NETHERLANDS (THE)	corthogreen.com	9H43
47376	CosmoShop GmbH, GERMANY	werbemittelshop.de	10H45
48842	Cottonland Textiles - Openvision Lda., PORTUGAL	ovgroup.pt/cottonland	9B54
48968	CP-Team GmbH, GERMANY	cp-team.de	11B72
60891	Cre8iveSkill LLC, UNITED STATES (THE)	cre8iveskill.com	11A41
43581	Croatian umbrella Ltd, CROATIA	croatianumbrella.com	10B32
43968	CRUX Sp.j., POLAND	greenplanet365.eu	10B61
60921	CTM GROUP, POLAND	ctmgroup.pl	11C64
60889	CW Blanks, PORTUGAL	cwblanks.com	11B46
60893	Daoen Inc, UNITED STATES (THE)	daoeninc.com	10E06
60974	Db, NORWAY	eu.dbjourney.com	9D53
60970	DECARD sp. z o.o., POLAND	decard.pl	11B53
60802	DECHLAND - Lukasz Szprengier, POLAND	dechland.com	10H68
73174	DeinDesign GmbH, GERMANY	deindesign.de	11D60
60589	DelikatessenWinkel, GERMANY	shop.delikatessenwinkel.de	9H08
44115	DELTA SAS, FRANCE		11C31
46660	DEONET BV, NETHERLANDS (THE)	deonet.com	10C04
60898	DEPAR DERI PLASTIK SAN. VE TIC. A.Ş., TÜRKIYE	deparderi.com.tr	11C45
60906	Der kleine Gourmet GmbH, GERMANY	der-kleine-gourmet.de	9H36
60901	Design 360 Grad, GERMANY	design360grad.de	11B60
PSI Partner	Design Forum   PSI, GERMANY	aimfap.com	11A16-01
60927	DETOA Albrechtice s.r.o., CZECH REPUBLIC (THE)	detoa.cz/en	11C40
90029	Disrupt Sports Ltd, UNITED KINGDOM (THE)	branded.disruptsports.com	11A63
48615	DIZAYN ETIKET San. ve Tic. A. S., TÜRKIYE	dizaynetiket.com	9C40
46488	DOCTIME GmbH, GERMANY	doctime.de	10E27
60821	Doli GmbH, GERMANY	doli-bottles.com	10E59
40723	DOM POLYMER-TECHNIK GMBH, GERMANY		10G56
41752	doppler H. Würflingsdobler GmbH, GERMANY	dopplerschirme.com	10A46
PSI Media Partner	Dr. Harnisch Verlags GmbH, GERMANY	harnisch.com/dedica	EN03 - PSI Media Lounge
45720	DREAMPEN Dariusz Libera, DreamPen Producer of Ballpens, POLAND	dreampen.com	10A36
44886	DreiMeister Spezialitäten GmbH & Co. KG, GERMANY		9A37
60874	Dyckhoff GmbH, GERMANY	dyckhoff24.de	9B48
44457	e!xact Internationale Werbemittel GmbH, GERMANY	e-xact.de	9C64
47300	Easy Gifts GmbH, GERMANY	easygifts.de	10F35
60236	ecobrand respectful distribution gmbh, AUSTRIA	ecobrand.promo	9B26
60807	Ecoffee Cup Limited, UNITED KINGDOM (THE)	ecoffeecup.com	11A42
49982	Edition Michael Fischer GmbH - EMF Verlag, GERMANY	emf-verlag.de	10C56
60503	eFanshop.com JOANNA KUŁAKOWSKA, POLAND		10E07
60767	EFE Design GmbH, GERMANY	utsch.com	11C51
60899	E-Heron, POLAND	e-heron.com/en	10F70
41369	elasto GmbH & Co. KG, GERMANY	elasto.de	10L49
48996	ELITA S.J. Krzysztof Staszalek i Mateusz Staszalek, POLAND	lanyardsonline.de	9A36
44736	ELITE Srl, ITALY	elite-it.com	10D09
47306	emco Bautechnik GmbH, GERMANY	emco-bau.com/produkte/teppichmatten/ werbematten-und-aktionsmatten	10F60
47403	Ender Tekstil, TÜRKIYE	endertekstil.com/de	9A26
80309	EPSON Deutschland GmbH, GERMANY		11E09
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, TÜRKIYE	erenkadife.com.tr	9H63
47527	Erich Utsch AG, GERMANY		9E62
60689	Espa srl, ITALY	espaitalia.it	10G44
60651	ESPRINET SPA, ITALY	nilox.com	10L72
46089	Eudarcap, POLAND	eudarcap.com	9G57
60832	EURODET SRL, ITALY	profumieco.com	11A70
49704	European Sourcing Sarl, FRANCE	europeansourcing.com	10C55

## EU-HE

PSI No.	Exhibitor	Web	Booth
49845	Euro-Transfers Sp. z o.o., POLAND	euro-transfers.de	11C79
60721	Expandasign International Pty Ltd, SOUTH AFRICA	expandasigneuropa.com	10D10
47094	Extrapack AD, BULGARIA	bags.bg/cms_Content/Show/?lg=en	10G19
60834	Exxen Tekstil Etiket San ve Tic AS, TÜRKIYE	exxenetiket.com	10C06
60930	EYS GmbH, GERMANY	corporate-eys.com	11A65
60716	F.B. BAG, TÜRKIYE	fbaksesuar.com	10C39
49205	Fabryka Zabawek Pluszowych „Kolor Plusz“, POLAND	kolor-plusz.pl	9B59
60835	FAIRWERK // Inntal-Werkstätten, GERMANY	fairwerk.de	9F50
43144	FARE - Guenther Fassbender GmbH, GERMANY	fare.de	10G37-01
47960	Feniks Sp. z o. o., POLAND	feniks.biz.pl	9B12
60918	FF-PACKAGING / East West Packaging, NETHERLANDS (THE)	ff-packaging.com	10H55
60933	fid retail GmbH / noma noma, GERMANY	nomanoma.com	11B65
60474	Filmar Factory Sp. z o.o., POLAND	filmarfactory.eu	10C40
60091	Filmon Baski Cözümleri A.S., TÜRKIYE	filmon.com.tr	10H62
60477	Finable Oy, FINLAND	greenfin.fi	9D23
48519	Finardi Milena SRL, ITALY	promotionalstrawhats.com	10B68
60908	Firstar Healthcare Oy, FINLAND	firstar.fi	11C60
60869	FLASKE BV, NETHERLANDS (THE)	flaske.com/pages/ corporate-branded-bottles	10E08
60961	FLATCUBE®, CROATIA	flatcube.com	11E63
42743	FOL International GmbH, GERMANY	fruittotheloom.eu	9B50
60859	Forrest & Love GmbH, GERMANY	forrestandlove.de/en	11C57
60403	Fortrend Tekstil San Tic Ltd. Sti, TÜRKIYE		9E64
47463	Francos GmbH, GERMANY	francos-gmbh.de	11A73
60884	Frankfurter Fahnen Jungmann GmbH, GERMANY	frankfurter-fahnen.de	11B59
60424	FreeWings / FIBS, AUSTRIA	fi-bs.com	11E40
44020	FRIEDMANN PRINT DATA SOLUTIONS GmbH, GERMANY	friedmann-print.de	10G69
60461	Frischtuch GmbH, GERMANY	frischtuch.de	11A75
60678	G. Benedikt Karlovy Vary s.r.o., CZECH REPUBLIC (THE)	gbenediktgroup.com/en	11A32
40807	Gabriele Bühring, GERMANY	buehring-shop.com	9A60
48691	GC Footwear GmbH, GERMANY	gcfootwear.com	10D51
41615	Geiger-Notes AG, GERMANY	geiger-notes.ag	10G55
47324	Get Impressed srl, ITALY	getimpressed.eu/de	9E07
47052	GIFT STAR, POLAND	giftstar.pl/en	11B36
43492	Gifts with Impact B.V., NETHERLANDS (THE)	giftswithimpact.nl	11B30
60934	Gildan Activewear EU srl, BELGIUM		9D51
60633	Gileda Ltd., LITHUANIA	safereflector.com	10G03
60842	Gill Company art of fashion GmbH, GERMANY		11C58
60418	Gimel Hediyelek Esya ve Buro Gerecleri Pazarlama ve Ticaret Ltd Sti, TÜRKIYE	gimel.com.tr	9G51
41734	giuseppe di natale spa, ITALY	dinatalestyle.com	10B18
60798	Giving Europe GmbH, GERMANY		10D52
49644	Glaskoch B. Koch jr. GmbH & Co. KG, GERMANY	leonardo-b2b.de	10D49
45192	Glasmark Sp. z o.o., POLAND	glasmark.pl	9C22
<b>45829</b>	<b>Goldstar- Europe, IRELAND</b>	<b>simplygoldstar.com/eu/de_eu</b>	<b>10K36</b>
42351	Göllnest & Kiesel GmbH & Co. KG, GERMANY	goki.eu	10A71
46517	Görenler Giyim Tekstil A.S, TÜRKIYE	gorenler.com	9B06
60724	GPS BAGS SPA, ITALY	gpsbags.com	10F68
47265	GRASPO CZ, a.s., CZECH REPUBLIC (THE)	graspo.com	9F25
45874	GravoTech GmbH, GERMANY	gravotech.de	11B06
60938	GREAT SILK ROAD trgovina, d.o.o, SLOVENIA		11B75
60720	Green MNKY GmbH, GERMANY	greenmnky.de	11E66
PSI Partner	Green Product Award, GERMANY		11A16-02
60161	Greenverta, POLAND	greenverta.com	10A09
48623	GSE gGmbH, GERMANY	werkstatt.gse-essen.de	9C39
42819	Gustav Daiber GmbH, GERMANY	daiber.de	10G37-02
46944	Gutting Pfalz nudel GmbH, GERMANY	pfalznudel.de	9C03
45666	Halfar System GmbH, GERMANY	de.halfar.com	10G37-03
60981	Hang Loose SRL, ITALY		11D78
44954	happy ROSS GmbH, GERMANY	happyross.de/wm	10A21
60903	HASGÜL DOKUMA TESKİTİ SAN TİC. LTD.STİ, TÜRKIYE	hasgultowel.com/tr/proje	11C46
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., POLAND	headwear.com.pl/de	9G28
47574	HEGA PROMOTIONS, SPAIN	hegahogar.com	10A25
60522	HELIOPROMO, PORTUGAL	heliotextil.com/pt/solucoes/	11B18
60912	helit Innovative Büroprodukte GmbH, GERMANY	helit.de	11E37

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## HE-KA

PSI No.	Exhibitor	Web	Booth
46612	Hellma Gastronomie-Service GmbH, GERMANY	hellma.de	9H44
44145	helo®, GERMANY	heckelmann.com	9H24
41583	HEPLA GmbH, GERMANY	hepla.com	10A49
49978	Herforder Werkstätten GmbH, GERMANY	herforder-werkstaetten.de	9E49
46235	HERKA GmbH, AUSTRIA	herka-frottier.at	10G36
49324	HERMEY GmbH & Co. KG, GERMANY	hermey.de	9E67
PSI Media Partner	Het Portaal Media BV, NETHERLANDS (THE)	hetportaal.com	9A64
49016	Hey!blau GmbH, GERMANY	heyblau-labs.com	11E77
60945	Highlight-Kisabi GmbH, GERMANY		10D08
41118	hoechstmass, GERMANY	hoechstmass.com	10C67
644960	Hohenstein Laboratories GmbH & Co.KG, GERMANY	hohenstein.com	11A16-03
45973	Hörsteler Interior Design GmbH, GERMANY	hoersteler.de	9B44
60714	Hot Screen AB, SWEDEN	hotscreen.de	9F56
60663	Hugo Frosch GmbH, GERMANY	hugo-frosch.de/promotion-werbemittel-waermflasche.php	11B38

## Hultafors

46478	Hultafors Group Germany GmbH, GERMANY	hultaforsgroup.com	10B34
60498	Hypon BV, NETHERLANDS (THE)	hypon.eu	9B51
42567	i.p.a. cosmetics GmbH, GERMANY	ipacosmetics.de	10F66
45302	ICO JSC, HUNGARY	ico.eu	9D42
49719	Igel Werbemittel GmbH, GERMANY	igelshop.de	9A53
60904	Igloo EMEA AB, SWEDEN	igloocoolers.com	11C49
44740	Impliva B.V., NETHERLANDS (THE)	impliva.nl	10G13
43000	IMTC Manufacturing & Trade GmbH, GERMANY	axopad-mousepad.de/preislisten	10F10
49880	Inkcups Europe GmbH, GERMANY	inkcups.com	10E62
42907	Inspirion GmbH, GERMANY	inspirion.eu/de	9H48
60954	Intelsol s.r.o., CZECH REPUBLIC (THE)	intelsol.cz/en	11C42
80405	interfon adress GmbH / infoflip Ulm, GERMANY	interfon-adress.de	11A67
60671	IP Adelt GmbH, GERMANY	ip-adelt.de	10E43
46848	Ipeknur Textile Clothing Co. Ltd., TÜRKIYE	ipeknur.com	9A11
60976	IRISgo AG, SWITZERLAND		11E60
60416	Istanbul Chamber of Commerce, TÜRKIYE	ito.org.tr/en	9E08, 9F07, 9H19
60885	IZY Bottles B.V., NETHERLANDS (THE)	izybottles.com	11A47
49767	J.S. Fashion GmbH, GERMANY	js-fashion-gmbh.de	10G01
49346	JaguarGift, POLAND	jaguargift.com	9G48
47696	JAMARA e.K., GERMANY	jamara.com/kataloge/werbemittelkatalog/de	11C77
48291	JH Innovations GmbH, GERMANY	jh-innovations.de	11E48
PSI Partner	JOOMP – 3000 Lieferanten, schnelle Anfragen, tägliche Produktinspirationen, POLAND	aimfap.com	11A44
46097	José Albero Puerto, S.L. - Secaneta, SPAIN	secaneta.com	10H35
41990	Joytex GmbH & Co. KG, GERMANY	joytex.de	10A62
41545	JUNG Packaging   JUNG since 1828 GmbH & Co. KG, GERMANY	jung-packaging.de	11A61
41545	JUNG Promotion   JUNG since 1828 GmbH & Co. KG, GERMANY	jung-promotion.de	10G49
60200	Jungfleisch GmbH, GERMANY	jungfleisch.de	10E12
48245	JUTEKO GmbH, GERMANY		10B44
60905	Kaffeeform GmbH, GERMANY	kaffeeform.com	11E57
42706	Kalfany Süße Werbung GmbH & Co. KG, GERMANY	suesse-werbung.de/en	10A05, 10E20
60703	KAPLAN OFSET MATBAACILIK SAN. TIC. LTD. STI., TÜRKIYE	kaplanofset.com.tr	10B39
60969	KARDELEN IS ELBISERLERI SAN. TIC. LTD. STI., TÜRKIYE	kardelentekstil.com.tr	11D65
60900	Karey Foam Solutions, SPAIN	kareyfoamsolutions.com	11A45

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## KA-MA

PSI No.	Exhibitor	Web	Booth
41794	Karl Knauer KG, GERMANY	karlknauer.de	10H20
60139	Keks Kreator GmbH, GERMANY	keks-kreator.de	9H34
60092	Kilavuz Görsel Çözümleri Ve Reklamcılık San. Tic. A.S., TÜRKIYE	kilavuzgorsel.com.tr	10A08
48320	Kim Kranholdt GmbH, GERMANY	kranholdt.de	11C33
60925	Kingcoat Sub GmbH, GERMANY	kingcoatsub.com	11C66
60768	Kingly Ltd., BULGARIA	wearekingly.com	9C53
60471	Kingstar Technologie GmbH, GERMANY	ikingstar.com	9D45
60553	Klar Seifen GmbH, GERMANY	seife.de	11C70
43358	KLEEN-TEX INDUSTRIES GMBH, AUSTRIA	kleen-tex.eu	9C40
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, GERMANY	klio.com	10L21
44929	KNOW HOW INTERNATIONAL GMBH & CO. KG, GERMANY	k-h-i.de	10D03
60973	Kocakaya Tekstil San ve Tic Ltd Sti, TÜRKIYE	kocakayatextile.com	9F23
44071	KÖNITZ PORZELLAN GMBH, GERMANY	koenitz.com	9H27
60947	Konsept Deri ve Tekstil Urunleri Dis Tic. Ltd. Sti, TÜRKIYE	koziol-incentives.de	11D64
47406	koziol ideas for friends GmbH, GERMANY	koziol-incentives.de	10D50-01, 10D50
41565	KP Plattner GmbH, AUSTRIA	kp-plattner.at	10B20
46591	Kreutz GmbH, GERMANY	kreutz-online.de	10H56
60926	kywie, NETHERLANDS (THE)	kywie.com	11C63
49872	Landgarten GmbH & Co. KG, AUSTRIA	landgarten.at	10A60
60810	Lanyard Experts, PORTUGAL	lanyardexperts.com	9A51
49171	Lanyard.pro Allers Grupa sp. z.o.o., POLAND	lanyard.pro	10C35
60604	LARQ inc, UNITED STATES (THE)	livelarq.com	10D41
60581	LASIT Sistemi e Tecnologie Elettrotiche S.p.A., ITALY	lasitlaser.de	9F64
60665	Lema3D Sp. z o.o., POLAND	lema3d.eu	10B56

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46175	LEUCHTTURM Gruppe, GERMANY	leuchtturm1917.de	10A14
45457	Lexon SAS, FRANCE	lexon-design.com	10F27
44057	LEŻAKOWO Sp. z o.o. Sp.k., POLAND	lezakowo.com	10E28
48956	LimeBOX, POLAND	lime-box.com	10B07
49756	Living Bytes GmbH, GERMANY	die-markenvertretung.de	10C66
43208	Logolf Line B.V., NETHERLANDS (THE)	logolf.nl	10E03
46104	logolini GmbH, GERMANY	logolini.com	9B22
76987	Logotex Europe GmbH & Co. KG, GERMANY	textildruck-logotex.de	11B07
42155	L-Shop-Team GmbH, GERMANY	shop.l-shop-team.de	9D49
n/a	Lynx Deutschland GmbH, GERMANY	lynx-deutschland.de	11E05
48980	M. Plastinez SLL, SPAIN		9C38
60932	M.T.V Elektronik San Tic Ltd Sti, TÜRKIYE	bikutu.com.tr	11B64
40909	MACMA Werbeartikel OHG, GERMANY	macmaworld.com	10L47, 10K49
60786	Maegis B.V., NETHERLANDS (THE)	maegis.de	11A08
60804	Magenta Vision Polska Sp. Z.o.o., POLAND	magenta-vision.com	10G17
60700	MAGMA Heimtex Erich Hargesheimer e.K., GERMANY	thepromobag.de	11B52
41617	MAGNA sweets GmbH, GERMANY	magna-sweets.de	10G50
PSI Partner	MAGNETMARKET MIKNATIS DIS TIC. LTD. STI., TÜRKIYE	aimfap.com	11E74
60972	magnetopeners.com, TÜRKIYE	magnetopeners.com	11B47
44833	Mahlwerck Porzellan GmbH, GERMANY	mahlwerck.de	9E47
48283	Maikii s.r.l. Società Benefit, ITALY	maikii.com	10L69
47096	Makito Promotional Products, NETHERLANDS (THE)	makito.eu	10D18
47408	MALFINI a.s., CZECH REPUBLIC (THE)	malfini.com	9D58
60962	mamigo Handels UG (haftungsbeschränkt), GERMANY	fashion-drinks.store	11E46
48309	Manufacturas Arpe, S.L., SPAIN	arpe.es	10A24
PSI Media Partner	marketing-BÖRSE GmbH, GERMANY		EN03 - PSI Media Lounge

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PSI No.	Exhibitor	Web	Booth
49006	Mart Ceramic sp. z o.o., POLAND	mart.com.pl	10A06
49181	MART 'S BAGS, POLAND	martsbags.com	10C50
60548	Marvin's BV, NETHERLANDS (THE)	marvins.eu	10G58
43478	MASQUANT, S. L., SPAIN		9D26
60546	Mat.en S.r.l., ITALY	mat-en.com/en	10D11
60645	Matrix Frame BV, NETHERLANDS (THE)	Mobilelightbox.eu	10D19
46503	MAXIM Ceramics GmbH, GERMANY	maxim.com.de	10H58
47483	MAXX Factory GmbH, GERMANY	maxx-factory.de	10D42
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, TÜRKIYE	mayatki.com.tr	9A14
60982	MBRC THE OCEAN, GERMANY	mbrctheocean.com	9C44
42020	mbw Vertriebsges. mbH, GERMANY	mbw.sh/de	10G37-04

**MEDIA  
CONCEPT**

**49967 MEDIACONCEPT SRL, ROMANIA media-concept.ro 9G07**

PSI Media Partner	Meisenbach Verlag GmbH, GERMANY		EN03 - PSI Media Lounge
47281	Melco International LLC, SWITZERLAND	melco.com	11B08
43927	memo AG, GERMANY	memo-promotion.de	9H45
41836	meterex, GERMANY	meterex.com	10D66
41680	METRICA SPA, ITALY	metrica.it	9A33
60521	Micro Mobility Systems D GmbH, GERMANY	microscooter-shop.de	11E22
42042	midocean Germany GmbH, GERMANY	midocean.com	10A02
43439	Miiego A/S, DENMARK	miiego.com	9C26
PSI Media Partner	MIM Marken Institut München GmbH, GERMANY		EN03 - PSI Media Lounge
43410	Mister Bags GmbH, GERMANY	misterbags.de	10G38
49740	Mister Lanyard Nederland B.V., NETHERLANDS (THE)	misterlanyard.com	10F01
46992	Mister Transfer.com, GERMANY	de.mister-transfer.com	10B40
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, TÜRKIYE	miyopromo.com	9A32
49997	MIZU Europe BV, NETHERLANDS (THE)	mizulife.eu	9F29
60420	MNI Tekstil Sanayi ve Dis Tic AS, TÜRKIYE	mnitextile.com	10E35
48784	Modal BRG Örgü Dokuma Tekstil, TÜRKIYE	modaltextile.com	9C31
49044	modico GmbH & Co KG, GERMANY	modico-graphics.de	9C08
60492	MOUTH Propaganda GmbH, GERMANY	mouthpropaganda.com	EN02
60439	MOYU BV, NETHERLANDS (THE)	moyu-notebooks.com/de	9A44
49707	Mr.Socks, AUSTRIA		9C49

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**48646 MS Textilhandel e.K., GERMANY mus-textilhandel.de 9A52**

47776	MSW Lasertechnik GmbH, GERMANY	msw-lasertechnik.de	9F70
60937	MTV- Ind. e Comércio de Marroquinaria e Acessórios de Vestuário, Lda, PORTUGAL	mtvbelts.com	11E75
47774	Müller Werbemittel GmbH & Co. KG, GERMANY	mueller-online.de	10B66
60799	MUSTAFA ÖRIKLI TEKSTIL SAN.TIC.LTD.STI., TÜRKIYE		9C20
46293	Mutcali Tekstil San.Tic. Ltd. Sti., TÜRKIYE	mutcali.com	9C47
60782	Mutoh Deutschland GmbH, GERMANY	mutoh.eu/de	11B05
45384	my logo on food GmbH, GERMANY	mylogoonfood.de	11A60
60704	mymuesli AG, GERMANY	mymuesli.com/firmen/firmenkunden	9H46
49948	MYRIX GmbH, GERMANY	myrix.de	10L38
43604	Aleide - Innovationen, GERMANY	aleide.de	11C78
60748	Nature Cosmétique GmbH, GERMANY	nc-manufaktur.de	11B40
41816	Nestler-matho GmbH, GERMANY	nestler-matho.de/en	10G30
45411	Neutral.com, DENMARK	neutral.com	EN01, 10D36
60775	Nevistanbul Tekstil Promosyon San.Tic.Ltd.Sti - Cottonworks, TÜRKIYE	nevistanbul.com.tr	9A50
60551	New Idea Crafts GmbH, GERMANY	newideacrafts.de	9C36

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## NE-PO

PSI No. Exhibitor Web Booth

**newkee**  
care essentials

**60846 newkee care essentials, GERMANY newkee.de 11A49**

60719	Nibey Tekstil Dis Ticaret Ltd. Sti., TÜRKIYE		9E45
60803	NJ Garments Ltd, UNITED KINGDOM (THE)	njgarments.co.uk	11D79
60940	no limit textilveredelung GmbH & Co. KG, GERMANY	no-limit-textildruck.de	9B50
60845	NoBoringSuitcases, NETHERLANDS (THE)	noborningsuitcases.de/geschaflich	9A47
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., POLAND	noex.com.pl	9A35
48835	Nomar, POLAND	nomar.com.pl	11A64
60530	Nomenta Industries International B. V., NETHERLANDS (THE)	kooduu.com	10F54
47706	NonvisioN Werbeproduktion GmbH & Co. KG, GERMANY	nonvision.de	11E56
60534	NOON CONCEPT, TÜRKIYE	noonconcept.com	10A30
60895	Notabag, GERMANY	notabag.com	11B45
46403	NOTEDECO Spółka z ograniczona, POLAND	notesy.pl	10C43
60880	NUNO TEKSTIL SAN VE TIC LTD STI, TÜRKIYE	nunotekstil.com	9E22
60752	NutsBox, GERMANY	nuts-box.de	9H40
80075	Offene Systeme Software!, GERMANY	ks1.de	10B48
60865	ÖKTİ TEKNİK TEKSTİL SANAYİ TİCARET LİMİTED ŞİRKETİ, TÜRKIYE		9C15
60745	One World Trade GmbH, GERMANY	oneworldtrade.de/Aktuell	9A57
60873	Open Brick Source GmbH & Co.KG, GERMANY	openbricksource.com	11C72
49663	Orakel bvba, BELGIUM	orakel.com/nl-nl	9B36
47101	Orcas Customized Products GmbH & Co. KG, GERMANY	2orcas.com	10F22
60550	Original Buff S.A., SPAIN	buff.com/de_de/custom-business	9C29
60754	Oxolot Distribution GmbH, GERMANY	bluntumbrellas.de	11A38
60791	PADS WORLD, S.L., SPAIN	padsworld.com/gb	10G62

**prodir**

**42332 Pagani Pens SA, SWITZERLAND prodir.com 10L36**

47378	Paper + Design GmbH, GERMANY	paper-design.de	10G60
43993	Paper Fantasies UAB, LITHUANIA	paper-fantasies.com	9E21
48836	Papermints S. A., BELGIUM	papermints.eu/logo-products	11C15
60615	Pasin Tekstil San Ve Tic Ltd. Sti, TÜRKIYE	pasintekstil.com	9A23
45999	PASSATGUMMI, GERMANY	passatgummi.de	9H16
47678	Paul Stricker, SA, PORTUGAL	stricker-europe.com/de	10G22
46454	PDC Europe, FRANCE	pd-c-big.be	9B63
60777	PERFECT GIVINGS GmbH, GERMANY	perfect-givings.de	10D62
60741	Persona Tekstil San. Ve Dis Tic. Ltd. Sti, TÜRKIYE	personatextiles.com	9A40
48500	PEUGEOT SAVEURS DEUTSCHLAND GMBH, GERMANY	de.peugeot-saveurs.com/de_de	10L55
40660	PF Concept Deutschland GmbH, GERMANY	pfconcept.com	9H59
41690	Philipp Holle KG, GERMANY	holle-werbeartikel.de	10G65
60939	PICARD Lederwaren GmbH & Co KG, GERMANY	picard-fashion.com	11C69
46925	Pins & mehr GmbH & Co. KG, GERMANY	pinsundmehr.de	9D41
60922	Pizzarette BV, NETHERLANDS (THE)		11B63
60009	Plastdiversity, Lda, PORTUGAL	plastdiversity.com/en	9H53
60897	PMP SNEAKERS, ITALY	pmplsneakers.com	9C63
49765	PNG 1962 Ltd, BULGARIA	png.bg	10D16
49402	Polskie Karty sp. z.o.o., POLAND	plasticcards.zone	9E44
46596	POLYCLEAN International GmbH, GERMANY	polyclean.com	10C49

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PSI No.	Exhibitor	Web	Booth
43755	PopSockets EMEA, FINLAND	popsockets-promo.eu	9B43
60852	Porzellanmanufaktur Kahla/Thüringen GmbH, GERMANY	kahlaporzellan.com	10B12
60512	Pottkorn GmbH, GERMANY	pottkorn.de	9H51
42713	POUL WILLUMSEN, NETHERLANDS (THE)	poul-willumsen.com	9C21
60653	PPH OKTIS JANUSZ SITKO, POLAND	oktis.com.pl	9B14
60086	Premium Square Europe B.V., NETHERLANDS (THE)	premium-square.com	10D25
45066	Prident AB, SWEDEN	prident.se	10H63
60881	Print Equipment GmbH & Co. KG, GERMANY	printequipment.de	11B05
49286	Print Tattoo by Stainer, AUSTRIA	print-tattoo.com	9A21
60879	Profino GmbH & Co KG, GERMANY	profino.de	9E58
46355	Promidata GmbH, GERMANY	promidata.com	10K41
60942	Promo Color GmbH, GERMANY	promocolor.de	9F72
42547	Promo Seeds, NETHERLANDS (THE)	promoseeds.nl	9D63
60914	Promo sneakers, NETHERLANDS (THE)	promosneakers.nl/de	11B37
41446	Promocorp BV, NETHERLANDS (THE)	buttonboss.com	10D07
48943	PROMODA TEKSTIL San. ve. Tic. Ltd. Sti, TÜRKIYE	promodatekstil.com	9A30
45471	Promodoro Fashion GmbH, GERMANY	promodoro.de	9D47
48898	Promokick - Gaugertrade, GERMANY	promotionkick.de	11D57
46124	PromoNotes Sp. z o.o., POLAND	promonotes.eu	10B11

PSI	PSI - Promotional Product Service Institute	psi-network.com   psi-messe.com	Messeleitung   Show Management
	PSI Academy & Community Café		11A80
	PSI Community Café		9H63, 10G10
	PSI Info		9A04
	PSI Innovations Forum		11C16
	PSI International Lounge	psi-messe.com/verbaende	11A35
	PSI Media Lounge		EN03
	PSI Membership Services		11A05
	PSI Photo Corner		9A10
	PSI THE LAB	11A16, 11A16-01, 11A16-02, 11A16-03, 11A16-04	11A07
	PSI THE TRENDSCHAU		10L09
	PSI TV Studio		9A63
	PSI Versandstation   Shipping Station		


60928	Pupt UAB, LITHUANIA	slowdownshop.de	11D17
60877	Pure Jute B.V., NETHERLANDS (THE)	thejuteshop.com	10D26
60490	Purple Mustard Europe NV, BELGIUM	purplemustard.eu	9E35
43053	Pustefix GmbH, GERMANY	pustefix-promotion.de	11D58
43956	Quality Punch, Inc, UNITED STATES (THE)	qualitypunch.com	10B26
60979	QUIKFLIP Apparel Europe, AUSTRIA		11D66
60713	R.Majewski Sp. z o.o., POLAND	r-majewski.eu	11A48
49331	R3D, LDA, PORTUGAL	r3d.pt	11D15
41829	Rastal GmbH & Co. KG, GERMANY	rastal.com	11B66
60177	RCWAL Merchandising Ltd., AUSTRIA	alphapromotions.biz	11C71
60750	Red Bird GmbH, GERMANY	redbird.de	10B10
42487	REFLECTS GMBH, GERMANY	reflects.com	10L38
60235	REFLOACTIVE Sp. z o.o., POLAND	refloactive.com	10B28
47182	Reisenthel Accessoires GmbH & Co. KG, GERMANY	reisenthel.com	10C36
48510	Reiter Polska Sp. z o.o., POLAND	colorissimo.com	9E40
60856	Reklameland A/S, DENMARK	reklameland.dk	11C52
60774	rekman - Reklam Ve Tanitim Malu. San. Tic. Ltd. Sti, TÜRKIYE	rekman.com.tr	9C18
40884	Richartz GmbH, GERMANY	richartz.com	10D56
44940	RICOLOR MK-Haushaltswaren, GERMANY	ricolor.de	9C30
60451	RINAMA GmbH, AUSTRIA	rinama-giveaway.at	10D12
41211	rio Ballfabrik e. K., GERMANY	rio-ballfabrik.de	11B51
44508	Ritter-Pen GmbH, GERMANY	ritter-pen.de	9H49
60599	Rogac d.o.o., SLOVENIA	rogac.eu	9C54
49585	Rolleat, SPAIN	rolleat.com/corporate-gift	10B23
60609	Rollink, GERMANY	rollink.de	9F63
46887	Römer Wellness Kundenpflege Wellness & Care GmbH & Co. KG, GERMANY		11E58
47430	RO-WE SNC DI Brusaterra Roberto & C., ITALY	rowekeyholders.com	9B40
60780	RPT Reklam ve Promosyon Hiz. Pas. San Tic. Ltd. Sti, TÜRKIYE	provide.com.tr/en/	10E09
60946	ruhrafaser, GERMANY		11E42

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PSI No.	Exhibitor	Web	Booth
			
<b>RX Global the Event Organiser of PSI</b>			
		<b>rxglobal.com</b>	<b>11A05</b>
n/a	S.C. Sprint Textile Decoration SRL, ROMANIA	sprint-romania.com/sp	10D04
43809	Sahinler Tic Ltd. Sti., TÜRKIYE	verte.ist	9C25
46551	Sanders Imagetools GmbH & Co. KG, GERMANY	imagetools.com	10K50
49516	SANDEX.PL SP. Z O.O., POLAND	sandex.pl	9G22
60601	Sanimar IC ve DIS. TIC. LTD. Sti., TÜRKIYE	sanimar.com.tr	9B16
46525	Sanjuan Hermanos, S.A., SPAIN	sanjuan-tex.com	10G48
60779	Sanko Tekstil Isletmeleri San.Ve Tic. A.S. Organize Sanayi Subesi, TÜRKIYE	sankotowel.com	11A36
60929	SAS Birdie, FRANCE	birdievn.com/qui-somme-nous.htm	11C48
60795	SAS Ma Bonne Etoile, FRANCE	mabonneetoile.eco/fillgood	10B30
46903	Schäfer Promotion GmbH, GERMANY	schaefer-global.com	10C62, 10B03
43416	Schneider Schreibgeräte GmbH, GERMANY	schneiderpen-promotion.com	9H47
60631	Schöffel PRO GmbH, GERMANY	schoeffel-pro.com	9H60
60446	Schwertkrone - Daniel Weber - Einzelunternehmung, GERMANY	schwertkrone.de	11E65
60840	Sebzuz Artur Kowalski, POLAND	topmagnesy.com	11A66
60971	Secabo, GERMANY	secabo.com	11E06
60702	Secrid B.V., NETHERLANDS (THE)	secrid.com	10E66

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<b>41838</b>	<b>SENATOR GmbH, GERMANY</b>	<b>senator.com</b>	<b>10B12</b>
48404	senz <sup>2</sup> umbrellas bv, NETHERLANDS (THE)	senz.com	10H67
60943	SETEX-Textil GmbH, GERMANY	setex.de	9C46
60888	ShakeSphere Products LTD, UNITED KINGDOM (THE)		11B35
60944	SHANDONG DOUBLE BEAUTY HOUSEWARE & GIFTS CO.,LTD, CHINA	yingkegiftware.com	11E59
60827	Showdown Displays Europe BV, NETHERLANDS (THE)	showdowndisplays.eu	10E18
47022	SI POS GmbH & Co. KG, GERMANY	si-pos.de	9G45
49099	SIGG Switzerland Bottles AG, SWITZERLAND	sigg.com/cobranding	10F18
60718	Signnovation International Dinxperlo B.V., NETHERLANDS (THE)		10E04
48123	Silverspot Trading GmbH, GERMANY	silverspottrading.com	9G55
43527	Simply Best GmbH, GERMANY	simplybest-gmbh.de	10L57
43807	SIPEC S.P.A., ITALY	sipec.com	10B50
48301	SL Lederwaren B.V. - SL Bags, NETHERLANDS (THE)	slbags.com	10G20
46325	SLODKIE sp. z o.o., POLAND	slodkie.eu	10D27
60182	Smart Products nv, BELGIUM	smartgames.eu/nl/promotional	9B57
45567	SND Porzellanmanufaktur GmbH, GERMANY		10G37-05
60953	Socks Factory, POLAND	socksfactory.online	9F68
46518	SOLARES Ith. ve Ihr. San. Tic. A.S., TÜRKIYE		9H64
46493	Sphere Time s.a, LUXEMBOURG	spheretime.com	9E32
44120	Sport Böckmann GmbH, GERMANY	absolute-teamsport-boeckmann.de	10B70
60489	SPORTSTEX (TEXmarket GmbH), ITALY	sportstex.eu + texmarketsports.com	10B59
41462	Spranz GmbH, GERMANY	spranz.de	10A32, 10A31
n/a	Squirrel Graphics GmbH, GERMANY	squirrel-graphics.com	11C50
60965	SRG Promosyon ITHALAT ve IHRACAT SAN. TIC. LTD STI., TÜRKIYE		10C44

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PSI No.	Exhibitor	Web	Booth
			
<b>43287</b>	<b>STABILO Promotion Products GmbH &amp; Co. KG, GERMANY</b>	<b>stabilo-promotion.com</b>	<b>9H31</b>
45341	Stereo Holland-Gebäck GmbH & Co. KG, GERMANY	schokotaler.de	9A58
60985	Stieber GmbH & Co. KG, GERMANY	stieber-vereinsbedarf.info	11D63
45280	Stiefelmayer-Contento GmbH & Co. KG, GERMANY	contento-promotion.com	9E26
60917	Streichholzverlängerung keli kean@ von EZU-Metallwaren GmbH & Co.KG, GERMANY	keli-style.com	11A59
60155	Sunware BV, NETHERLANDS (THE)	sunware.com	9A43
41032	Suthor Papierverarbeitung, GERMANY	suthor.de	9H10
60963	Swanky Socks Ltd., UNITED KINGDOM (THE)		11E76
60528	Swiss Mountain Hand Bags ABC GmbH, SWITZERLAND	swissmountain-hand-bags.ch	9H57
60986	SYG Kutu Ambalaj, TÜRKIYE		11C65
45767	Tacx B.V., NETHERLANDS (THE)	bottlepromotions.com	9H11
49090	TDJ Stadtgärtner GmbH, GERMANY	diestadtgaertner.de	10E10
60742	team-d Import-Export Warenvertriebs GmbH, GERMANY	werbeartikel-importeur.de	10G21
43817	TechnoTrade, GERMANY	technonline-berlin.de	9H28

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<b>48418</b>	<b>Ted Gifted, POLAND</b>	<b>tedgifted.com</b>	<b>9D03, 10A04</b>
45668	Tee Jays A/S, DENMARK	teejays.com	10L33
47879	TekoTryck AB, SWEDEN	tekotryck.se	10B29
43720	Tepro Solutions Sp. Z o.o., POLAND	dtbeu.com	9B35
48771	TEXTILIUM TEXTILE PROMOTION, TÜRKIYE	textilium.net	9C56
41875	TFA Dostmann GmbH & Co KG, GERMANY	tfa-dostmann.de	10A17
49660	the Alloy von Capira, POLAND	thealloy.pl/the-alloy-by-capira-en	11C76
60125	The BarrelQ Company, NETHERLANDS (THE)	thebarrelqcompany.com	9E52
47764	The Brew Company A/S, DENMARK	brew-company.com	10F11
60496	The Cotton Bag Company, BELGIUM	thecottonbag.company	9H07
60188	The Great Wall International Trading B.V., NETHERLANDS (THE)	greatwallpromo.com	9C35
60739	the markeTEArs BV, NETHERLANDS (THE)	themarkTEArs.com	11E45
90036	The Outdoors Company Ltd., UNITED KINGDOM (THE)	theoutdoorscompany.co.uk	10D55
44176	The Peppermint Company, NETHERLANDS (THE)	peppermint.nl	10F12
60531	Therabody International Limited, IRELAND	therabody.com	11B48
48780	Tiflo B. V., NETHERLANDS (THE)	tiflo.eu	9B45
47317	tobra GmbH & Co. KG, GERMANY	tobra.io	10F20
60579	Todomodo - Papiertaschentücher mit anpassbarer Papierverpackung, ITALY	todomodo.com	10B27
60443	TOMADEx S.C., POLAND	sox.zone	10D61
40717	Toppoint B.V., NETHERLANDS (THE)	toppoint.com/nl/home	10L56, 10L63
60664	TOPQ Bucior Bukowski Sp. J., POLAND	topq.pl	9E55
60853	Trakiax LTD, BULGARIA	trakiax.com	9D38
46108	travelite GmbH + Co. KG, GERMANY	travelite.de	10L23
60574	Treebytree BV, NETHERLANDS (THE)	treebytree.earth	10F08
49563	Trendy Sport GmbH & Co.KG, GERMANY	trendy-sport.eu	9A29
60890	TRIAN TEXTILS S.L., SPAIN		11A40

  
Plüschtierwelt

<b>44970</b>	<b>Trigon Deutschland GmbH, GERMANY</b>	<b>semo.de</b>	<b>9D36</b>
47228	TRIGON Tekstil San.Ve Dis, TÜRKIYE	trigonturkey.com	9A22

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PSI No.	Exhibitor	Web	Booth
<b>TROIKA</b> <small>Organisiert unterwegs.</small>			
<b>46311</b>	<b>TROIKA Germany GmbH, GERMANY</b>	<b>business.troika.de</b>	<b>10A35</b>
47804	Trotec Laser Deutschland GmbH, GERMANY	troteclaser.com	11E14
43722	TÜRMAK, TÜRKIYE	turmak.com/en/home	9D35
PSI Partner	TÜV Rheinland, GERMANY	tuv.com	11A16-04
<b>UMA</b> <small>Die Handschrift der Werbung</small>			
<b>41848</b>	<b>uma Schreibgeräte, GERMANY</b>	<b>uma-pen.com</b>	<b>10E52</b>
49994	UMBRA design d.o.o., CROATIA	umbrella.hr/en	10H57
60935	Uneek Clothing Europe GmbH, GERMANY		9B52
60486	Unilens Lenticular Promosyon Matbaa Hiz. Ith. Ihr. Ltd. Sti., TÜRKIYE	unilensajans.com/tr	10B24
60558	Universe Print Mariusz Baranowski, POLAND	universeproduction.com	9H23
60916	UVPRINTING P.S.A, POLAND	uvprinting.pl	10B09
47056	Varliker Tekstil AS, TÜRKIYE	varliker.com	10A28
PSI Media Partner	Verlagshaus Gruber GmbH, GERMANY		EN03 - PSI Media Lounge
44281	VICTORINOX AG, SWITZERLAND	victorinox.com	10G35
60850	Vinove Sp.z o. o., POLAND	vinove.pl	11A72
PSI Media Partner	Virtümedia B.V/Stitch & Print International, NETHERLANDS (THE)	stitchprint.eu	EN03 - PSI Media Lounge
46622	Viva-Plus II Firma Handlowa, POLAND	vivaplus.pl/pl/aktualnosci.html	9C52
45850	VOG Tekstil Promosyon San ve Tic. A.S., TÜRKIYE	vogtekstil.com	9B15
60497	Vonmählen GmbH, GERMANY	b2b.vonmaehlen.com	10G27
44685	WAGUS GmbH, GERMANY	wagus.de	9G03
60858	WAJOS GMBH, GERMANY	wajos.de	9C57
40753	WALTER Medien GmbH, GERMANY	walter.de	11B70
41594	Walz GmbH & Co.KG, GERMANY	walz-gruppe-ulm.de	9E48
n/a	Walz Solutions GmbH, GERMANY		11C08
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG, GERMANY	hachenburger.de/hachenburger-welt/	
42955	WIL Langenberg GmbH, GERMANY	werben-mit-bier	10A45
60949	Witpac Germany GmbH, GERMANY	langenberg.one	10B62
49909	WM Sport, GERMANY	witpac.de	11C06
60452	Wooden World sp. z o.o., POLAND	wm-sport.de	11C18
60525	WOSMANN SPIRAL AMBALAJ VE OFSET MATBAACILIK A.S., TÜRKIYE	woodenworld.eu	9C43
60837	Xapron / Georgio Pellani, NETHERLANDS (THE)	wosmann.com	10H37
42772	xd connects, GERMANY		11A57
60744	X-tec Systems GmbH, GERMANY	xdconnects.com	10A61
60676	Yang GmbH, GERMANY	x-tec-web.de	11A06
60710	Yeni Nesil Kagit Promosyon Tic.Ltd.Sti, TÜRKIYE	yangspatch.com	11A39
49781	YORKA TEKSTIL SAN VE TIC. LTD. STI., TÜRKIYE	yeninesilpromosyon.com.tr	9E17
60659	Zaga Gıda Tekstil Orman Ürünleri Sanayi Ticaret Limited Sirketi, TÜRKIYE	yorka.com.tr	9H39
49151	Zirve Sapka Ismarket Prom. Ak. San. Tic Ltd Sti, TÜRKIYE	facci.com.tr	11B71
60936	Zogi Europe GmbH, GERMANY	zirvesapka.com	9E39
49316	Zorel Tekstil, TÜRKIYE	zogi.biz	11E25
		zoreltekstil.com.tr	9C11

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Focus

The economic and political environment at the start of the new year is once again confronting companies with obstacles that challenge their business. The promotional product sector is also suffering from cost increases, supply chain problems, budget cuts and planning uncertainty. Hesitant, demanding customers and the regulatory madness in Brussels are tying up more and more time and capacity.

We asked suppliers and distributors how they assess the situation and the market and where they see themselves heading in 2025. The conclusion: The sector wants to face the challenges confidently with a willingness to invest, a strong innovative spirit and an increase in service and sales activities. And to top it all off, everyone we spoke to is optimistic and positive about the future and feels up to the tasks ahead.

# Outlook for 2025 Reflecting on our own strengths

## “We are taking a positive view of the new year.”

Bas Lensen, Toppoint

In my opinion, the European promotional products market will not experience a downturn, even though some countries will have it more difficult. I think we can take a positive view of the new year, not least because of the still moderate unemployment figures.

### Lots of novelties at and after the PSI

Toppoint is and will continue to be on course for growth: We are investing heavily in digital technologies, expanding our range and working on positioning ourselves as a specialised generalist in the market. Our brands fresh and rebel, philips and xoopar have been very well received in the market, so we are on the right path. We are looking forward to the PSI trade show, where, among other things, we will also be presenting the new collection from Insideout. PSI is scheduled very

early this year, as you know, which is why we will continue to bring further exciting innovations onto the market after the trade show.



### Promoting the next generation

We think it is great that the Next Generation is at the focus at PSI 2025. That is because promoting the younger generation is important to us as well. For that reason, we are inviting the Next Generation PSI to a get-together on the second trade show day, following their dedicated PSI Academy events. We would like to support the younger generation in gaining a comprehensive impression of the industry and the market and make sure that they come to love the industry as much as we do. If they do, they will remain loyal to the industry and seize the diverse opportunities that the promotional products business has to offer them.

## “The demand for ecologically sustainable products will continue to increase.”

Steven Baumgaertner, cyber-Wear

We expect to see a clear trend towards more digitalisation in the promotional products market in 2025. In economically challenging times, companies are placing greater emphasis on transparency, flexibility and individual solutions. The demand for ecologically sustainable products will continue to increase, and it is more and more important to meet ethical standards.



### Stronger customer loyalty – more efficient processes

Our company is positioning itself with a focus on ecologically compatible, certified products in order to meet the requirements. At the same time, we are pushing forward with the digital transformation of our internal processes and our sales and communication channels to enable stronger customer loyalty and more efficient processes. Our plans for 2025 include the expansion of our ecologically sustainable product and service portfolio and working even more closely with our partners to respond quickly to market demands. This will ensure that we remain flexible and competitive even in a volatile market environment.



## “More service is called for.”

Alexander Ullmann, uma Schreibgeräte

The woes of German business are obvious, undoubtedly driven by unfortunately rudderless and disastrous German, but also European economy policy. As entrepreneurs, we are now compelled to react to the currently falling order volumes, which will continue in the first quarter of 2025.

### More intensive sales activities necessary

There was no final sprint this year, but against the generally declining sales trend in 2024 we have been able to end the year with a moderate increase in sales. Having said that, considerably more intensive sales activities were required for this than in the previous year. The absent sales in our markets were able to be compensated by international new customer and market acquisition. Process optimisation and the focus on generally smaller batch sizes with even shorter supply times and a considerably higher degree of customisation were initiated in good time and are being continuously kept up.



### Personal consultation remains crucial

We are seeing that the highly acclaimed AI is only delivering an optimal result for daily working process to a limited extent. In-person advisory service will again play an amplified and even central role for long-term, service-focused partnerships. Accordingly, we are delighted that our endeavours in this area have been rewarded with the German Customer Award 2024. The crisis and current purchasing behaviour are showing us that more than ever, it is all about the overall package: therefore, the reliable, personally reachable supplier partner with the right, available product has no reason to look ahead to 2025 with pessimism, but should face the

growing challenges with a positive attitude.

We at uma Schreibgeräte Ullmann GmbH will be doing just that, and continuing to courageously invest in our company, employees and, once again as an award-winning TOP Innovator in 2024, naturally also in new products. We are really enjoying planning the innovations presentation by uma Schreibgeräte at PSI 2025 and are looking forward to numerous inquiring distribution partners.

## “My outlook remains generally positive.”

Christian Hauptfleisch,  
Werbemittel Hauptfleisch

First things first, a positive note in these times: we amply achieved our goals for 2024. In times that are not prosperous, that is very encouraging for a start. Due to the general economic situation, we were unable to make the targeted plans we made in past years. Our flexibility was very much in demand again. If something was not realisable on one side, then it succeeded somewhere else. Uncertainty has arisen once again due to the current political situation. Basically, we in Germany, but in Europe too, are having to focus on ourselves more and more and gain strength. The trade markets should remain open, nevertheless. China continues to be a good partner, if quality and sustainability are right – especially in the electronics sector. With AI, there are great opportunities arising in the design area, if we open ourselves to that. My outlook remains generally positive, our company's outlook, too – with plenty of courage for 2025.



## “Timeless, individual and fair”

Kai Gminder, Gustav Daiber

As a leading platform for corporate fashion, Gustav Daiber GmbH stands for textile solutions that create identity. The family-owned company offers more than 800 products in the areas of promotion, sports, leisure, business, workwear and headwear. The company's strategy goes beyond providing high-quality products and focuses on a full-service approach that covers all customer needs,

from consulting to finishing. At the PSI 2025 trade show, Daiber will not only be presenting its new products, but also selected services and a new brand campaign.

For Daiber, corporate fashion is more than just fashion – it is part of the company's DNA. With a broad range of products, numerous colour variations and innovative finishing techniques, we create textile solutions that connect brands with people.

### Full-service provider at eye-level with its customers

When it comes to product design and manufacturing, Daiber continues to focus on timeless designs, durable materials and environmentally friendly fabrics such as organic cotton and recycled polyester. Daiber also sees itself as

a full-service provider at eye level with its customers. With its digital e-commerce platform, effective logistics processes and services such as the 'Daiber Designer', a free digital visualisation tool for textile finishes, we also attach great importance to comprehensive customer advice and support beyond the product. With this in mind, one of Daiber's plans for 2025 is to expand its finishing offer to include DTF (direct-to-film) printing. This printing technology enables the precise realisation of individual designs on textiles and is particularly efficient.

### New brand image

With more than 100 years of success, our company combines an awareness of its origins with a bold and innovative future outlook. As a family business, it is important to us to constantly evolve. We will also be demonstrating this at the PSI trade show at the beginning of 2025, where we will not only be showcasing our new products for the coming year, but also presenting ourselves with a new campaign for our new, modern brand image.



## “Cautious planning for 2025”

Volker Griesel, FARE

We have planned for 2024 with foresight and in line with real market conditions. We currently expect to achieve 100 per cent of these plans and possibly even exceed them slightly. This is a great endorsement of our work. It is difficult to predict how the coming business year will evolve – not least due to the national and international developments in November (including the end of the German “traffic light” government and Trump's election). Altogether, these external factors, combined with the currently very cautious economic mood in Europe and the global crises and conflicts, lead to cautious planning for 2025.

### Anniversary campaigns for 70 years of FARE

However, we want to counteract this trend with all our might in the 70th anniversary year of our company. With numerous campaigns, new services and attractive products, we will continue to reliably support our customers in 2025 and help companies that advertise themselves or their brands to realise their campaigns with our proven quality.

### With confidence into the new business year

We still view ourselves as an innovator and pioneer in our market and want to prove this again in 2025. In our anniversary year, we will continue to invest in digitalisation, process optimisation and ecological sustainability in order to consolidate and further expand our market position. With a stable order intake, we are starting the upcoming business year with confidence. Our efficiency and commitment will enable us to counteract the difficult economic environment.



## “I am cautiously optimistic about 2025.”

Harry Saffer, Stabilo Promotion Products



In the economic and political situation today, expectations for 2025 are very hard to forecast. In the past business year, STABILO Promotion Products recorded two-figure growth in sales, after two more very successful years. Industry customers appreciate the fact that we strongly insist on sustainability and will be climate-neutral by 2025. Trust in branded items has risen further and I also see excellent starting points for growth here for 2025. Promotional products have moved even further into the focus of industry customers' individual corporate strategies; we can reap the benefit here with our range. With the segments highlighting, writing, painting and drawing we are excellently equipped for the future. Also – things would

come to a standstill without a due portion of hope for the future.

## “We are not letting up on innovations and sustainability.”

Kathrin Stühmeyer-Halfar, Halfar System



2023 was a record sales year for us. We could not fully repeat this in 2024 – no wonder given the external conditions! Due to the subdued mood, especially in Germany, we expect another rather restrained but stable year in 2025. As before, the industry is not placing any noticeably large projects with our distributors. Order volumes are showing restraint, but by no means a standstill.

### Communicating certainty to customers

In these times, the entire promotional products industry has the task of providing customers with certainty in their marketing mix. A targeted and high-quality campaign at the right time? Especially in difficult times in many sectors, the

ideal answer can be a haptic promotional product. A good promotional item achieves more with defined target groups than widely distributed advertising in expensive media. This message is also an opportunity for the promotional product.

### Attractive range of products in a difficult environment

We are not letting up on innovations and sustainability. We are entering the new year 2025 with attractive and ecologically sustainable new products. In a difficult environment, the range of products must be attractive. We must work together with retailers to inspire end customers! At the same time, our digitalisation, sustainability and efficiency projects are continuing unabated. Incoming orders are stable. That is good news in these times. The general economic policy framework in Germany will not become any easier in 2025 due to the upcoming elections. We need to raise our voices both as an industry and locally, and formulate expectations.

## “We need investment-friendly conditions.”

Jörg Herzog, Zogi



All in all, I hope that the geopolitical context will ease again. That would restore to companies the more investment-friendly and safer environment they urgently need. In the new year, we intend to consolidate our services and strengths in particular – from the international level through to the local level – and focus more strongly on what makes us unique. At the moment, I am not so much able to discern individual product trends as a movement as a whole: the trend towards target-group-optimised, smart and sustainable items. Cost-effective mass items will be on the decline, since more customers are recognising the benefit offered by the targeted deployment of higher-quality promotional products. I think people are becoming more and more aware of their obligation to invest in sustainability and will increasingly reject standard items that waste

raw commodities.

## “We’re looking at the situation less sceptically.”

Klaus Broghammer, Schneider Schreibgeräte

Despite the forecasts by the economics ministry, which is assuming a slight recession, we're looking at the situation less sceptically after many conversations with companies and distributors. We are expecting more of a lateral than a downward movement, on both the brand and promotional products market, and have been able to generate a highly satisfying growth in sales in the challenging market environment.

### A green trend

For us, the trends are clearly moving towards sustainability. We at Schneider have already come a long way in this context: we have been EMAS-certified without a break since 1998. For many years, our focus has been on conserving resources and we insist on material-open approaches, be it recycling or organic-based plastics. This year, our engagement was crowned with the German Sustainability Award.



It is important to us not only to talk about sustainable products, but also to guarantee totally sustainable production. Schneider will be introducing sustainable products and presenting innovative solutions again at PSI 2025.

### A reliable partner in uncertain times

The new Act on Corporate Due Diligence Obligations in Supply Chains is currently causing some uncertainty among customers. They expect reliable, open and honest partners all the more – and we at Schneider Schreibgeräte can definitely guarantee that. Schneider intends to, and must, develop ever further and is currently continuing to invest in the Tennenbronn site. With “Made in Germany” production, innovative sustainable products and the customary excellent service, we are looking confidently ahead to 2025.

### Staying positive

We are advising our customers and partners to enter the coming year with a positive attitude. Lethargy and pessimism will get us nowhere and will only fan the flames of the forecast shrinking market. We need to keep our eyes open and observe the market attentively and critically, to avoid falling into the trap of greenwashing. We are looking forward to meeting our customers and partners at the trade show.



## “Made in Germany is more in demand than ever.”

Marcus Sperber, elasto

Looking back on 2024, despite global and economic challenges, we can draw up a clear positive summary. Demand for sustainable and regionally produced promotional products is high, and “Made in Germany” is more in demand than ever. This trend will continue to gather pace in 2025 and at elasto we are optimally set up to meet this requirement. Our own production site in Sulzbach-Rosenberg enables us to act independently, with an eye to conserving resources – a crucial advantage in times of increasing uncertainties in global supply chains. With investments in environmentally compatible facilities and a modern logistics and production centre, we are optimally equipped for the future.

### Growing regulations mania

Having said that, 2025 is also not a year without its stumbling-blocks. Bureaucratic obstacles and regulations such as the supply chains act or the EU Deforestation Regulation (EUDR) are threatening to further burden the industry and are presenting companies with considerable challenges. The growing regulations mania is creating certainty and increasing administrative complexity, while global crises are making freight costs increasingly incalculable.



### Import business harder

The import business has also become more difficult. In recent months, we were in China several times, visiting trade shows and conducting intensive talks with suppliers. In doing so we noticed that the situation there has changed palpably: fewer western visitors, a decline in business, longer supply times and considerably higher freight costs. For 2025, I wish to see our

association take a clear stand: It is time to represent our interests correctly and to question the sense and feasibility of regulations critically in dialogue with political decision-makers.



## “We are operating in a dynamic environment.”

Jan Breuer, Managing Director of mbw

2025 will be an exciting year for the promotional products market, as we are operating in a dynamic environment characterised by economic uncertainties as well as rising expectations in terms of quality, ecological sustainability and innovation. At mbw®, we see this as an incentive to further expand our position as a creative and reliable partner. We are firmly convinced that the demand for sustainable and emotionally appealing promotional products is growing and that we are ideally positioned to meet these needs with our range of products from recycled stuffed animals to the iconic Schnabels® ducks and the popular Antistress Bert®.



### Setting innovative trends in 2025 as well

Especially in economically challenging times, companies value our promotional products as unmistakable brand ambassadors. They are ecologically sustainable, of high quality and emotionally effective – all increasingly important characteristics for customer loyalty. We will continue to set innovative trends in 2025, for example with new finishing processes such as

our Direkttransfer PLUS, which offers exceptional printing results on various materials. We are also planning to further develop our range of products with new materials and modern designs. Our aim is to promote customer success through effective promotional products and to fulfil the high standards regarding sustainability and quality without compromise. We are positive about the future and look forward to the challenges ahead.

## “The forecasts for 2025 are indicating growth.”

Meinhard Mombauer, Reflects

The German promotional products market has just been through a phase of considerable fluctuations. With sales of 3.36 billion Euro in 2023, the industry may have largely made a recovery and the forecasts for 2025 are indicating growth, but the market continues to be situated in a field of tension influenced by geopolitical and economic developments.

### Challenging economic situation

The basic economic situation in Germany remains one of the central challenges. Rising energy prices and influenced supply chains, partially caused by the war in Ukraine, are having effects on cost structures and customers' willingness to spend money. Higher production costs and the fragile economic situation are often making budget cuts necessary in many customers' marketing. Our customers' decision routes are getting longer, budget decisions are getting postponed indefinitely or taken abruptly. Many customers that place minimal orders are having difficulties affording promotional products, due to the economic situation. Nevertheless, the value of haptic promotional products is still



plain to see. Highly individual, sustainable and unusual products and concepts are becoming more important to customers, since they not only strengthen brand loyalty, but also suit the contemporary taste for quality-focused consumerism.

### A burden on international trade relations

Donald Trump's re-election will probably entail increased protectionist measures that will necessarily have impacts on global trade and also on our market. That is because policies like this are a burden on international trade relations and influence our customers' investment decisions. At the same time, the economic situation in China is still a factor of uncertainty: structural problems and decelerated economic growth are leading to risks in production planning and increased costs. Tensions, such as the relations between China and the USA or the situation surrounding Taiwan, could likewise have an influence on supply chain stability.

### Investments and expansion of capacities

Along the way, we are increasingly finding ourselves confronted with rising bureaucratic requirements. Many new regulations from Brussels, such as provisions concerning product compliance, environment standards and the duty of due diligence in the supply chain, are forcing us to have considerable capacities at the ready. Small and medium-sized companies, in particular, are facing big obstacles in this context. We are therefore stepping up investment in continued training and capacities, and hoping that politicians will also take measures to ease the burden on companies. Technological change is also having impacts: While new technologies and Artificial Intelligence do offer short-term relief by making processes more efficient and enabling personalised marketing strategies, in the first instance they are requiring comprehensive trainings and investments in infrastructure. In our case, this means wide-ranging qualification of our employees and adaptation during daily working practice.

### Innovative proprietary design and sustainability

Well-planned warehouse stocks are becoming more important, because, despite market fluctuations, we want to reliably make products available to our customers. In a hotly contested market, it is more important than ever for us to stand out from the multitude of providers. Price pressure and the similarity of many products make it difficult to create unique, affordable and attractive offerings. We are therefore consistently relying on the development of innovations, in which differentiation and differentness are recognisable. Initial successes, through design awards for instance, demonstrate the added value of this strategy. Sustainability plays an important role in this, as does the creative development of new product concepts and unconventional designs.



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Europe's leading trade show for promotional products, incentives and merchandising, PSI, once again offers an almost **endless variety of sustainable inspiration** for the advertising industry. Our selection on the following pages offers a small foretaste.



PSI 44281 • Victorinox AG  
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### Elegant automatic watches

Victorinox is expanding its collection with an automatic watch and smaller versions of the best-selling I.N.O.X. Chrono. The models I.N.O.X. Automatic and the I.N.O.X. Small models embody refined elegance in various smaller silhouettes. The new I.N.O.X. Automatic offers a diverse selection of colour and material combinations. The models with carbon fibre cases are available in an exclusive set with a matching Special Edition Swiss Army Knife with elegant matt scales and black tools. The models with stainless steel case and various elegant colours and features a date display, anti-magnetic protection, shock resistance and water resistance. The similarity to the Swiss Army Knife itself can be seen in the counterweight of the second hand. Today, all Victorinox watches are designed, developed, manufactured, assembled and tested at the company's own Watch Competence Centre in Switzerland. The edges of the watch cases are polished by hand. In addition, rigorous quality controls are carried out at every step of the production process. The Five Year Plus Guarantee is proof of the brand's high-quality approach. Thanks to the innovative system, watch straps can be easily replaced in seconds without tools. This allows you to personalise your own watch and match it perfectly to your outfit with a strap made of paracord, rubber, leather, wood or other materials.

**Booth: 10G35**





PSI 40807 • Gabriele Bühring  
Tel +49 41 54 795400  
vertrieb@buehring-shop.com  
www.buehring-shop.com

### Responsibility to wear

In Düsseldorf, the Gabriele Bühring team will be presenting a stylish and environmentally friendly belt bag made from 100 per cent recycled merino wool felt. Consisting of processed merino garments, this bag not only offers high quality and a soft feel, but also actively contributes to reducing textile waste. The belt bag impresses with its unique design, eye-catching colour and the pleasant wearing comfort of the merino felt. A real eye-catcher and great advertising medium that can be branded using transfer printing or customised woven flags.

Booth: 9A60

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



### Pins with a wow effect

Pins & mehr will continue to consistently pursue an ecologically sustainable path in 2025 as well. As a result, new packaging made from transparent, compostable film bags is gradually being introduced for the pins and other products. Thanks to various manufacturing and finishing processes, the high-quality pins can be customised and precisely adapted to the corporate design. Various materials such as metal, wood or soft rubber are available for doing so. This has resulted in ideal solutions for every project for over 30 years.

Booth: 9D41

### Premiere for the configurator

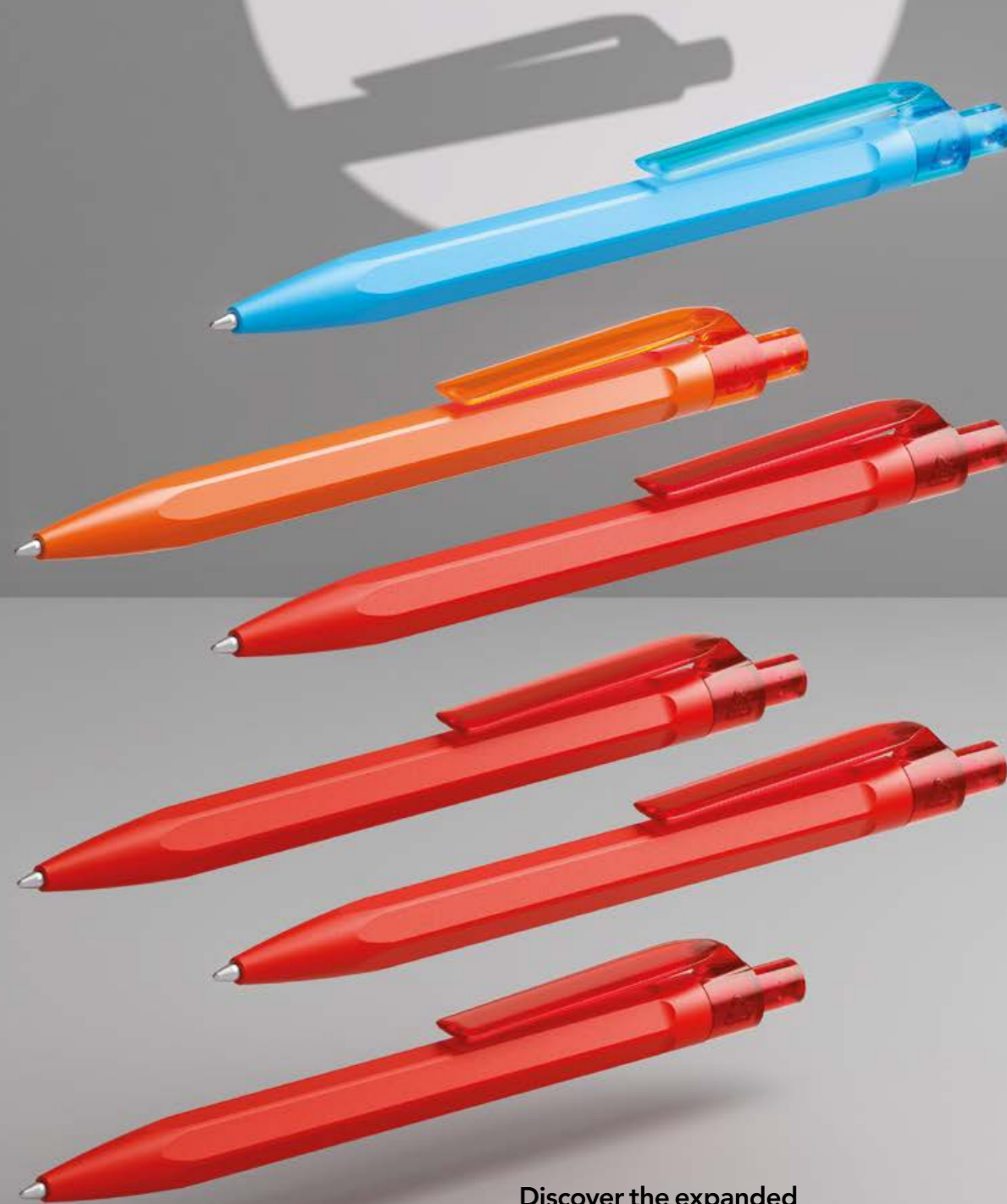
Schöffel PRO is presenting its product configurator for the first time at the PSI trade show. Customers can choose from three different customisation levels to prepare their desired product and visualise it with just a few clicks. In level one, the customer chooses a finish with an individually placed company logo as embroidery. Level two offers the individualisation of predefined models with coloured accessories (eight colours with embroidery) and finally level three leaves nothing to be desired: the development of the garment completely in company colours (starting in quantities of 500 per item), support from a professional team, well-reflected planning and appealing CI-compliant design proposals. There are no limits to the colours on offer.

Booth: 9H60

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## Relaxing colouring journey

In the colouring book Mandala Seelenschokolade (Soul Chocolate), available from EMF Publishing House, Edition Michael Fischer, you can discover 50 happiness motifs and impressive quotes for soothing breaks and more energy in everyday life. All you need are a few coloured pencils and five minutes of your time. EMF Publishing House can customise the design of the cover, content, number of pages and format. A logo can also be placed on the book cover. The provider can additionally incorporate the corporate design on request. The result is a customised book that perfectly matches the company and target group.

Booth: 10C56

## Ecological sustainability with a cuddle factor

The new RecycleElk and RecycleElefant from MiniFeet® expand the range of sustainable products from mbw® and combine environmental awareness with charm. Made from recycled PET bottles, these stuffed animals are not only particularly cuddly, but also make a strong statement for ecological sustainability. Embroidered details such as eyes and noses reduce plastic consumption and make them real ambassadors for environmental protection. RecycleElk and RecycleElefant offer a wide range of customisation options for companies: whether with printable advertising flags or specially designed accessories, the fluffy figures are the perfect carriers of creative and lasting advertising messages. With their environmentally conscious design and soft feel, they create an emotional connection as promotional items and charmingly embody a commitment to sustainability.

Booth: 10G37-04

PSI 42020 • mbw Vertriebsges. mbH  
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PSI 48123 • Silverspot Trading  
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www.silverspottrading.com



## Travelling brand ambassadors

Silverspot Trading's premium case covers are the ultimate solution for brands that want to stand out. The covers are made from durable 320 g/m<sup>2</sup> fabric and offer full colour printing that can showcase a logo or other message. Each case is fitted with a secure zip and safety clip to keep luggage protected while on the go. Available in three sizes (small, medium and large), these cases are perfect for any traveller. They are individually sent to the recipient in polybags.

Booth: 9G55



PSI 48418 • Ted Gifted  
Tel +48 61 3072345 • info@tedgifted.com  
www.tedgifted.com

## A pendant for keys and smartphone

The Polish company Ted Gifted presents a lanyard as a 'crossbody' type for the phone. The lanyard is suitable for the majority of smartphones. Attaching it (as shown in the photo) is simple and intuitive. The length of the lanyard can be adjusted between 80 and 40 cm and can therefore be worn in different ways. It is made from certified material of the highest quality: strong, tear-resistant, water-resistant and pleasant to the touch polyester. The set offered by Ted Gifted consists of a lanyard with a metal carabiner and an anchor-shaped end (without phone case). The lanyard is produced in Europe – production time: from four days. (Notes regarding the compatibility of the case: In order to attach the lanyard to the anchor-shaped end correctly, the case should have a lower edge. This allows the hook to slide through the opening for the phone charging socket. In the case of a case with an open construction along the entire length of the bottom edge, correct attachment cannot be guaranteed. More details at the Ted Gifted stand).

Booth: 9D03, 10A04

PSI 46903 • Schäfer Promotion GmbH  
Tel +49 2684 957011  
nbrandenburger@schaefer-global.com  
www.schaefer-global.com



## All-round protection for your bike

The Find my bicycle bell from Schäfer Promotion is a must-have for every cyclist: the bell has an integrated Smart Tag for searching for the bike if it is stolen, for example. You can also use the bell to draw attention to yourself in traffic. The Small Smart tag is easy to install, IPX5 waterproof and already included in the price. The smart helper also supports Apple's Find My function and can be customised by pad printing or laser engraving on the metal bell in the in-house printing centre. The product is also available as a bicycle rear light.

Booth: 10B03, 10C62

PSI 49384 • May Atki Market Etiket Dokuma  
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https://mayatki.com.tr/en



## Printing technology for demanding

May Atki's state-of-the-art printing techniques for customised clothing will take centre stage at the company's trade show stand this year. From intricate embroidery to heat transfer technology that brings vibrant designs to life on any fabric, the possibilities are endless. Filter printing creates stunning colour gradients and embossing turns the logo into a tactile 3D experience. These cutting-edge processes improve the visual appeal of sweatshirts, t-shirts, etc. in particular.

Booth: 9A14

## Neon times four

Schneider Schreibgeräte is coming to the trade show with the Take 4 Neon Promo four-colour ballpoint pens in a neon edition for creative writing and planning. They have black and blue writing colours for everyday notes and a bright yellow as a highlight colour to emphasise important information. The fourth writing colour varies depending on the colour of the front part of the ballpoint pen and sets eye-catching tones in pink, light green or orange. Thanks to the coloured sliders, changing the colour is quick and easy. The casing is made from 92 per cent recycled plastic to protect the environment and conserve resources.

Booth: 9H47



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www.schneiderpen-promotion.com



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



## Charming everyday helpers

The Schmoozies® collection from mbw® is now even more diverse: with the new figures Robbe (seal), Walross (walrus), Rochen (ray), Schildkröte (turtle), Ente (duck), Pille (pill) and Muschel (shell), the promotional product specialist from northern Germany now offers even more choice of charming everyday helpers. These cute display cleaners not only impress with their lovely design, but also with a practical micro-fibre underside that effortlessly cleans mobile phone and tablet screens. Schmoozies® offer an ideal advertising space for companies: logos or slogans can be placed on the advertising banner, making the products personalised and useful promotional gifts that are guaranteed to be remembered. Whether for trade shows, as a customer gift or as an original give-away: the new Schmoozies® are charming, useful and ensure a long-term brand presence in the everyday lives of their recipients.

Booth: 10G37-04



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www.team-d.de



## Accessory for chefs

The art of cutting can be experienced up close with the high-quality chef's knife Klingenzauber (blade magic) from team-d Import-Export' range of products. This knife is an indispensable tool for every kitchen and impresses with its workmanship and sharpness. The 20.5 centimetre long blade is suitable for everything from fine chopping to precise cutting. The sharp product is made of stainless steel. It is dishwasher-safe and packaged in an individual box. It is finished with an engraving. The chef's knife adds a professional touch to the kitchen and makes cooking a pleasure. After all, the knife impresses in terms of both functionality and design.

**Booth: 10G21**

PSI 48898 • Promokick – Protorio GmbH  
Tel. +49 7062 97891-0  
gauger@promokick.de  
www.promokick.de



## Optimum grip

For many years, Promokick and its Protorio brand have specialised in printed work gloves. In order to keep up with imports from the Far East in terms of price, a price-conscious model has been added to the range of products. The work glove is ideal for precision work. The palm coating with the newly developed nitrile foam ensures optimum grip. It is also breathable and suitable for touch-screens. The elastic blended fabric made of polyester with elastane ensures a permanently good fit. The Protorio gloves are thoroughly tested by the Hohenstein Laboratories. The short and reliable delivery time is also impressive. Promokick will be presenting the Protorio gloves at the PSI in January.

**Booth: 11D57**



## Origami fun for little animal lovers

Whether a dog, cat or rabbit, the animal patterns can be used to fold many different animal figures that will enchant young and old alike. Thanks to simple step-by-step instructions and paper in a child-friendly large format, children from the age of five can enjoy their first feeling of success. On request, the team at EMF, Edition Michael Fischer, can place a logo on the cover and/or your own products on the inside pages. The customer determines the layout, design and content. The result is a customised product perfectly tailored to the customer and their clientele.

**Booth: 10C56**

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tatjana.bleiler@emf-verlag.de  
www.emf-verlag.de

PSI 41545 • JUNG since 1828 GmbH & Co. KG  
Tel +49 7141 64350  
jung-media@jung-europe.de  
www.jung-europe.de



## Power boost for on the go

Ingwerkick to go, a promotional card with the Just Spices ginger shot spice sachet and available from promotional product specialist Jung, gives consumers a fresh energy boost for everyday life. To enjoy the drink, the hot spice must be mixed with water or juice and shaken after tearing open the mini sachet. It is perfect for anyone who needs a new boost of power between meals. Thanks to the practical tear-off perforation, the all-round custom-printed promotional card is particularly suitable as a voucher or for discount campaigns at the point of sale. The advertising company will be remembered with every sip.

**Booth: 10G49**

## Revival in a class of its own

Klio-Eterna is celebrating its 125th anniversary in 2025. To mark the occasion, the writing utensil specialist is launching a real heavyweight on the market: the Klio Grande. Klio is known for its rather slim and elegant barrels. The new Grande provides more of it in your hand. Anyone looking for something new and expressive with a design that stands out from the crowd will find what they are looking for here. The Grande impresses with its prominent shaft and an impressively large clip. It is made entirely from recycled ABS in Germany. Its components are available in nine attractive colours and can be combined flexibly and cost-neutrally. Thanks to the size of the possible print areas, there is space for every logo. The model is equipped with the Silktech L refill as standard, which is made from post-consumer recycled material and impresses with a sustainable writing length of 3,000 metres. Special colours are available in quantities of 5,000 or more for an additional charge. This service is free of charge in quantities of 25,000 or more.

**Booth: 10L21**



PSI 40823  
Klio-Eterna Schreibgeräte GmbH & Co KG  
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www.klio.com



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

### A look into the future

In a world where ecological sustainability is paramount, the Future ballpoint pens from uma Schreibgeräte not only offer a combination of classic craftsmanship and modern environmental awareness, but also an impressive variety of colours. It embodies a vision for an environmentally conscious future in which classic tools also have their place. The model is made from recycled PET and shows how the clever selection of materials can conserve valuable resources and reduce waste. Produced, finished and dispatched in Europe with 100 per cent ClimatePartner certification, these ballpoint pens set standards for an environmentally friendly future. With its three different versions, the uma Recycled Pet Pen Future offers the right solution for every taste. Despite the digital age, handwritten writing remains an expression of personality and joy.

Booth: 10E52

### Butterflies in the tummy

Plush butterfly Stella from team-d GmbH in Schorndorf awakens spring fever. With a width of 23 centimetres, she has an impressive size and attracts plenty of attention at a low price. The little twin of this advertising medium with a large span and reach also impresses the young and old as a finger puppet, and also is available for a small budget. Both models are made of rPET Velboa plush and super soft.

Booth: 10G21



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

### Versatile in use

Whether on a picnic, at lunch or at work, the CreaFelt Coolgrab bag from Anda Present provides an effective opportunity for a far-reaching brand presentation. Made from 100 per cent recycled PET material, this cool bag from the Hungarian company keeps items fresh while supporting an environmentally conscious message. The entire surface of the CreaFelt Coolgrab can be customised with unique, sublimation-printed corporate graphics, transforming each bag into a travelling advertisement for any type of business.

Booth: 10A50



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## 50 years of quality class A

To celebrate its 50th anniversary, Swiss writing instrument specialist Prodir has unveiled the extended QS50 writing instrument family. The classic, which was launched last year as the QS Stone, is now available with a range of new finishes, 12 mineral and metallic colours and almost unlimited personalisation options. Beautiful, slim and with its iconic hexagonal shape, the QS50 Stone represents the shape of writing. The Stone series from Prodir features an elegant body made from a special mineral-enriched material that has a sustainable 60 per cent less plastic. When held in the hand, the QS50 Stone is pleasantly heavy. This extra weight increases the perception of value when it is given as a gift to business partners, interested parties and employees. The model is also available in an ABS casing with matt and soft-touch surfaces and a large selection of plastic and satinised metal clips, buttons and clip holders as standard. And with a large clip printing area, this brand ambassador offers hundreds of different options for companies to express their uniqueness.

Booth: 10L36

## Versatile kitchen Ritschi

The Hercules among the electricity-independent kitchen utensils is the Kitchen Ritschi from team-d Import-Export. The multi-chopper has three sharp stainless steel blades for chopping onions, garlic, herbs, fruit, vegetables, nuts and much more. It also has a beater insert for whipping cream, eggs or stirring light doughs. And all it takes is just a touch of muscle power. The Kitchen Ritschi is easy to use, easy to clean and dishwasher-safe. The product is supplied in an individual box with a detailed description.

Booth: 10G21



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www.team-d.de



PSI 44281 • Victorinox AG  
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corporatebusiness.hq@victorinox.com  
www.victorinox.com

## Sturdy, effective and precise

Victorinox announces the launch of the first peeler collections developed by the Victorinox product team and manufactured in its own factory in-house. The Swiss manufacturer also offers a lifetime guarantee on its premium peeler collection, which combines precise craftsmanship with functional design. This is a promise that the dishwasher-safe peelers will last a lifetime. They effortlessly peel a variety of fruit and vegetables and can handle everything from fine chocolate shavings to thick pumpkin peelings. The Ypso peeler with its razor-sharp serrated blade peels long fruits and vegetables with precision. The Rho peeler has an ergonomically shaped handle with a 45-degree angle to relieve strain on the wrist during prolonged work and ensure optimum comfort and control. The Iota peelers with lightweight, sturdy polypropylene handles offer excellent manoeuvrability and take on difficult contours with smooth movements. The peelers are available with a straight or serrated blade. The Nova-I peeler is the perfect choice for round foods such as tomatoes or kiwis, while the Nova-Y peeler is suitable for elongated fruit and vegetables such as cucumbers and carrots.

Booth: 10G35



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



### Adaptable ambience

The Metmaxx® LuminaFlex outdoor lamp from Spranz is the ultimate outdoor and camping light, containing an extendable, eight-metre long light chain that offers various warm white light modes to create a great ambience. The light chain can be retracted to a very small size, while the powerful centre light can also be used as a stand-alone source of light. Thanks to its rechargeable and compact design, LuminaFlex is ideal for self-sufficient use on the patio, when camping or travelling. The light chain is good for six, the SMD lights for three and both for 2.5 operating hours. This allows you to enjoy a feeling of well-being and authentic lifestyle wherever you may be. The product's IPX44 features include a 2000mAh output, 200 lumens and various operating modes such as 100 per cent continuous light, flashing light, breathing light and floodlight. A craft paper box is included in the scope of delivery.

Booth: 10A31/32

### Creative and ecologically sustainable

team-d Import-Export offers a wide range of beautiful wooden products made from FSC-certified birch plywood, manufactured in the EU and with the great advantage that these products can be customised in runs of around 200. A new example of this creative product range from the manufacturer from Baden-Württemberg is the Logo-Mino: The game can be individually engraved and is packaged in a cotton bag with an Oeko-Tex label. Another new product is the colouring picture including wooden crayons and the mobile called Above the Clouds.

Booth: 10G21



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PSI 45753 • Anda Present Ltd.  
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export@andapresent.com  
www.andapresent.com

### Fanning advertising

Made from high quality materials, the Digibreeze Fold fan from Anda Present combines functionality with eye-catching branding opportunities, making it an ideal corporate gift for many types of events. With its large surface area, this lightweight fan is perfect for displaying logos in many shapes and sizes and with unique designs. With its fully customisable surface, it attracts attention and puts the advertising brand centre stage.

Booth: 10A50



PSI 41545 • JUNG since 1828 GmbH & Co. KG  
Tel +49 7141 64350  
jung-media@jung-europe.de  
www.jung-europe.de

### Stylish care

The Window Box M from the promotional products manufacturer Jung combines exclusive travel-sized body care with elegant, customisable packaging. It contains a body lotion and a 2-in-1 shower shampoo with an aromatic-floral, musky and woody fragrance. The duo is ideal as a promotional gift for good customers and business partners. The stylish promotional box made of white, FSC-certified cardboard offers space for your own logo and design. It is perfect as a gift set and ideal for anyone looking for stylish and practical advertising while offering a special care experience.

Booth: 10G49



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INFO



## ENJOY THE RAIN





PSI 47317 • tobra GmbH & Co. KG  
Tel +49 6762 96276-0 • psi@tobra.io  
www.tobra.io

## Stylish Easter celebration

The napkin ring set from tobra brings Easter joy to the table and is available in two festive designs: as an Easter bunny and Easter egg. Both are made in Germany from FSC-certified birch and combine festive elegance with environmentally friendly design made in Germany. The engraving area has been designed so that a logo or motif can be perfectly showcased even with a napkin, making it ideal for individual designs and high-quality corporate gifts. Packaged on an FSC-certified FlexiFold XL design card that can be printed according to customer requirements, the sets are doubly sustainable: they leave a lasting impression and are made from renewable raw materials. Whether at home or for business events, both sets make a conscious statement in Easter decorations.

**Booth: 10F20**

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IN  
GERMANY



## Top seller goes vegan

Fruit gum, the classic sweet advertising medium, tastes good to young and old alike. Plus, sweet advertising is easy to remember for a long time, because it is experienced through all five senses. The standard fruit gum shapes are available from Kalfany Süße Werbung in a colourful mix, without tool costs, in an infinite number of shapes for different industries and occasions. To convey the message desired by the customer, the confectionery specialist relies on Bären Company quality created in its own IFS-certified production facility. Starting at a minimum order quantity of 3,500 standard fruit gum sachets, which are available in various formats, the small teddy bears, hearts, Christmas or Easter fruit gums and many other delicacies make it into the hands of customers and business partners. From 2025, six standard shapes will also be available in vegan versions, including the new Flora shape.

**Booth: 10A05,10E20**

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



## Colourful entrance

The new colour world from emco, made in Germany and manufactured from regenerated Econyl® yarn, includes individually printed doormats. Following the latest update, the eye-catching promotional products can now be made even more colourful. The new colour concept from emco Bautechnik makes this possible. As a result, there are no limits to creativity and the promotional mats now offer even more potential to complement current advertising campaigns. The decisive factor is the permanent presence of the message or customer logo. Additional advantages are the use of regenerated and OEKO-Tex certified Econyl® yarn as well as the washability of the mats. Ecological sustainability is further enhanced by their durability and high dirt and moisture absorption. Available in quantities of just one

**Booth:10F60**



PSI 47306 • emco Bautechnik GmbH  
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www.emco-bau.com



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

## A versatile everyday companion

Happy Ross presents a fully customisable keyring with a cord and bamboo slider. It is an elegant accessory that combines functionality with natural flair. The high-quality pendant can be customised according to customers' wishes in terms of colour, pattern and length, making it ideal for any company or project. The bamboo slider forms the centrepiece of the design and can be personalised using laser engraving, turning the pendant into an unmistakable brand ambassador. This makes the product perfect as a stylish and practical everyday companion.

**Booth: 10A21**

## Lightweight luggage

Airox knows no limits. The extra-light hard suitcase exceeds customer expectations on every journey. The collection of five perfectly shaped suitcases sets new standards in the Victorinox luggage family. The extremely low weight of the hand luggage – 2.3 kilograms – is remarkable. These cases are the lightest and most robust hard-shell carry-on trolleys Victorinox has ever produced. With 100 per cent pure polycarbonate, the Airox masters all challenges with flying colours and is ideal for globetrotters with a boundless, urban spirit of discovery.

**Booth: 10G35**



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Tel +41 41 8181211  
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www.victorinox.com





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

## Start the day with a smile

With the innovative reusable lid "smile" by REICHERT Design, which revolutionises every ISO2go cup, ADOMA wants to start the day with a smile. The unique smile design not only puts everyone in a good mood, but also makes drinking on the go safe and environmentally friendly. Thanks to its special Clean&Dry design, the Smile lid is easier to clean and, in particular, to dry than conventional lids, making it the perfect choice for everyday use.

Booth: 11A54

## Delicious vitamin kick

Available from Jung, the vitamin fruit gum tetrahedron with the Trolli brand combines fruity pieces with ten vitamins as fruit to go for a fruity flavour experience between meals. This tasty give-away is not just for peach lovers. The eye-catching promotional tetrahedron is available in white or transparent foil or with a high-quality paper feel based on paper content of around 50 per cent. The 360-degree advertising space can be customised and is therefore perfect for scoring points with a brand message.

Booth: 10G49



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Tel +49 7141 64350  
jung-media@jung-europe.de  
www.jung-europe.de

## Effective advertising from the roll

If you want to stand out in the daily flood of advertising, you have to be creative and rely on eye-catching, surprising promotional items that are also convincing in terms of budget. Custom-printed toilet paper from Paper + Design is a real highlight that places advertising directly in the target group's living environment. Useful, funny and used every day – digitally printed toilet paper is an absolute eye-catcher with guaranteed advertising impact. Even small quantities of 60 rolls or more can be ordered. Paper+Design, based in the Ore Mountains, manufactures innovative tableware products for its national and international customers. The versatile manufacturer of paper products made in Germany is certified according to EMAS, the demanding standard for environmental management.

Booth: 10G60



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https://de.duni.com/de/digitaldruck



PSI 48320 • Kim Kranholdt GmbH  
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www.kranholdt.de

## Experiencing the fascination of packaging

Kim Kranholdt GmbH is launching its new "GLAMORE" brand at the PSI 2025 trade show. It stands for luxurious packaging, which can also be customised on request. Customers are supported by the sales team, designers and sample makers. This exclusive packaging is available in quantities of just 500. Never before has the fascination of packaging been so alive. "Glamore for you" with a WOW effect awaits visitors to the stand.

Booth: 11C33

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Tel +43 6765 212866  
free@freewings.net • free@fi-bs.com  
www.fi-bs.com

## Mobile phones learn to swim

Where should you put your valuables when doing water sports? FreeWings / FIBS has developed a patent-pending solution for taking valuables into the water: the FIBS Waterproof Case FingerBag® WT (Water Tight). It is ideal for swimming and for mobile phone photos in the water, emergency calls or for orientation, because it is 100 per cent waterproof to a depth of 25 metres. It is also dustproof, airtight and IPX8 certified. The case is available for small or XXL mobile phones. Your valuables are always with you and a logo is visible in a prominent position.

Booth: 11E40

PSI 60895 • Notabag – Moinch GmbH  
Tel +49 1603085785 • aida@notabag.com  
www.notabag.com



## Hybrid bag and backpack

In addition to its original hybrid bag and backpack, Notabag offers a wide range of different bags for everyday use. The company also offers its own colours or designs and a worldwide custom service. Notabag – Original is the intelligent combination of a bag and backpack. It can be transformed with a single pull on the straps to be carried on the back or by hand. There is a small pocket inside to hold your wallet or keys.

Booth: 11B45

## Advertising communication with an animal twist

With the 'Tierische Ku(h)riositäten' desk calendar from WALTER Medien, you can add a charming feature to any desk. Twelve winking monthly pages combine clever wordplay with surprising picture motifs: When the QUAKsalber is mixing ointments or the UrlaubBÄR is enjoying his time out, this calendar is guaranteed to put a smile on every customer's face. Artistic illustrations created using state-of-the-art AI technology give each month its own unique character. This way, it skilfully sets the scene for every advertising message.

Booth: 11B70



PSI 40753 • WALTER Medien GmbH  
Tel. +49 7135 104100 • kalender@walter.de  
www.walter.de

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PSI 60933 • fid retail GmbH  
Tel +49 911 37733722  
thorwart@fidretail.com  
www.nomanoma.com



### Stainless steel for every drink

According to the manufacturer, the noma noma stainless steel drinking bottle from fid retail is also suitable for carbonated drinks, which makes it something special. The insulated bottle also keeps drinks hot for 16 hours or cold for 26 hours and is dishwasher-safe. It is made from recycled stainless steel and available in 500, 750 and 1000 ml sizes and in the standard colours blue, black, red, green and silver. Individual Pantone colours are possible in quantities of 1500 or more. The manufacturer offers logo engraving or printing for customisation, depending on the quantity. Embossing on the handle is also possible.

Booth: 11B65

PSI 47706 • NonvisioN Werbeproduktion  
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contact@nonvision.de  
www.nonvision.de



### Soft teddy on your head

Even on cold winter days, nobody has to go without their bucket hat from NonvisioN. The "Teddy Soft" makes it the perfect companion for the cold season. The hat impresses on the outside with its velvety soft material that is reminiscent of fine, soft leather and on the inside with fluffy teddy fabric that is particularly warm. Both materials can be customised in terms of colour in order to perfectly match the hat with your personal style. The "Teddy Soft" bucket hat can also be embellished with direct embroidery or a patch. It is also no problem if it gets too warm under the hat. The "Teddy Soft" can also be worn as a reversible hat so that the fluffy side is facing outwards.

Booth: 11E56

### Ecological sustainability on your wrist

FreeWings / FIBS offers a functional wrist or ankle strap made sustainably from 100 per cent merino. It builds on all the previous advantages of practical, functional wristbands. While cooling or warming, the odourless anti-bacterial strap can be used as a pouch, protective bag or organiser. All valuables are theft-proof and always in sight. It has three inner compartments and is available in three sizes. Users report that it is extremely comfortable to wear.

Booth: 11E40



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cyber-Wear Heidelberg

## A big party celebrating 30 years in business

With its view of Heidelberg Castle, cyber-Wear Heidelberg GmbH – a specialist in promotional products, merchandising and corporate fashion – celebrated “three decades of growth, success and outstanding employee dedication.”

Steven Baumgaertner and Roman Weiss, the two founders and Managing Directors, are delighted by 30 years of “genuine solidarity and team spirit” and are “grateful for the loyalty and dedication that has made this exceptional journey possible.”

“30 years is a very long time, not always easy, but mostly really brilliant,” said Steven Baumgärtner in his emotional speech. Only a few hundred metres separates the celebration venue from his parents’ small basement, where Baumgaertner and Weiss founded cyber-Wear. They started out there with a capital of DM 346, an old fax machine without

any connection, Grandpa Weiss’ portable telephone, an old children’s desk and an Atari computer. With a mixture of entrepreneurial pluck, a touch of recklessness and “the best business partner Steven could wish for,” the

two managed to bring cyber-Wear to the forefront of the promotional product sector. “Our deepest thanks to the people who have accompanied and supported us on this incredible journey,” emphasised the two cyber-Wear protagonists. It is “a unit that always sticks together, full of commitment and loyalty, year after year, who have achieved great things together.” On this special evening, all those employees who had been part of the team for 5, 10 or as many as 20 years were honoured.

Refreshing drinks, tasty snacks, a luxurious dinner and the 360-degree rooftop bar with a view of Heidelberg and the castle made the evening unforgettable. Anyone familiar with cyber-Wear knows that every detail is important to them. The menu and place cards, the anniversary banners and the gifts were designed in-house with an extra dose of glamour. A film team and the in-house marketing team were on site to capture all the highlights and the exuberant party atmosphere, with house DJ la Dous later in the evening. [www.myCybergroup.com](http://www.myCybergroup.com)

## New face in international sales

Kristina Wöhrle has been part of the international sales team at writing instrument manufacturer Klio-Eterna from Wolfach since October 2024.

“With her many years of experience in international sales at a large, globally active company, she is bringing valuable expertise to our team,” says Managing Director Edeltraud Syllwasschy. Together with Daniela Ehret, she will be responsible for looking after international customers outside Germany and Austria. According to the company, she will initially focus on Dutch customers, with the aim of gradually expanding her responsibilities to other countries. A key objective of her work is to further increase the international profile of Klio-Eterna and to promote the benefits of German-made writing instruments to the manufacturer’s customers. [www.klio.com](http://www.klio.com)

Klio-Eterna



Kristina Wöhrle

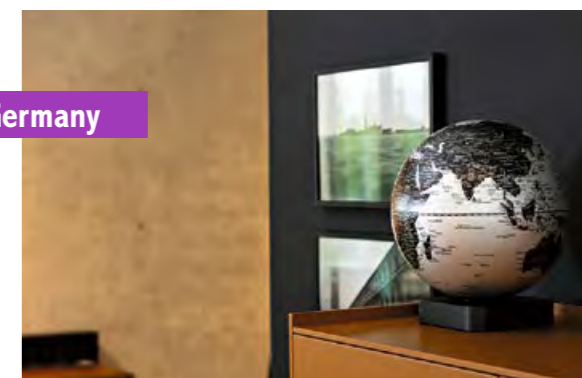
## Award for the MAGNA ECO Sustainable Design Globe

TROIKA Germany GmbH has scored a success: The sustainably produced MAGNA ECO design globe from the collection of this specialist in (promotionally) impactful gadgets has received a distinction in the German Design Award 2025. “This prestigious commendation is affirmation of our commitment to eco-conscious design and innovative product solutions,” declares the company. The MAGNA ECO globe carries conviction due to its 3D-printed base made out of recycled PLA, an environment-friendly alternative to conventional plastics that is obtained from renewable resources.

“This distinction is a special recognition of our innovative strength and commitment to design and sustainability,” says managing director Liudger Böll. “The German Design Award is fantastic affirmation of our work and motivates us to continue to focus on utmost quality and forward-looking product development.”

With the “Magna Eco” series, TROIKA DESIGN GLOBUS sets new standards in sustainability and innovation. The globes’ feet are made out of recycled food packaging that was originally produced out organic plastic. This packaging waste is upcycled into a high-quality raw material and subsequently processed into the final products under the use of 3D printing. This closed loop means that excess material is reused, which not only saves resources but also actively contributes to environment conservation. Liudger Böll: “TROIKA thus demonstrates that technological innovation and ecological responsibility can go hand in hand.”

<https://business.troika.de>



TROIKA Germany



## Change in branch management

The promotional products supplier Inspirion, headquartered in Sottrum near Bremen, announces that Marcel P. Harskamp, long-time Branch Manager B2B at Inspirion B.V. for the markets in the Netherlands, Belgium, Scandinavia, Great Britain, Ireland and Iceland, will leave the company on 1 January 2025 to take on a new professional challenge as Managing Director of Pacor Bags & Belts in Ede, the Netherlands.

‘In almost eight years at Inspirion B.V., Marcel P. Harskamp has made a significant contribution to the growth of the company. We would like to thank him for his commitment and numerous innovative impulses and are pleased that he will remain in the promotional products industry and that the professional exchange will continue,’ say Sönke and Michael Hinrichs, Managing Directors of the Inspirion Group.

With André van Offeren, an experienced and qualified personality is taking over as Branch Manager at Inspirion B.V. The new Branch Manager has more than 22 years of experience in the industry, including as Branch Manager at Promostore Netherlands. ‘His expertise makes him the ideal successor to lead Inspirion B.V. successfully into the future. We look forward to further developments under the new management in Veenendaal, the Netherlands, with great confidence and warmly welcome André van Offeren,’ says the management. [www.inspirion.eu](http://www.inspirion.eu)

Inspirion B.V.



André van Offeren takes over from Marcel P. Harskamp.

## Trade fairs kick off 2025 with TREND and NEWSWEEK in Stuttgart

The GWW trade fair year will kick off on 12 February 2025 with GWW-TREND Spring in Stuttgart, as announced by the German promotional products industry association GWW. The state capital of Baden-Württemberg will also be the venue for the mobile promotional products show GWW-NEWSWEEK on the following 13 February 2025. Both events of the association will take place for the first time in cooperation with Messe Stuttgart under the umbrella of EXPO 4. 0 (instead of the GiveADays promotional products trade fair, which was previously part of this structure) at the same time as the wetec trade fair ('International Trade Fair for Advertising Technology, Digital Printing, Illuminated Advertising & Digital Signage') and TecStyle Vision ('Europe's Leading Trade Fair for Textile Finishing and Promotion'). The GWW events will be held in the Paul Horn Hall at the exhibition centre.

In a survey conducted by the association in autumn 2024, 58.3% of respondents were in favour of holding the fifth TREND spring trade fair. According to the GWW, 'by selecting a regional location, the association is also equalising the dense "trade fair network" of spring trade fairs taking place in the Rhineland'. It goes on to say that 'Stuttgart was also chosen for other reasons: firstly, the city on the Neckar is equally attractive for promotional product manufacturers and consultants, and secondly, Landesmesse Stuttgart offered to enter into a co-operation for two events at once: GWW-TREND Spring will therefore also ring in the GWW trade fair year 2027 in Stuttgart.' Further information can be found at:

<https://gww.de/messen-events> • [www.messe-stuttgart.de/tecstyle-visions](http://www.messe-stuttgart.de/tecstyle-visions) • [www.messe-stuttgart.de/wetec](http://www.messe-stuttgart.de/wetec)

### GWW-NEWSWEEK 2025 dates

- 13.02.2025: Stuttgart
- 19.02.2025: Hamburg
- 12.03.2025: Wuppertal
- 25.03.2025: Frankfurt
- 13.05.2025: Dresden
- 14.05.2025: Berlin

Photo: GWW



## A New Head of Marketing and Design at Hagemann

Promotional products agency Hagemann GmbH from Eichenau near Munich announces the appointment of Nico Scherer as the new head of its Marketing & Design corporate division. "Nico Scherer, who joined the corporate group as an integrated degree student in October 2020, is warmly deserving of this role due to his outstanding achievements and continuous dedication," comes word from Eichenau.

Following his successfully completed studies in "media design", Nico Scherer continued his education in the fields of web design, branding and online marketing. On the subject of his career and skills, the announcement continues: "His commitment and creativity advanced him further and further into the area of marketing, where he introduced new tools, ideas and strategies. His daily tasks included the design of trade show booths, the development of various websites, and the planning and implementation of marketing campaigns including landing page designs. Yet he was also able to leave his own unique

### Werbemittelagentur Hagemann

mark on the celebration of Germany's biggest and longest-standing vintage car rally, the 50th anniversary of Olympia Rallye '72, thanks to his artistry in designing and devising events. Nico Scherer was quick to seize the initiative when the AI wave began to roll in with ChatGPT, and steered the corporate group towards the future. Courtesy of the new tools, he established procedures, processes and automation that have considerably increased both efficiency and innovative force." Reports company founder Michael Hagemann: "Nico is surrounded by a very young and dynamic team, which also includes apprentices and integrated degree students. This ensures creative new ideas and a breath of fresh air in the corporate group." [www.wma-hagemann.de](http://www.wma-hagemann.de)

Nico Scherer

Because sustainability and environmental awareness are becoming ever more important, Werbemittel Bühring is presenting a new and exclusive material: ReFilz. The 100% cosy soft merino wool is recycled in Germany and turned into promotional products.



### Sustainable Promotionals from Northern Germany

# Customised products made from ReFilz

**D**emand for environmentally-friendly promotional products is steadily growing. More companies are relying on products that are ecologically valuable as well as high quality. With the exclusive debut of the ReFilz material, Werbemittel Bühring is taking responsibility for ensuring a sustainable future and demonstrating its commitment to protecting the environment.

#### Valuable merino wool remnants

Invero, a family-run business specialising in high-quality merino wool, is the company behind ReFilz. To ensure that the valuable residual materials that accumulate weekly from production are not left unused, both sisters who head the company decided to transform them into an innovative and sustainable material. The process involves fraying of excess pieces of fabric and then converting them into a thick, long-lasting felt material. This work also is done by a Northern German family business. Afterwards, the 100% recycled material is finished by hand in Germany and turned into a custom-made product like the belt bag showed in the image.

#### Short transport routes – highest quality standards

"We care deeply about the quality of our products and collaborating with regional businesses", says managing owner Gabriele Bühring. "By having short transport routes, we can ensure the highest quality standards, while also supporting German companies' ability to create added value and protecting the planet. ReFilz can be used to develop creative and environmentally-friendly promotional products that are both appealing and ecological. Each

product stands out by its uniqueness – the patterned knitted fabrics ensure a vibrant and warm grey that gets an individual touch with colourful highlights. Thus, every metre of ReFilz is a one-of-a-kind product and it invites customers to design their own personal designs".

Gabriele Bühring's team will be presenting the ReFilz products as well as other sustainable products at the company's PSI 2025 exhibition stand (exhibition number 9A60).



The 100% recycled material is also finished by hand in Germany and turned into custom-made products – shown here as a belt bag.

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

## Another step towards sustainability

Goldstar, a supplier of high-quality writing instruments, stationery, bags and other products for the promotional merchandise market, headquartered in Dundalk, Ireland, has joined the 'Step Forward Pledge' initiative of the BPMA (British Promotional Merchandise Association), taking another step towards responsible business practices.

As stated in a Goldstar press release, the Step Forward Pledge encourages its members to set and achieve meaningful environmental and social goals, with progress being reviewed annually. The Step Forward Pledge 2024/25 logo now appears alongside the BPMA logo in communications with distributors. "This symbolises Goldstar's commitment to sustainability and helps partners easily identify the company as a responsible operator," it continues.

Heather Smartt, Global Head of Goldstar, comments: "The BPMA's Step Forward commitment highlights the continuous efforts we are making across the industry. Participating in this initiative shows our channel partners that we are not just making promises, but are fully committed to taking real, impactful steps towards meaningful change."

In 2023, Goldstar launched the Made Better™ initiative, which includes a carefully curated collection of products made from recycled, reclaimed and certified materials, including the Reborn Recycled Aluminium Pen, which has been awarded Gold in the BPMA's Innovative Product of the Year 2023 awards. With a focus on the use of recycled materials and the reduction of plastic waste, Goldstar is continuing its efforts in the area of responsible product development. In the future, Goldstar plans to continue down this path with new certifications, life cycle assessments and much more. "This ongoing commitment ensures that the company continues to offer well-designed products that meet the requirements

of today's environmentally conscious market," the press release concludes. Further information on Goldstar's sustainability initiative can be found at:

[www.simplygoldstar.com/eu/en\\_eu/page/sustainability](http://www.simplygoldstar.com/eu/en_eu/page/sustainability)



Picture: Goldstar



## Easy ordering with the mbw® configurator

With the new mbw® configurator, promotional product retailers of the North German supplier of feel-good products can calculate and order quickly and easily in the web shop, even with a logo. The desired items – whether bath ducks, Mr Bert® figures or mini T-shirts – can be selected via the mbw® website. According to mbw®, the prices are transparent and the ordering process is straightforward. In this way, every promotional item becomes a personalised brand ambassador that leaves an impression on the recipient. The mbw® configurator helps to offer creative solutions and at the same time to organise the ordering process efficiently. Further inspiration for creative and certified promotional products can be found at: [www.mbw.sh](http://www.mbw.sh)

DTF (Direct to Foil) printing technology is gaining traction in promotional labelling. Thanks to DTF UV technology, it is now possible to produce cost-effectively on site for almost all surfaces such as plastic, metal, glass, wood or ceramics – from the first print run.

## Lynx Deutschland GmbH

# Focus on innovative printing systems

Lynx Deutschland specialises in innovative DTF printing solutions and is now supplying a UV system for the first time. The system prints almost all colour shades and requires only 2 m² of space. "Edit the original file in the software and then simply print, the self-adhesive transfer is ready within a few minutes. The result is comparable to a decal and does not need weeding," says Maximilian Klinger, technician at Lynx.

### Durable printing results

The DTF UV F604 printer was developed for professional and precise applications, explains Lynx Managing Director Philipp Klinger. "The state-of-the-art printer enables our customers to print on a wide range of materials, including plastic, metal, glass, wood, ceramics and much

more," says Klinger, adding: "Thanks to the innovative UV printing technology, print service providers achieve razor-sharp and durable print results that are impressive both indoors and outdoors." The F604 promises top quality in the production of industrial signage, promotional materials or personalised products in large quantities.

### Speed and high precision

The F604 printing system is available with either three or four Epson i3200 or i1600-U1 print heads. The print width is 60 cm and the system prints from roll to roll. The print speed is up to 6 square metres per hour, depending on the resolution setting. All tasks and the precise temperature setting can be controlled via a touchscreen. According to the supplier, the two-stage dryer is extremely efficient. Drying with UV light produces scratch-resistant, lightfast and durable surfaces. According to the company, the transfers are suitable for bonding materials such as plastic, metal, glass, wood, ceramics, leather, textiles, acrylic and much more.

Lynx will be presenting the DTF UV printer at the PSI 2025 in Hall 11, Stand 11E05, as part of the special finishing show.



The DTF UV F604 printer was developed for professional and precise applications.

<https://lynx-deutschland.de>

An informative day with presentations on highly topical issues instead of a traditional promotional product show. With its “Added Value Day”, promotional product concept agency Döbler took a slightly different approach - as an added value to its daily consulting activities. This concept worked and guests were thoroughly impressed.

### First Döbler Added Value Day

# Moving into the future together



**New concept: away from the classic promotional products fair and towards an informative day with presentations on highly topical issues.**

The Döbler team had been toying with the idea of organising an Information Day for some time. The specific idea was born over a year ago. The promotional product specialists from Oststeinbek near Hamburg quickly realised what this kind of day could involve: a move away from the classic promotional product show and towards an informative day with presentations on highly topical issues. “We wanted to create a communicative and customer-centred basis for information without putting individual products in the foreground. Genuine added value - regardless of product features. Information that interests all customers equally in order to promote customer loyalty, trust and partnership”, explained Ronald Eckert, owner of the promotional product concepts agency Erich G. Döbler e.K., outlining the concept of the first “Döbler Added Value Day”. Organising the day was a lengthy process. Topics had to be defined and a date set. If possible,

the date had to be outside the holiday period and far enough away from the Christmas period. The decision was therefore made to hold it at the end of September.

### New marketing ideas

Trust and reliability played a central role in organising the day. In a fast-moving world with increasingly complex issues, the Döbler team sees this as its mission. “We want to be a reliable and trustworthy partner for our customers. For us, this means dealing with these issues alongside our core business and signalling to our customers that we are moving into the future together with them”, emphasises Ronald Eckert, adding, “We also wanted to create an opportunity to network, get to know each other and meet up again, and offer new ideas for marketing.” A value-added day, so to speak, as an “informal expansion” of business relationships and promotion of interdisciplinary contacts. A role that the promotional product professionals from Oststeinbek fulfil every day as consultants and mediators between customers and manufacturers. A suitable location for the event was found in the Golf-Range Hamburg Oststeinbek, which combined everything that the Döbler team was and is looking for: a relaxed atmosphere to deepen personal and business contacts and enable networking through intensive discussions, as well as a sporty and enjoyable setting - including a golf taster round, which provided a fun break, and culinary delights with breakfast snacks and a business lunch. A day of added value for all the senses.



### Achieving more with added value

It was important to the Döbler team that the Added Value Day provide customers with a one-day wealth of expertise for their business. “In our day-to-day work, we only reach one customer at a time”, explains Ronald Eckert, citing a decisive factor. The Added Value Day, on the other hand, promises a multiplier effect. “We see it as a confirmation that the topics we ourselves are dealing with, and indeed have to deal with, are also relevant for our customers.” The Döbler team also received this confirmation from the invariably positive reaction of its guests. There was very good feedback for the concept as such, as well as for the presentations, their order and content. “All in all, we received confirmation that the day was an all-round success, the catering was great and the exchange with and among each other was described as extremely valuable”, says Ronald Eckert, delighted with the success of the event’s premiere.

### A fixed date in the event calendar

The Added Value Day is not a one-off event. On the contrary: Ideally, it will develop into a recurring customer

event taking place regularly and firmly establishing itself as an additional format in the “promotional product event calendar” of Döbler customers. The prospects for this are good, as most of the guests departed from the first Added Value Day expressing their anticipation of a follow-up next year. And Döbler itself has good reasons for organising follow-up events: “We think it’s very important to look beyond our own horizons and keep our customers constantly informed about topics that will be relevant in the future.”

Alle Bilder: © Döbler / Axel Schmies

## Benefits of the Added Value Day

- Even though the enthusiasm for promotional products and the vision of haptic concepts are essential, it was important on the Added Value Day that they be generated by best-practice examples from Döbler customers for Döbler customers.
- The best-practice examples were placed between the sessions and presented by the respective customers themselves.
- The deliberate decision not to have a product show meant that guests were able to focus entirely on the presentations.
- Moving away from traditional promotional products and offering “added value” on all aspects of marketing instead confirmed that interest is very high, particularly due to the rapidly changing topics and systems.



[www.doebler-wa.de](http://www.doebler-wa.de)

Unlimited choice – unlimited possibilities

# One Group. Unlimited CHOICE.

As the days grow shorter, the leaves lose their colour and November brings cloudy days, the CHOICE Group companies invite you to their traditional presentation of their colourful new collections for the coming promotional product year.

his time, the motto for the presentation of the “highlight products” for 2025 was “One Group. Unlimited CHOICE” – a motto that emphasises the unlimited choice and unlimited possibilities that the Group offers. As part of the tried-and-tested format of a press brunch, the managing directors of the six CHOICE sisters: Gustav Daiber, Karlowsky Fashion, FARE Halfar, SND Porzellan and mbw once again provided in-depth insights

into the developments in the industry and their companies in addition to the new product show, and also provided information on strategic priorities and the challenging political conditions.

## Innovations for work and weather

The Remscheid-based promotional umbrella specialist FARE once again acted as host, transforming its showroom into a venue for the CHOICE companies’ most important innovations. Kenny Kupka, Sales Manager of the long-established company Karlowsky Fashion, kicked things off with a presentation of the company’s workwear collection, which will continue to focus on a combination of modern functionality, contemporary design and sustainable materials in 2025. FARE Managing Director Volker Griesel and his authorised signatory Günter Schmidt then gave a vivid demonstration of how their company has continued to create new, innovative models in the field of promotional umbrellas over the course of its, in 2025, 70 years of development.

## Sustainable and creatively beautiful

Kathrin Stühmeyer-Halfar, assisted by her husband and management partner Armin Halfar, also brought innovative new products with her and once again demonstrated how responsibility and fashion go hand in hand at the bag spe-

The CHOICE experts sparked curiosity about a number of new products. Top from left: Günter Schmidt (FARE), Silke Eckstein (SND), Armin Halfar und Kathrin Stühmeyer-Halfar (Halfar), Kai Gminder (Gustav Daiber), Volker Griesel (FARE). Bottom from left: Kenny Kupka (Karlowsky), Henrike Stegemann und Jan Breuer (mbw).



True artistic standards conveyed by the new “mittelpunkt” brand of porcelain by SND PorzellanManufaktur, presented by Managing Director Silke Eckstein.



Kai Gminder, Managing Director of Gustav Daiber GmbH, presented a selection of new high-quality and modern corporate fashion.

The hosts of the new product preview, FARE Managing Director Volker Griesel and authorised signatory Günter Schmidt here with some models from the AC umbrella range FARE® Impressions.



Mbw Managing Director Jan Breuer with one of the new Schmoozies® Evergreenies®.



Karlowsky sales manager Kenny Kupka brought along more new stylish workwear from his long-established company.

Kathrin Stuehmeyer-Halfar and Armin Halfar, Managing Directors of their company Halfar System, with the new MONO shopper, made from one single material, alongside other visually attractive and sustainable new bag models.



cialists. Among the 16 new products for 2025, all designed in-house, the chic MONO shopper, made from one material and 100 per cent recyclable, stood out in particular. Managing Director Silke Eckstein from SND Porzellanmanufaktur was able to report on a “special project”: the launch of her new porcelain brand “mittelpunkt” on the B2C market. In differently accentuated collections, “mittelpunkt” conveys ‘the beauty of nature on porcelain’ in an artistic impression.

## New cheerful accents and great corporate fashion

mbw is also celebrating an anniversary in 2025 and will be 45 years young. The range of the feel-good product company from the far (German) north is also youthful and infused with fresh new accents, including the new Schmoozies® Evergreenies® and new licence products such as “Die Biene Maja” or the “Oktoberfestente”. The sustainable cuddly toys, the versatile Herr Bert and the dog toy series are also growing. Last but not least, Kai Gminder, Managing Director of Gustav Daiber GmbH, presented a selection of new high-quality, modern and sustainable corporate fashion: everyday essentials, classics for business and promotion as well as fleece and coat styles for every season.

## Outlook for 2025

An overview of the expectations that the CHOICE experts and others have for 2025, how they expect the market to develop in politically and economically challenging times and what plans they are pursuing with their companies can be found in our FOCUS section from p. 28.

We are presenting the “highlight products” of the CHOICE presentation in detail on the following pages. >>

Gustav Daiber GmbH

# Essentials meet expressive styles

From comfortable basics and high-contrast eye-catchers to highlights such as winter outdoor clothing: The new additions include numerous crossover styles that fashionably combine work and leisure, classics for business and promotion as well as an extended range of sizes and colours – rounded off by fashionable headwear for all weathers.

**W**ith the new products, Daiber is offering an even larger selection of high-quality, modern corporate fashion that can be combined in a variety of ways at work and beyond. In addition to comfortable, fashionable basics, this expanded product portfolio features ex-

pressive styles and warm outdoor clothing. New oversized products, interlock items and outerwear such as college jackets and winter coats are among the highlights of the 2025 collection. The majority of the new products are also made from environmentally friendly materials such as organic cotton or recycled polyester, which Daiber continues to prioritise.

## Everyday essentials for all body shapes

Particularly versatile basics are being added to the range in the new year, starting with the Ladies'/Men's T-shirt 1:1 Rib (8039/8040). The versatile T-shirt made from soft 1:1 fine rib is made from 100 per cent organic cotton and has a close-fitting cut that flatters the figure. Those who prefer an oversized fit can look forward to three new unisex products: the Oversized T UNISEX (8041), the Oversized Sweat UNISEX (8042) and the Oversized Hooded Jacket UNISEX (8043). Thanks to the elastane content, all three new products are extremely comfortable to wear and can be combined in a variety of ways.

## Between interlock and colour block

In addition to the basics, Daiber is also adding new styles to their product range for an expressive look. First and foremost, the new interlock items, which are among the highlights of the 2025 collection. One of them is the Ladies'/Men's Hoody Interlock (8045/8046). The stylish hoody is made from a comfortable blend of organic cotton and easy-care recycled polyester and features two additional zip pockets. The shape-retaining interlock fabric combined with elastane content also ensures a comfortable fit. The version for women is slightly tailored. Also new in the portfolio are the matching trousers (8047) and shorts (8048) in the same look. The new colour block items also ensure colourful comfort.

## Classics for business and promotion

For a professional appearance, real classics are a must. Two new shirts in different fits round off the existing range:



The Ladies'/Men's Winter Jackets (JN1369/JN1370) are comfortable and warm, and particularly robust thanks to triple stitching.



The new Interlock articles are among the highlights of the 2025 collection. One of these is the Ladies'/Men's Hoody Interlock (8045/8046).



The new colour block items ensure colourful comfort. For example, the Single Jersey T-Shirt Colour-Block UNISEX (8049) made from 100% combed, ring-spun organic cotton.



Classics for business and promotion: Two new shirts in different fits round off the existing range.

the Ladies'/Men's Shirt – SLIM FIT – (JN1371/JN1372) and the Ladies'/Men's Shirt – MODERN FIT – (JN1373/JN1374). Both new products are made from a comfortable blend of cotton, polyamide and elastane and feature a rounded hem and a double-layer shoulder and back yoke. Both shirts in fine, stretchy poplin fabric are ideal for work in the office or in the promotional sector.

## From fleece jackets to winter coats

To ensure you are perfectly equipped for every season, Daiber offers an even larger selection of fashionable jackets with functional details. The Fleece Jacket – Corduroy Look (JN1870) is ideal for the spring and autumn seasons and for anyone who appreciates timeless designs. The unisex jacket in a corduroy look is made from a textured, very soft polyester outer fabric and keeps you cosy and warm thanks to the teddy-look lining and stand-up collar. The UNISEX College Jacket (8044), which features a material mix of combed, ring-spun organic cotton and recycled polyester, ensures a stylish, sporty appearance in the areas of promotion and lifestyle. Daiber also has the right companion for low temperatures: the Ladies'/Men's Winter Short Coat (JN1367/JN1368) made from 100 per cent recycled polyester and with an adjustable hood provides

cosy warmth. The same goes for the Ladies'/Men's Winter Jacket (JN1369/JN1370), the shorter version with a detachable hood. Both the winter coat and jacket are particularly robust thanks to triple topstitching. Both new products are also voluminously quilted and filled with Sugenero, an environmentally friendly alternative to conventional down.

## Accessories round off the look

The headwear and accessory product portfolio is also being expanded. A new addition is the high-quality 6 Panel Cap Bio Cotton (MB6249) with an unbrushed surface, which is also ideal for sunny days. The knitted Fisherman Beanie (MB7408) provides a particularly fashionable look in the colder months. The Bio Cotton Winter Beanie (MB7409) also features an impressive ribbed design. The new Bio Cotton Casual Beanie (MB7410) rounds off any outfit in casual style with its extra-long beanie height and no turn-up.

## More variety of sizes and colours

In addition to the new products, corporate fashion manufacturer Daiber is also presenting an extended range of sizes and colours. The Hooded Sweat (JN047) has been extended to include size 3XL. In addition, the Men's Winter Softshell Jacket (JN1000) will be available in navy and black in sizes 4XL and 5XL from 2025. In addition, the Ladies'/Men's 5-Pocket Stretch Pants (JN3001/JN3002) will also be available in the classic colours navy and black and can therefore be combined in a variety of ways. Finally, the Garment Bag (JN5630) will be revised and available with a new logo in black. This hard-wearing garment bag with high-quality embroidery offers space for eight to twelve hangers.

Source: Gustav Daiber

www.daiber.de

One of the highlights of the 2025 collection: Daiber's College-Jacket UNISEX (8044) guarantees a stylish, sporty look.



**FARE – Guenther Fassbender GmbH**



# All-weather protection

The (promotional) umbrella specialists from FARE – Guenther Fassbender GmbH celebrate their 70th year of business in 2025. Quality, a long useful life and an extensive surface for promotional messaging have been the features of a FARE umbrella for seven decades. Alongside the reliability of these quality characteristics, FARE umbrellas have consistently evolved over time.

**N**ew innovations have arisen again and again over those years: be it additional utility such as, for example, integrated LED light for improved visibility, new opportunities for custom decoration at small piece numbers (Allover Xpress Service), or the use of new sustainable materials. “Even now we are focusing our gaze further into the future and busying ourselves with optimisations, added values, the use of sustainable materials and new technologies. So the excitement is ongoing and we ask ourselves: What will the umbrella of the future probably look like?” reports managing director Volker Griesel.

## Good cheer despite the raindrops

Plain on the outside, appealing on the inside: With its colourful interior printing, the FARE® Impressions (1193) AC stick umbrella prompts a genuine Aha! moment. When closed, it seems to be a simple, black stick umbrella; after opening, fantastic motifs come to the fore that bring cheer – even when it is raining. Now there are six new appealing designs for the widest array of occasions: the fireworks design is eminently deployable for anniversaries and celebrations; the “thank you” motif shows gratitude to customers or employees. The outer cover is kept in plain black and is coated – ideal for a decoration on one, up to a maximum of eight segments. The black coating additionally dispenses reliable shade on hot days. The trusted FARE quality is also reflected in the FARE® Impressions: thanks to the convenient automatic function, the umbrellas are quick to open. The sophisticated Windproof-PLUS-System along with the flexible fibreglass rails ensure maximum frame flexibility in stronger gusts of wind. Further quality features are the Soft-Touch round hook handle with built-in release button and the opportunity to affix a promotional message (from just 48 pieces). All eight designs are available ex-warehouse.

## Super-light and compact

Super-light and compact, yet equipped with many technical features: the new FiligRain Only200 (5462) AOC mini



Plain on the outside, appealing on the inside: With its colourful interior printing, the FARE® Impressions (1193) AC stick umbrella prompts a genuine Aha! moment – and it now has six new designs.



One of the new popular Windfighter® models is the Jumbomagic® Windfighter® 2.0 (5602) AOC guest umbrella for two persons.



## Steadfast in the wind

The popular Windfighter® models are genuine FARE classics, and no fewer than three models join the product range in 2025: the AOC guest umbrella Jumbomagic® Windfighter® 2.0 (5602) for two persons (in six colours); the AC-Over-size pocket umbrella Magic Windfighter® 2.0 (5692) with extra-large diameter (in six colours); and the AOC-Over-size pocket umbrella Magic Windfighter® Carbon 2.0 (5696) with extra-large diameter and handle in noble carbon optic (in black). Technically, the three storm-tested umbrella models offer convenient double automatism, a sophisticated

Windproof-PLUS-System with extremely flexible fibreglass rails and additionally an overlapping ventilation cover, which takes care of overpressure regulation in strong gusts of wind. All three models are equipped with a sheath with a high-quality zipper; the cover made out of polyester pongee waterSAVE® material, dyed to conserve water, is produced out of recycled plastics, and the handle was made out of recycled ABS from the EU.

ed Windproof-PLUS-System with extremely flexible fibreglass rails and additionally an overlapping ventilation cover, which takes care of overpressure regulation in strong gusts of wind. All three models are equipped with a sheath with a high-quality zipper; the cover made out of polyester pongee waterSAVE® material, dyed to conserve water, is produced out of recycled plastics, and the handle was made out of recycled ABS from the EU.

## Customised from 100 pieces

With the FARE® Allover Xpress Service, a FARE® umbrella with a desired design can be custom-printed all over from just 100 pieces. From today, FARE also provides this service for the popular Travelmate Camper FARE® Allover Xpress (76139) beach parasol. Customers have the choice between two options in this context: all-over exterior printing where the motif shines through inside, or all-over interior printing with a cover coated black on the outside which is suitable for additional promotional designs.

## Not only when it rains

The parasol range, and the accessories to go with it, are also under constant expansion. With these, FARE delivers proof that the company is not only a specialist in high-quality umbrellas, but also in high-quality parasols. The promotional products from the company FARE offer protection for all weathers.



FARE also provides Allover Xpress Service for the popular beach parasol Travelmate Camper FARE®: all-over printing of the desired design from just 100 pieces.

The Magic Windfighter® Carbon 2.0 (5696) AOC-Over-size Pocket umbrella with extra-large diameter and handle in noble carbon optic.



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

Halfar System GmbH

# Really Good Ideas

CHOICE Preview 2025



A step towards a closed-loop economy: the chic shopper MONO, produced out of a single material.

The new bags from Bielefeld-based brand HALFAR® demonstrate, once again, that responsibility and fashion go together. When it comes to choice of material and design, the bag expert proves its sure instinct for recycled material that thrills with high functionality in various optics – be it earthy felt or gleaming polyester.

**U**n addition to six novelties from autumn 2024, Halfar is bringing sixteen more bag novelties onto the market in January 2025. These include advancements on bestsellers and entirely new series, special materials, smart new functions and many trendy colour shades – here is a brief overview.

## MONO towards a closed-loop economy

The brand-new MONO represents a revolution in matters of sustainable product design: the shopper with the attractive knitted optic and trendy colour shades is produced out of just one single material, from bottom to handle, from label to yarn. The shopper MONO is hence a big step towards a closed-loop economy and a welcome innovation for the promotional products market.

## Felt for business and bike

This collection made out of recycled felt conquers new target groups and markets. That is because it combines the warm, pleasing material with hard-hitting features. Made for mobile working and the urban, sustainable lifestyle. • The PROFESSIONAL organiser made out of felt is technically ingenious, with an astonishing array of features: this bag can be folded out, complete with laptop, to make a full workplace and thus offers protection from prying eyes – a real highlight of the new collection. • It is also a well-matched complement to the MODERNCLASSIC inlay, which makes a great organiser. With lots of loops, customisable compartments and a carry handle, it becomes storage space for office desk, workbench, hobby-room and more. • The task of keeping important everyday items all together is also taken on by the new MODENCLASSIC zipped bag. • A brand-new product from the Bielefeld-based company is the felt lunch bag SOFTBASKET, which unites felt and function on the bike. This little cool bag offers enough storage for a sixpack and can be hung on the handlebars or worn as a shoulder- or handbag. It is also obtainable made out of recycled polyester and in various colours. • Particularly exquisite and minimalist: the MODERN CLASSIC felt backpack. It makes an impact due to its linear shape, high-quality metal clasp and amply padded back.

## Backpack specialities

For all who love cycling, HALFAR® has the new bicycle backpack ORBIT in its range. Rain drips off the recycled upper material. Thanks to watertight zips, this notebook backpack is a match for many weather situations. Its show-stopping attraction: it can be carried both on the user's back as well as simply on the luggage rack. And the Airtag compartment ensures the bag can be found quickly at any time. • This also offered by the BASIC backpack made out of recycled weave, which thrills with its budget-friendliness. The complement to the well-known colourful bag family BASIC is the ideal reward or merchandise item for universities, young labels or price-conscious brands. • With its soft composite material, the new METRO backpack is a pleasure to touch and behold. Its casual design with roll-top and metal clasp, and trendy selection of colours make it an allrounder. • A striking pro among the new backpacks is the notebook backpack FLEX. Its sophisticated appearance is credited to its sustainable recycled material, velour lining, and linear design. • The twin backpacks STAR for laptops and the smaller STAR S are of service to adults and children alike. The pleasing textile material is brought out to particular advantage by the tone-on-tone colouring of all accessories.

## Brand-new, exciting, creative

HALFAR® presents its brand-new series of PURE bags. The trio comprising belt bag, laptop rucksack and sports/ travel bag is a beautiful piece of design and functionality for every day – even for rainy days, thanks to recycled, waterproof upper material and watertight zips. Naturally PVC-free! • Convenient carrying and attractive dispensing are the characteristics of the BOTTLE thermobag. A practical cool bag for bottles. • The simpatico ACTIVE family is pleased to announce a new arrival. The ACTIVE travel backpack offers a built-in work-life balance: it separates two zipped main compartments from each other and has lots of room for technology and the like. The innovatively designed notebook bag in this series also stands for big business. Thanks to its lateral buckle closures, it can expand its volume according to need and even offers optimum wearing comfort on the bike, thanks to a flexibly fixable hip strap. • The FLEX toiletry bag is also a new companion to the backpack. It makes its contents easy to access thanks to its wide opening. • Last but not least, two bestsellers expand their colour palette: the notebook backpack ORBIT comes in the new trendy tones Olive and Grey, and the shopper BLACKBASKET really freshens up with Olive, Grey and Beige.



The SOFTBASKET felt lunch bag: This little cool bag offers enough space for a sixpack and can be hung on handlebars or worn as a shoulder- or handbag.

The twin backpacks STAR for laptops and the smaller STAR S are of service to adults and children alike.



HALFAR® presents its brand-new series of PURE bags, a trio comprising a belt bag, laptop backpack and sports/ travel bag.



The PROFESSIONAL organiser made out of felt is technically ingenious, with an astonishing array of features.



The FLEX notebook backpack. Its sophisticated appearance is credited to its sustainable recycled material, velour lining, and linear design.

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



## Karlowsky Fashion GmbH

# Combining fashion and functionality

With its new 2025 collection, Karlowsky Fashion is expanding its range of products. It is maintaining its premium brands and continuing to focus on a combination of modern functionality, contemporary design and ecologically sustainable materials that stand for maximum comfort and timeless style.

The tradition-rich company from Saxony-Anhalt impresses with stylish workwear that meets the highest standards of quality and ecological sustainability at all times. With its DIAMOND CUT® and ROCK CHEF® brands, Karlowsky Fashion is active in the premium segment of professional catering fashion. Star chefs such as Robin Pietsch and Stefan Marquard can no longer imagine their everyday lives without these high-quality garments. In order to further strengthen the brands and reach an even broader target group, both brands will be undergoing a major collection expansion in the coming season.

### Diverse, functional, elegant

DIAMOND CUT® embodies Karlowsky's commitment to quality and innovation and is often used at major events. The new styles for DIAMOND CUT® are still a well-kept secret and will be revealed for the first time in a big launch at the Internorga 2025 in Hamburg (March 14-18, 2025). But this much can be said already: it will be versatile, functional and highly elegant.

### Authentic lifestyle

Karlowsky created a "true plank" of authenticity and rebellious lifestyle for the kitchen 15 years ago with its ROCK CHEF®. The Stage2 collection relaunched two years ago is being expanded. There will be new long-sleeved models for men and women to complement the existing short-sleeved chef's jackets in the colours Vintage Moss Green and Vintage Black. New black short and long-sleeved chef's jackets are also ready for launch. These models not only complement the color range of the chef jacket series, but also round off the existing bib apron and bistro apron models in black.

### Style and functionality for cold days

Whether in outdoor catering, for example on a mountain pasture, or when caring for patients in mobile care, warm jackets with sufficient freedom of movement are essen-

tial on cold days. Next year, Karlowsky will be presenting lightweight and functional hybrid jackets for men and women in a sporty quilted/woven fleece design. The jackets combine warming functions with exceptional freedom of movement and high breathability. The front and back of the jackets have a quilted look, but thanks to an innovative ultrasonic process, there are no needle stitches. They also look exceptionally modern and cool. The highlight: the products have been awarded the Global Recycled Standard sustainability label, as the polyester used is made from 100% GRS-certified recycled plastic. As a practical addition to the health & beauty sector, the range of products now also includes ecologically sustainable and durable long-sleeved shirts for men and women. These comfortable all-rounders are particularly popular in combination with short-sleeved tunics, especially in cool environments such as hospitals or medical practices. The stretch content guarantees optimum freedom of movement and comfort. The shirts are designed for high care requirements and can be washed thoroughly and hygienically at up to 95 °C. They are naturally equipped with the Green Button and Global Recycled Standard.

### Further new products and expansions

Karlowsky is also presenting significant innovations in the "normal" catering range. The new range now also includes children's aprons in 13 child-friendly colours. With this



For the service sector, Karlowsky also offers two new holsters (KZB 4 & KZB 5) as practical companions specially developed for waiters, bartenders and service staff.

apron, children can easily be involved in various activities, e.g. handicrafts and painting, cooking and baking, helping in the garden, creative projects in schools or day-care centres. The apron also has a safety fastener on the bib strap, which allows for quick opening in an emergency. • Furthermore, the Karlowsky classic, the Basic Pepita trousers for men, has been given a new, more modern cut and finally a female counterpart. Karlowsky pepita trousers are the perfect companion for anyone who performs at their best in the kitchen. • Karlowsky also offers practical companions for the service sector – two new holsters that have been specially developed for waiters, bartenders and service staff. The holsters ensure organised storage of work utensils and can be carried comfortably and securely thanks to the sturdy belt drawstring. Even the KZB 5 even has an intuitive Velcro fastener. <



Stylish and meeting the highest standards of quality and ecological sustainability: star chef Robin Pietsch also prefers the DIAMOND CUT® brand from Karlowsky Fashion.



The children's bib apron in 13 child-friendly colours is now also available in two sizes (S and M), so that children from 3 to 14 years can use it.

Next year, Karlowsky will be presenting lightweight and functional hybrid jackets for men and women (JF 6 & JM 12) in a sporty quilted/woven fleece design.

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

**mbw Vertriebsgesellschaft mbH**

# Success story with a future

For 45 years, mbw®, a northern German family business, has stood for high-quality promotional products that leave a lasting impression. Transparency, reliability and honesty are firmly anchored values, and no compromises are made when it comes to quality.

be perfectly matched to corporate colours or special occasions. The MiniFeet® Recycl range is also being expanded: The RecyclElch and RecyclElefant are two new, cuddly ambassadors for sustainable values that are set to conquer the market. Both animals are made from recycled PET bottles. With their environmentally conscious design, they set a marker for sustainability, while embroidered details such as eyes and noses make additional plastic parts superfluous.

In 2025, mbw® is celebrating its 45th anniversary. What began in 1980 in Wanderup with the “Blinkis” reflectors has developed into a diverse product world that brings joy to offices, trade shows and homes worldwide. Under the leadership of Jan Breuer since 2007, mbw® has continued to develop successfully and continuously set new trends. This anniversary is not just a retrospective, but also a glimpse into a future full of creative ideas and high-quality products. “Together with customers and partners, mbw® is ready to continue setting new standards,” says Jan Breuer, looking confidently to the future.

## Green heroes – even without a green thumb

This coming year, the range from the feel-good product company will once again feature fresh new accents, just a few of which we can highlight here. We start with the Schmoozies® Evergreenies®: the perfect combination of charming design and practical function. The new “evergreen” models Monstera, Aloe Vera, Bow Hemp, Succulent, Tulip and Cactus bring fresh energy to your desk and ensure clean mobile phone and tablet displays with their microfibre backing.

## New trending colours – sustainable cuddling

The popular accessories for MiniFeet® cuddly toys have been given a fresh look: The Mini T-shirts, triangular scarves and shawls are available in eight new colours. The modern palette includes trendy pastel colours and earthy shades. Thanks to their wide range of colours, the accessories can

Effective marketing tool: mbw®’s customised boxes for different sectors and target groups – here, for example, for gardening or crafts.



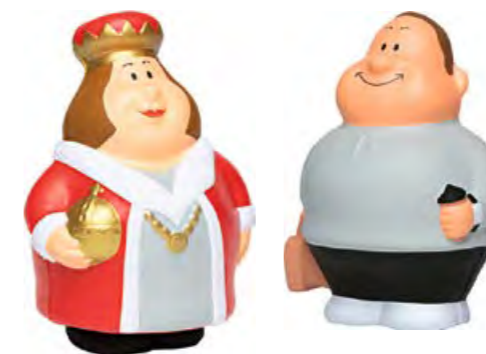
The little members of the “Halloween Gang” promise cuddly spooky fun for the autumn season.

Swimming not flying, splashing not buzzing: “Die Biene Maya” and her best friend “Die Biene Willi” bring back childhood memories in a new (duck) form.



Evergreen even without “a green thumb”: The Evergreenies® from the Schmoozies® series keep displays clean.

New to the squeaky-clean SQUEEZIES® series: “Königin Berta™” and “Start-Up Bert™”.



The MiniFeet® Recycl series has been enhanced by the RecyclElch and the RecyclElefant.

## Swimming bees – beery ducks

These timeless originals are now also available in a popular duck shape: “Die Biene Maya” and her best friend “Die Biene Willi” evoke childhood memories. As official licensed products, they are unmistakable. Printed with a logo or promotional message, they make a lasting impression. The Oktoberfest® duck “Bavaria” is also new: not only the epitome of Bavarian charm, but also the first officially licensed Oktoberfest duck. With its urban Bavarian look, it is a real eye-catcher. Like the swimming bees, it comes individually packed in a high-quality gift box.

## Spooky fun for young and old

Just in time for the Halloween season, mbw presents the Halloween gang: Cuddly pumpkin, Bat, Frankenstein and Mummy provide cosy gruesome fun. These plush figures combine a spooky, cheerful atmosphere with cosy comfort and are labtech-tested for safe play. A wide range of design options through printing on promotional flags, mini T-shirts, triangular scarves and shawls make them unique promotional items.

## Further additions

The Herr Bert® series also continues to grow: the two new SQUEEZIES® figures “Königin Berta™” and “Start-Up Bert™” add even more creative stress relievers to the popular series. There’s also a plush addition with Hamster Holly. Its fluffy fur makes it a colourful eye-catcher. And the Mini-Feet® Axolotl impresses with its soft, high-quality material and loving details. With a logo or slogan on the promotional flag or customisable accessories such as a mini T-shirt, triangular scarf or shawl, it becomes an original promotional gift. We have also thought of our four-legged friends: The new “Microfon”, “Schraubenzieher” and “Metalhand” models from MiniFeet® are versatile toys that delight not only dogs but also companies as promotional items. The Schmoozies® collection has also been expanded: With the new models “Robbe”, “Walross”, “Rochen”, “Schildkrote”, “Ente”, “Pille” and “Muschel”, mbw offers an even wider range of charming display cleaners.

## mbw’s distributor campaign

In 2025, mbw® will continue to provide comprehensive support for its distributors. With a wide range of sales tools such as sector and theme boxes, visualisations and press proof samples, mbw offers effective solutions for sampling, visualisation and acquisition. The press proof sample campaign at the PSI was particularly successful and was used by many distributors. And in the new mbw® customisation area, customers can individually design and personalise their promotional products.

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

**SND PorzellanManufaktur**

# The Beauty of Nature

Printed mugs and cups are ideal brand messengers. SND PorzellanManufaktur offers suitable, imagination-packed creations, in short: porcelain that cultivates cultivated contacts. And now, with the beauty of nature, the new SND porcelain brand is also adding artistically attractive touches.

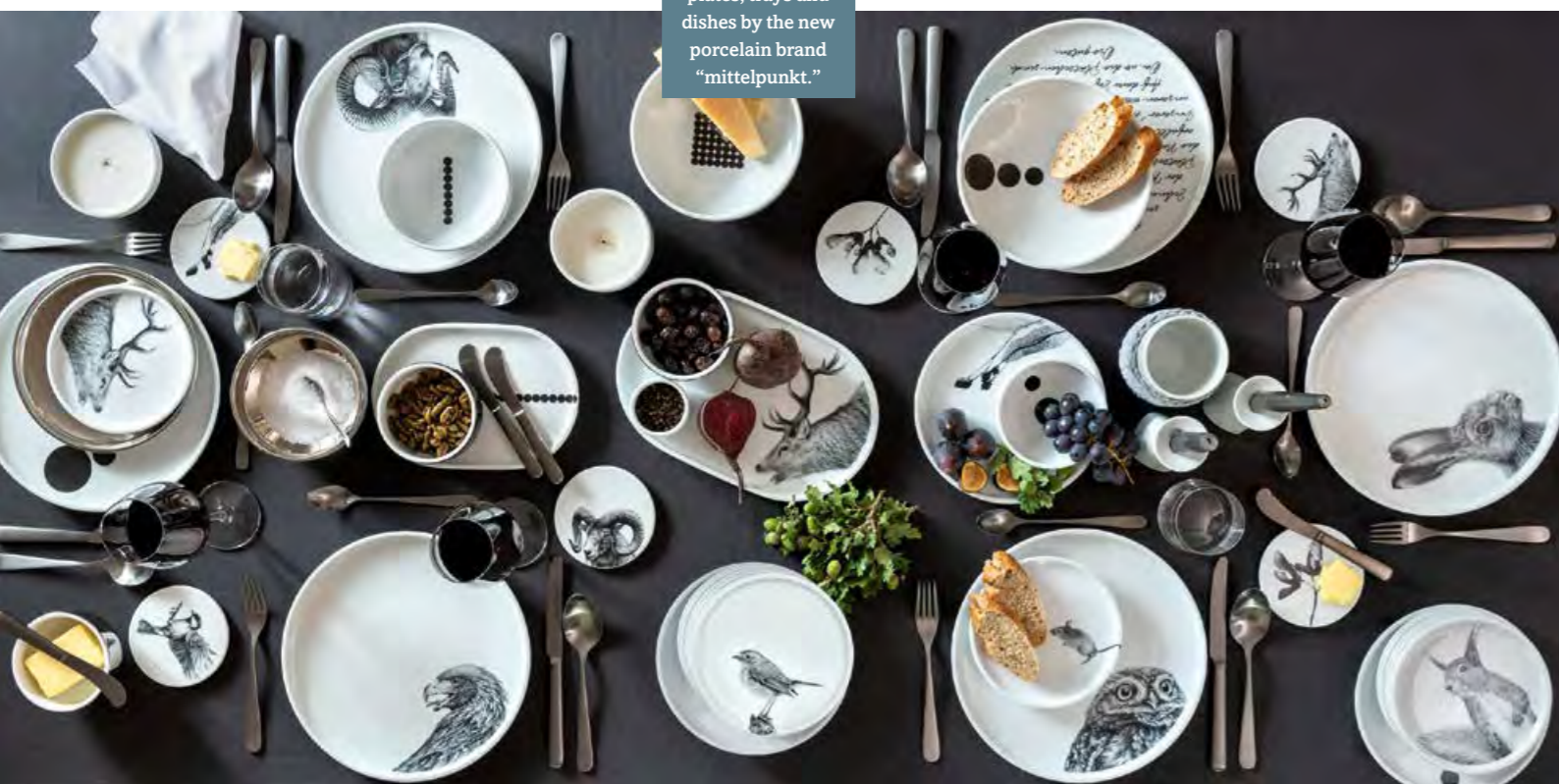
turn 2023, with its new porcelain brand "mittelpunkt.", the company also ventured into the B2C market. Together with four other women, managing director Silke Eckstein developed some very special porcelain to mark the occasion.

**"mittelpunkt." The "focus" is on artistry**

"The beauty of nature on porcelain" is the principle of this out-of-the-ordinary range. Native flora and fauna, realised in richly detailed pencil drawings, adorn the mugs, plates, trays and dishes of the core collections "tierisch schön" and "grünzeug". Hand-sprayed, trendy colours are on show in the "farbe pur" collection. Five more collections with such sonorous names as "gut beschrieben", "oh du fröhliche" and "punktlandung" complete the range. The basic idea behind "mittelpunkt." is that all items can be mixed and matched – meaning that anybody can put together some wholly individual porcelain. Or present it as a gift.

Over the decades of its existence, SND PorzellanManufaktur has garnered an excellent reputation in the manufacture of beautiful porcelain creations that make a promotional impact. Decorated promotional message-bearers with enduring value and lasting effect arise with the expertise of an experienced team. In au-

Nature's beauty is decoratively captured on mugs, plates, trays and dishes by the new porcelain brand "mittelpunkt."



"Retro Spritzung & Gravur" individualisation brings a retro ceramic optic to high-quality, hard-wearing porcelain.

The new dishware series Barcelona from SND PorzellanManufaktur brings Mediterranean city flair to the table.

Cups and mugs from the series "Barcelona".

On that subject: the products from this special brand are naturally also ideally suited as high-quality gifts for customers and employees.

**Retro ceramic optic – sophisticated and stable**

"Do you like the optic of ceramic mugs, but find them too fragile?" asks Silke Eckstein, who has an ideal solution ready to hand: with its new "Retro Spritzung & Gravur" individualisation, SND PorzellanManufaktur applies the retro ceramic optic to high-quality and very hard-wearing porcelain. For the spraying, which is applied by hand and always turns out a bit different for that reason, the choice can be made among the five colours Red, Green, Beige, Blue and Anthracite. For the mug shape, the choice is between the handleless models Hamburg and Istanbul M. Engraving, with which the retro spraying can be combined, is possible as partial decoration – therefore fantastic for a logo or a small graphic: the very special, durable promotional or gift mug is complete.

**Barcelona dishware series – City flair on the table**

The sweet breath of Cacaolat mingles with the fresh sea breeze over breakfast on the balcony. In the afternoon, the aroma of freshly brewed Café Tallat awakens vital spirits worn out from exploring the town. And in the evening, it is the crusty bread with tomato and garlic in the beach restaurant that puts us in the mood for the night in the metropolis: The new Barcelona dishware series from SND PorzellanManufaktur brings Mediterranean city flair to the conference table and into the home. Modernity and tradition, lightness and strength – the porcelain's elegant contours unite supposed opposites as effortlessly as their name-giving city. And, with a mug, cups, a dish and plates, offer plenty of space for your promotional messages. <

Cups from the "tierisch schön" collection as part of the "mittelpunkt." porcelain brand, adorned with elaborate drawings of cute animal protagonists.

Since 1995, BIC Graphic has been a key division of the BIC Group, dedicated to personalising BIC® products. Based in Tarragona, Spain, BIC Graphic upholds BIC®'s legacy of quality, reliability, and affordability across a range of essential products.

## Personalised promotional items 'Made in Europe'

# High quality – reliable – affordable

Through a commitment to innovation, customer-centric values, and sustainable development, the company has established a strong presence across Europe, the Middle East, and Africa, offering clients creative and impactful branding solutions.

### A New Level of Personalization: BIC® Cristal® Expression

BIC Graphic's recent launch of the BIC® Cristal® Expression introduces a highly customizable version of the well-known BIC® Cristal® pen, providing brands with an iconic product as a unique storytelling tool. By utilizing state-of-the-art digital printing technology, the Cristal® Expression retains its classic transparent barrel and distinctive cap, now transformed into a versatile canvas for brand messaging. This innovation allows cultural institutions, artistic venues, and businesses to communicate their stories in an impactful way. Each pen can reach up to 100 individuals, amplifying brand visibility and fostering a memorable connection with audiences. With the "Brand an Icon" campaign, BIC Graphic emphasizes the value of customization, reinforcing the timeless appeal of the Cristal® design with modern personalization capabilities.

### Memorable Experiences with the BIC® EZ Reach™ Lighter

The BIC® EZ Reach™ Lighter has been developed as a versatile tool to create lasting memories across various industries, from spas and hotels to restaurants and hospital-ity venues. Its customization options include screen printing and BritePix™ digital effects, with a design that fits

comfortably into a pocket and delivers up to 900 lights. The lighter's features focus on both functionality and safety:

- **Easy Handling:** An ergonomic design ensures comfort and ease of use.
- **Safety:** A 3.5 cm wand keeps hands safely away from the flame, with built-in child safety mechanisms.
- **Long-lasting Durability:** Constructed from Delrin® material, the lighter withstands regular use.
- **Portability:** Compact and easily portable, it's ready for use anywhere.

With the EZ Reach™ Lighter, brands can create practical, lasting impressions while conveying their values through a unique, customizable item.

### Capture Every Idea with BIC® Partner Notebooks

The BIC® Partner Notebook series brings premium, FSC-certified notebooks to the market, crafted in Italy with attention to detail and quality. This collection merges traditional craftsmanship with modern design, offering clients an ideal tool for capturing ideas, writing notes, and conveying brand identity. Customization options include Debossing, Hot Stamping, Screen Printing, and BritePix™, making each notebook a versatile canvas for branding. The series is available in three styles:

- **Partner Hardcover Notebook (A5):** a hard cover notebook, available in four colors, and 144 lined pages of FSC paper made with eucalyptus cellulose, short fiber, and high white point. This notebook has a patented system of hard and flexible cover at the same time, which allows for easy consultation.

- **Partner Flex (A5):** A softcover option available in three colors and designed for portability, with 144 lined pages of FSC white paper.
- **Partner FruitCover (A5):** The cover is made from a special composite that is 39% apple waste and available in three nature-inspired colors, while the pages are made from FSC recycled paper and are ivory-colored.

Every BIC® Partner notebook comes with an elastic closure, pen loop, and bookmark, blending elegance with functionality for a professional, lasting impression.



### Focus on Quality and Sustainability

In a globalized market, BIC Graphic highlights the value of European production. For BIC Graphic, "Made in Europe" is more than a label; it reflects a commitment to quality materials, sustainability, and local partnerships. All product components are sourced, designed, and manufactured within Europe, aligning with high standards for quality and environmental responsibility.

### Comprehensive customer service

This dedication is exemplified by its production facility in Tarragona, which operates with 100% renewable energy and holds ISO certification and EcoVadis Gold status. Working with local suppliers, BIC Graphic strives to maintain quality and sustainability across the supply chain. With multilingual teams and local customer service, the company ensures a smooth experience for clients, supported by shorter lead times through an efficient European supply chain. Guided by values of design, innovation, responsibility, and customer proximity, BIC Graphic remains a reliable partner for brands seeking impactful branding solutions. <

Classic and innovative brand ambassador in its new version: The BIC® Cristal® Expression.



Made with great attention to detail: The BIC® Partner notebooks.



It burns for advertising and unforgettable moments: the BIC® EZ Reach™ lighter.

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

The foundation stone of one of Bavaria's oldest family-owned companies was laid in 1804. Since then, generation by generation, step by step and with plenty of pioneering spirit, Schöffel has evolved into a sportswear manufacturer that has lastingly influenced an industry Europe-wide. We present the PSI Network member here.

**For a unique textile business card**

# A new take on Corporate Wear

**A**s the "world's oldest outdoor clothing brand", Schöffel enjoys high notoriety and popularity as a premium provider of ski, outdoor, and bike wear. No matter what the product development – racing suits for world cup success or a jacket for the private mountain tour – the company always places the person and their individual needs at the focus. The same applies for the subsidiary established two years ago, the workwear and corporate wear brand Schöffel PRO.

**High-quality materials – optimal fit – impeccable comfort**

"Born in the great outdoors. Created for work. With the know-how we've gathered from 50 years of experience in the outdoor sector, we developed Schöffel PRO with the objective to make workwear more functional, but also more individual. Our corporate and workwear collections provide wearers with top support during day-to-day work thanks to innovative solutions, high-quality materials, optimal fit and impeccable comfort," says Thomas Bräutigam, managing director of Schöffel PRO GmbH.

**Equipping companies uniformly across the board**

Schöffel PRO revises workwear and equips companies uniformly across the board – be it for the office, calling on customers or at the trade show. The corporate and workwear collections are customisable and supple in minimal time, but also offer extensive contact points for specially making a wholly individual employee outfit. With high-quality, functional and customised workwear, companies can show their employees some appreciation and optimally convey their brand's corporate identity – in the form of a textile business card and for the perfect first impression.

**Customised customisation**

Schöffel PRO embodies individuality: therefore, when the desired product is undergoing configuration, a choice can be made from three different customisation levels – for understated or striking design, for kitting out at short notice, or for a fully customised collection. Customisation level 3 leaves no wish unfulfilled: in this context, the garment is fully developed in the corporate colours (from 500 pieces per item). What is more, the customer is looked after by a professional team and receives thorough planning, qualified feedback and convincing, CI-compliant design proposals. When it comes to colours, says the company, there are no limits – regardless of whether it is about fabric or accessories.

**Fendt by Schöffel PRO collection**

The company Fendt, whose merchandise collection was recently expanded by additional customised co-branding items for its fans of its brand, is a beneficiary of this focus

on individual needs. Among the products in the Fendt by Schöffel PRO collection is the jacket model "Einsteiger", a functional softshell jacket; the Power Stretch fleece jacket "Einheizer"; plus the light and compact "Zweijahreszeiten ZipIn" hybrid jacket. The ZipIn function means that the jacket can be combined with the outdoor jacket models "Wetter-Fest", "Schutzschild" and "Wind&Wetter", giving rise to a perfect winter jacket. For warmer temperatures, Fendt opted for the "CIRC UV-Schutz T-Shirt" by Schöffel PRO. It is breathable, quick-drying, and made out of 100 percent recycled polyester. In addition, it is certified according to EN 13758-2 (protective properties against UV sunlight) and, at SPF 50+, offers maximum sun protection.

**Ecological and social responsibility**

Alongside functionality, comfort and especially innovative, customised solutions, ecological and social responsibility is at the forefront during product development at Schöffel PRO. With the CIRC collection, Schöffel PRO has created a sustainability loop that really lives up to that name: phased-out workwear is sent back to the manufacturer and reprocessed into raw material for new garments in the CIRC collection. "As a family-owned company in its seventh generation, people are at the focus at Schöffel and also at Schöffel PRO, which is why an equally close eye is kept on working conditions at both the headquarters in Schwabmünchen and the production sites in Asia – as proven by more than ten years of membership of the Fair Wear Foundation," reports Thomas Bräutigam.

**Visitors can get informed about the innovations from the company Schöffel PRO and experience the product highlights at stand 9H60 at PSI 2025.** <

[www.schoeffel-pro.com](http://www.schoeffel-pro.com)



Schöffel PRO revises workwear, equipping companies uniformly across the board.



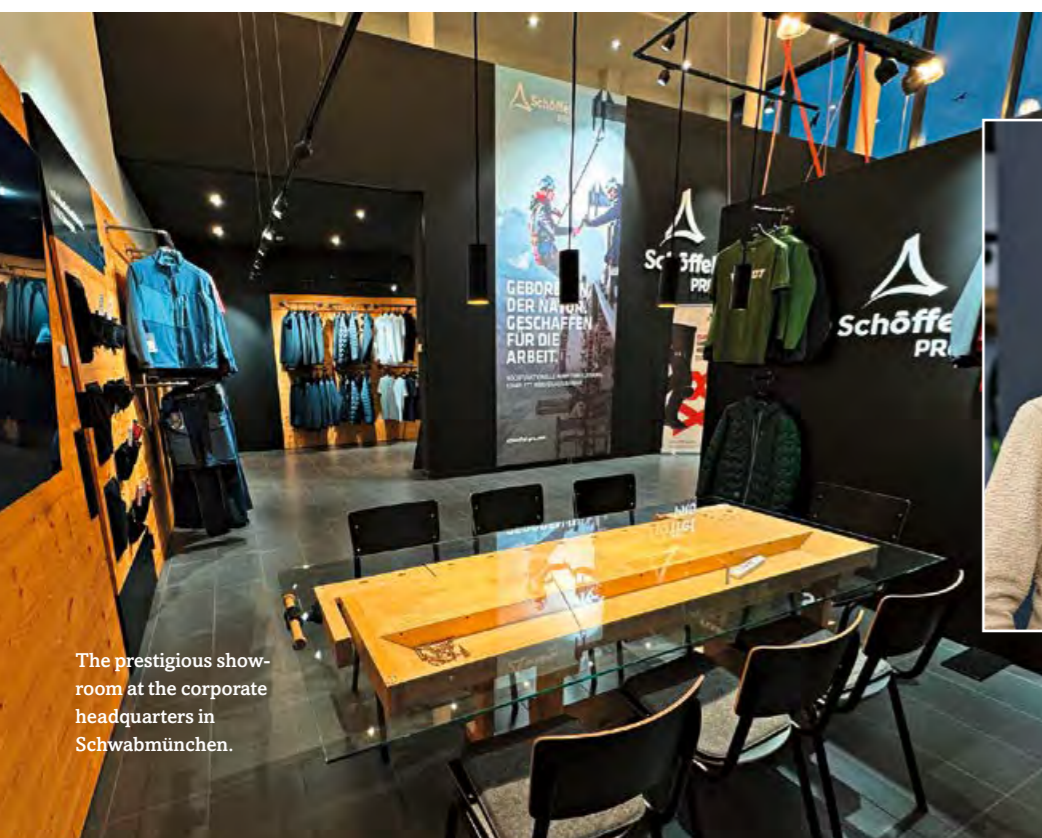
The Fendt by Schöffel PRO collection comprises jacket models for all seasons.



Workwear and corporate wear brand Schöffel PRO combines functionality with comfort and focuses on customers' individual needs.



A functional t-shirt from the merchandise collection Fendt by Schöffel PRO.



The prestigious showroom at the corporate headquarters in Schwabmünchen.



Peter Schöffel, the seventh-generation head of the company, and managing director Thomas Bräutigam. (from l.)

TFA Dostmann, a longstanding exhibitor at the PSI trade show, has been manufacturing durable and useful products since the 1960s. As announced from the corporate head office, the company is once again delighted to be presenting many industry novelties at the trade show. As is customary, measuring devices that stand up to everyday use and are strong on design will be on display.

### Presentation of novelties at PSI 2025

# Durable – useful – strong on design

The TFA product portfolio comprises more than 1,000 measuring devices that deliver helpful information and solve everyday problems, from thermometers, hygrometers and weather stations through to alarm clocks, watches and web-supported smartphone products. Many products can be customised as promotional items by means of the usual printing methods. In addition to modern digital printing machines, the proprietary printing house also offers conventional methods such as screen and pad printing. Surfaces made out of glass, wood or aluminium are finished by means of laser engraving. On these pages, we present a selection of novelties that visitors can look forward to at the PSI.

#### A constant eye on weather and ambient climate

The CLEAR radio-controlled weather station offers a comprehensive overview of the current weather situation and ambient climate. Due to its compact construction and a

clear display, the device fits in unobtrusively in a variety of surroundings. Be it as a tabletop device or for wall mounting – the weather station can be used flexibly. The device possesses an internal sensor, which gauges the air pressure and works out precise forecasts of future weather developments on that basis. An external transmitter with a range of up to 100 metres additionally delivers real-time data on temperature and humidity from outside. For the interior, CLEAR displays the ambient climate. This information enables targeted regulation of temperature and humidity by means of heating or airing, which can help to both avoid mould build-up and reduce heating costs. Optionally, the system can be extended with up to two additional thermo-hygro transmitters, in order to monitor multiple rooms such as the wine cellar or garage.

#### Compact and flexible

Those seeking a smaller device will find a good alternative with the thermo-hygrometer. The plain and compact



The battery tester presents itself as small, compact and robust, and usable for quick checks on single-use and rechargeable batteries.



CLEAR radio-controlled weather station and thermo-hygrometer: compact solutions for optimal ambient conditioning and weather forecasts.

design fits into any surroundings and enables easy control of room temperature and humidity. As a result, a cosy and healthy living climate can be created and heating costs saved at the same time. The thermo-hygrometer can be flexibly positioned. With two small magnets on the back, the thermometer adheres to metal surfaces. If you wish to stand up the device, then the fold-out stand comes into use. The required button battery is already included.

#### Red Dot-awarded design wall clock

Every year, the best product designs are distinguished with the “Red Dot Award”, where functionality and aesthetics are at the focus. The wall clock CLOCK IN THE BOX from TFA Dostmann satisfies these criteria and has received the “Red Dot Award: Product Design”. The jury lauded the “fanned-out clock face” and the high decorative value of the clock, which is obtainable in four colour variants. The noiseless clock fits into a variety of living spaces and is also suitable as a gift. The quality mechanism operates on one AA battery, which lasts approximately three years. Designer Andreas Brückner developed the clock in partnership with Axel Dostmann, in order to create a large-format clock in compact packaging and minimise the ecological footprint. The packaging contains the mechanism and 12 inserts for the clock face, which can be easily assembled with the aid of a video tutorial. Brückner, who has been working with TFA Dostmann for more than 25 years, designed the unusual clock while controlling the process exclusively with his head, on account of his multiple sclerosis. In order to support MS research, the company is donating one Euro for each item sold to the Deutsche Multiple Sklerose Gesellschaft.

#### Small, compact and robust

The battery tester presents itself as small, compact and robust, and usable for quickly checking single-use and rechargeable batteries. It is suitable for the most commonly available battery types, button cells (1.0 V / 1.5V / 3.0 V) and 9V block batteries. Since the BatteryCheck, for short-term measurement, uses the energy of the battery being checked, it requires no power supply of its own and is always ready for use. Due to the display of charging status and battery voltage in Volt, a quick and easy decision can be made as to whether the battery still has sufficient power or needs to be changed.

#### At the PSI trade show since 1966

The company, which celebrated its 60th anniversary at the end of 2024, has now been an exhibitor for more than 55 years. Every year, at the PSI trade show, the family-owned company from Baden-Württemberg introduces numerous products that have become a vital part of the promotion-



The decorative CLOCK IN THE BOX wall clock was distinguished with the Red Dot Award. Designer Andreas Brückner developed the clock in partnership with Axel Dostmann.

al landscape. Back in the 1960s, the company was already producing domestic wall thermometers that were popularly used as promotional message-bearers and can still be seen everywhere today. With the addition of electronic measuring devices and chronometers in the subsequent decades, today TFA Dostmann offers a comprehensive selection of durable promotional message-bearers for various industries and target groups and all budgets.

#### Innovative strength and reliability

Due to its innovative strength and reliability, TFA Dostmann has established itself as a major provider in the promotional products industry. The company is synonymous with high-quality products that stand out due to their durability and functionality – essential characteristics for effective promotional products. TFA Dostmann combines tradition with modern design and functionality, which not only makes the products attractive as promotional message-bearers, but also for daily use.

The novelties and “classics” will be available for viewing and testing at stand A 17 in Hall 10. <

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

Michael Weissenrieder has set a new course for his company Global Brand Concepts. He and his wife Tanja, both founders of today's globally operating company, have brought in reinforcements. Boris Schwerdt has been Managing Director of Sales for four years and Manuel Schick has also been part of the management team as Managing Director since February 2024.

### Your brand in best hands

# We turned it around as a team



Top performance from Rhine-Hessian – GBC has received the Bosch Global Supplier Award several times. The management team (from left): Boris Schwerdt, Manuel Schick, Tanja and Michael Weissenrieder.

The community of Monsheim in southern Rhine-Hesse is an idyllic place, surrounded by vineyards and with renowned winegrowers nearby. It has lots of green and lots of nature, but also an up-and-coming industrial complex with modern companies. Anyone entering the home of Global Brand Concepts via main road 271 will see the large company building with the round gbc logo on an orange background from afar.

In 2017, Global Brand Concepts moved from nearby Worms to Monsheim: 1,500 square metres of office space and 2,800 square metres of logistics space were built based on the highest energy standard (industry standard 55). But

somehow it has already become too small again since a 10 metre long packaging machine from the Italian manufacturer CMC moved into the warehouse. The machine can pack up to 800 parcels of different sizes at peak times. It is an incredible relief that minimises sources of error in logistics. No wonder that Manuel Schick, mechanical engineer and COO responsible for the organisation of company activities, is proud to present the new achievement and explain the details. "Setting it up was already a big challenge, but integrating it into the company's software was an even bigger one," he emphasises.

### Coping with challenges

The company based in Rhine-Hesse has always had to overcome challenges. Even the start in 1997 was more than just a challenge. It all began with the tragic death of their best friends of many years. They had a formidable import company with a clear focus on China. But suddenly all the wheels came to a standstill and nothing worked any more. Tanja and Michael Weissenrieder took on the responsibility of at least winding up the day-to-day business in order to honour the memory of their friends and not cause any harm. What was born out of necessity turned into fun at some point, leading to the founding of a new company, which was also mainly dedicated to the import of promotional items – products for the promotional products industry, but also products for large supermarket chains.

### Five locations on three continents

It wasn't long before industrial companies became aware of the import company and approached it with requests to be supplied comprehensively and internationally with advertising materials and logistics. SAP, based in Walldorf,



Inspiring: Showroom with a view over the Rhine-Hessian landscape.

was the first global company with branches in America. SAP gave an enormous boost to the company's direction and growth. Today, illustrious names such as Allianz, Deutsche Telekom, Bosch, RWE, Continental, Uniroyal and Engel & Völkers enrich the long list of well-known customers. Many of them have a global presence. Therefore, it is not surprising that Global Brand Concepts (GBC) now has branches in Hong Kong, Shenzhen, Mills River and Montreal, i.e. five locations on three continents and a turnover of 35 million. This more than remarkable ascent of the company could only be achieved with a lot of enthusiasm, and of course plenty of work and great employees from the region. Michael Weissenrieder emphasises this time and again. He is certain that without them he would never have made it to the top of European companies in the promotional products industry.

### New faces in management

Today, he shares his work with his new colleagues in the management team. Boris Schwerdt, at least, has been friends

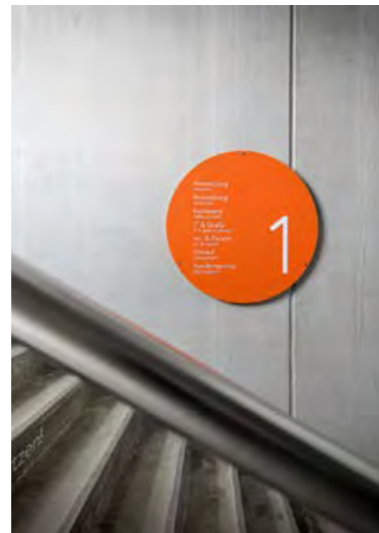
with him for a long time. They became familiar with one another through their wives, who were childhood friends. Thanks to their diverse professional experience in corporate groups, they are number-driven managers. They are a good addition to the family business. Neither of them joined the company at the best of times. Boris Schwerdt had barely moved into his office when coronavirus hit us all and Manuel Schick also quickly jumped on the bandwagon, which picked up speed again shortly after the official end of the pandemic. It's no wonder that they haven't been seen much at official industry events. However, all these challenges over time have had positive effects: "We have become a really good team and have turned a lot of things upside down," says Michael Weissenrieder, as two colleagues nod – not without pride.

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Sophisticated design concepts are realised in the in-house print shop.





## A conversation with Boris Schwerdt and Manuel Schick



**What were your first experiences and impressions in this relatively unknown industry up to now?**

**BORIS SCHWERDT:** It is unbelievable how much innovative power and ability there is in this company and in this industry. It is amazing what we have achieved in just a few years in the area of digitalisation alone. I've never experienced that before. Everyone pulled together and our team worked on demand. We also had tough discussions – but the important thing is that the atmosphere and fun did not suffer as a result.

### Boris Schwerdt

**PERSONAL DETAILS:** 50 years old, married, two children, lives in Alzey

**HOBBIES:** Racing bike, mountain bike, cross fit

**EDUCATION:** Started working after secondary school, then University of Konstanz, Master's degree in Strategic and HR Management, EBS in Rheingau, University of Business and Law, Master's degree.

**PROFESSIONAL CAREER:** Started as a management trainee at the textile service provider AlSCO in Cologne, then management consultant at Mercuri Urval. Various positions in human resources at the German air traffic control centre DFS in Langen. Returned to AlSCO Berufskleidungs-Service GmbH as General Manager for the Frankfurt and Bad Hersfeld sites. Managing Director for Sales at GBC since 2020.

**MANUEL SCHICK:** I was most impressed by the enormous cycle rate and innovative power that constantly comes to light in new products. Whereas in the past I dealt with life cycles of up to 30 years or even longer, now it's sometimes just one year. With all this speed, however, the issue of ecological sustainability must not be ignored! Because what we put on the market today must not land in the rubbish bin tomorrow already. That is part of our responsibility.

**These are not exactly easy times for you to join the company.**

**BORIS SCHWERDT:** Yes, it caught me off guard back then. We had to deal with lockdowns for ourselves and our customers. However, we used the quiet times to better position ourselves in terms of digitalisation and ecological sustainability. Like so many others, we certainly emerged from the coronavirus crisis weakened with regard to sales, but became stronger internally and substantively.

**MANUEL SCHICK:** When I came on board, the train had already picked up speed again. We were also quickly growing again in terms of turnover. However, like all companies in Germany and perhaps even in Europe, we are now

facing new challenges. We read about job cuts and company closures almost every day – at some point, our customers will be among them as well. The market has basically become even more price-sensitive.

**BORIS SCHWERDT:** This primarily affects companies that are very strong in the drop shipment business. In the shop business for our key accounts, this is only reflected with a long delay, if at all. We have fixed contracts and work with the open-book principle. Everything is long-term and designed for transparency. Shop and route – that's a 70 to 30 per cent ratio for us. Our offer as a full-service partner is so diverse and international that we have a secure footing. And we are a classic family-run business with the corresponding responsibility towards our employees, customers, the environment and society. Tanja and Michael planted this in the genetics of the company.

**However, with a view to Chinese-American relations, business in China, i.e. purchasing, could lead to major problems.**

**MANUEL SCHICK:** We could be in for something. It would be a real pity, because the whole Asian region, not just China, is on a very good path

when it comes to quality and ecological sustainability. Yes, there are also cheap goods and plenty of bad goods, but our decades of experience and our supplier network of over 500 international partners protect us from that. Especially with regard to technical products, there is no way around Asia. If textiles can be a little more expensive, there are now very good alternatives in Europe and neighbouring countries.

**BORIS SCHWERDT:** The demand for ecologically sustainable products has definitely grown significantly – especially among large corporations around the globe. We welcome this, as it fits in with our corporate philosophy and makes it easier for us to comply with political requirements.

**But it's not just corporations. All over the world, small- and mid-sized businesses make up the largest number of companies.**

**BORIS SCHWERDT:** We are also a mid-sized company and compete for larger medium-sized customers. With our overheads, which are geared towards full service and our entire service chain including finishing, design and packaging, we are unable to serve smaller customers properly and at the right price. However, we are constantly and consistently bidding for projects with our contract customers in various ways. For us, this takes precedence over the time-consuming process of acquiring new customers. Recently, we have also started offering on-demand products for our customers with merchandise shops. We have the same products in stock for different customers, which are branded and delivered on demand. This makes us flexible, saves storage capacity and ultimately means that we don't have to destroy any leftover

stock and thus do justice to our ecologically sustainability concept.

**One more question to conclude: Where do you see the biggest challenges for the future?**

**MANUEL SCHICK:** Of course, we hope that the economies of Germany, Europe and the rest of the world will recover. Then there will be fewer problems with pre-financing and pricing and customers will generally be more willing to invest again. In this context, we must not forget that not all economies in Asia are running smoothly either. Not only German car manufacturers are noticing this at the moment. Another challenge is that we want to become a climate-neutral company before the end of this year. We are already largely a paperless office. And we are a member of "amfori", an initiative to improve social standards and the environment. Our fully automated packaging machine also contributes to making us ecologically sustainable and future-proof. While this usually takes months in other companies, our machine was up and running in just a few weeks. This is another sign of the good cooperation and commitment of our employees.

**BORIS SCHWERDT:** One of the biggest challenges of these times is the shortage of skilled labour, especially in the seasonal business, of course. We deal with small parts and large quantities, which doesn't make it any easier. But we are taking measures: we will grow in the area of in-house finishing and want to expand our IT even more effectively and make it more flexible. We want to become even faster, because Amazon and Flyeralarm are setting the pace here. Although our business models are not directly comparable, customers have their delivery

times in mind. There is also potential in the area of shop programming.

**So there's a lot to do. We hope that it stays fun and thank you for the talk.**

**BORIS SCHWERDT:** It was our pleasure. The fun will not stop. We have already brought about so much change and achieved our goals like never before. We are a good team in good spirits – see you at the PSI.

**Thanks for the conversation.**



### Manuel Schick

**PERSONAL DETAILS:** 44 years old, two children, lives in Darmstadt

**HOBBIES:** Kitesurfing, pump foiling, snowboarding

**EDUCATION:** Degree in mechanical engineering from the University of Applied Sciences in Esslingen am Neckar.

**PROFESSIONAL BACKGROUND:** More than 12 years in the DB Group, including 10 years in central purchasing for rail vehicles in various functions. 4 years at Brüel & Kjær Vibro GmbH, the leading supplier of vibration measurement technology, as Supply Chain Director and Member of the Management Board. Since May 2023 at Global Brand Concepts in Monsheim as Managing Director & COO



Emails gaining ground compared to social media marketing. A quarter of companies have significantly increased their email marketing activities, almost double the number compared to the previous year. The E-Mail-Marketing Benchmarks 2024 study analysed the strengths, weaknesses, and potentials of traditional and current marketing instruments.

### Study: Email Marketing Gaining Ground

# An Email Marketing Renaissance



Optimising one's email strategy makes advertising by email more effective.

**M**ore businesses are returning to their roots and using the efficiency of email marketing to reach customers. This marketing instrument has proven itself over the years, even if it has been sidelined somewhat in recent years. This tool is catching up to social media marketing, with around a quarter of companies indicating that they have significantly increased their email marketing activities. In this area, around 28% of businesses expanded their posting frequency across all channels during the survey period, so only slightly more. Email marketing can be measured with modern marketing strategies, but the well-known hurdles still have not been overcome in practical implementation. The fifth edition of "E-Mail-Marketing Benchmarks 2024" provides key insight into email mar-

keting by analysing 5,001 companies operating in 246 sectors using 167 criteria. The study was conducted in cooperation with DDV Deutscher Dialogmarketing Verband e.V. and Absolit Dr. Schwarz Consulting.

#### Obtaining more zero-party data

It is no longer a secret that relevant communication is the key to retaining readers. The real challenge lies in collecting the right information in order to really be able to understand customers. What is the most direct method? Just ask them. For this reason, we are delighted that more and more companies are using people's newsletter registration to find out more about their readers. Unfortunately, data collection is often limited to basic information such as people's name or form of address (78%). Addressing people personally may come across as friendly, but it does not necessarily make the communication more relevant. 41% of companies collect data beyond just a person's name. However, less than half of these companies inquired about users' specific interests or topic preferences (18%). And even less frequently did they ask about their concrete challenges, user behaviour or their budget. These are areas that can offer real insight into customers' needs, wishes and consumption behaviour. The last of which is only found in one in a hundred companies.

#### Added value often unclear for customers

Ideally, consent should be a fair trade-off: Prospective customers provide their contact information and give their permission to receive advertising communication in return for obtaining a tangible advantage that rewards them in some way. However, in the case of around a third of the businesses surveyed, one would have to look hard at the consent

form to find any advantage or they did not communicate any benefit at all. If companies give a reason for registering, more often than not, it is so that they will not miss content, news or special offers. Although this is in some way a benefit, it only describes what a newsletter is intended to achieve and it offers little differentiation from the competition. Moreover, only 31% of businesses offer an actual exclusive benefit, which only subscribers can receive, or a clear value proposition. 'The frequent lack of a clearly defined benefit often reflects a deeper strategic gap: Many companies do not have any well-developed strategy to create a real added value for readers through their email communication', adds the study's author Dr. Torsten Schwarz.

#### Building customer relationships

A user comes across a form, fills it out, opens their inbox and confirms the DOI-Mail, thus confirming a concrete interest in the company's content or products. This is when their attention is at its peak, and the relationship is fresh and promising. And then what? For 68% of companies, it means patiently waiting for the next newsletter, which, in the worst case, can be up to four weeks later or even longer. Until then, the company is just one of many email senders in a person's inbox, and their hard-won attention has to be fought for again. One in three companies take the initiative to welcome their new readers straight-away with a welcome email. 13% of them do this in a multi-level manner. And even in these cases, there is still a need for optimisation: 20% limit their communication to merely a registration confirmation mail without any additional interaction opportunities. While 42% of businesses may offer interaction opportunities, it appears they don't have a clear idea about what the next step should be, in other words what type of best action/offer they should take next, i.e. at the start of their relationship with the customer.

#### Compliance with the General Data Protection Regulation

Even though it has been six years since the GDPR came into effect, many companies are still struggling to meet the regulatory requirements. Despite considerable advancement in the past few years, the general state of compliance is rather sobering. Only 27% of registrations meet all legal requirements. Another 78% do not have a clear explanation of how users' data is processed. Additionally, only 15% of businesses inform users about tracking their reading behaviour or establishing their profiles. And a mere 4% give users an opportunity to object to the use of their data.

#### Marketing and IT must work together

E-Mail marketing is increasingly developing into a discipline in which technical skills are just as important as cre-

ative content and having a deep understanding of target groups. This also includes email deliverability: What was once taken for granted is today a complex field that is shaped by the constantly changing guidelines and technical requirements, which only a very few companies are ready for. To name an example, only one-third of companies fulfil Google's new Sender Guidelines. Erroneous DMARC configurations result in almost 50% of businesses being at risk of their emails being mistakenly classified as suspicious and thus ending up blocked by email providers. Domain alignment is the most common obstacle. Although it hides challenges, this adaptation can usually be undertaken with the help of the email service provider in just a few hours. Email marketers must recognise the importance of technical aspects and actively ensure that they are given the attention they deserve within the company.

#### Companies are changing service providers

6% of the companies surveyed changed their primary distribution tool last year, with Marketing Suites being the most popular alternative. Around half of businesses switched to a complete solution from one source. This uplift in the use of Marketing Suites by three percentage points marks the largest tool switch of the analysis phase since 2019. It is interesting that 18% did exactly the opposite and simplified their distribution infrastructure, opting for a solution with a more limited range of functions. This could signal two trends: First, there is more interest in Best of Breed solutions, which are popular because of their specialised functions. Secondly, there is a general tendency towards simplifying processes and reducing system complexity and costs.

#### Thursday is the most popular day to send emails

For the third year in a row, Thursday is the most popular day to send emails, but there are some differences in terms of the preferred time emails are sent out. B2C companies have increased their email activities on the weekends: 21% send their emails on the weekend (2023: 17%). Additionally, 10% of B2C companies now send their emails after regular working hours, between 6 and 9 pm, compared to 8% in the previous year. An increasing number of B2B companies send their emails before regular working hours, i.e. before 7 am; the 2023 figure, 19%, rose to 24% in 2024. <

#### About the study:

Since 2018 the study has examined the email marketing activities of 5,000 top companies based in Germany, Austria and Switzerland. In order to be able to quantify the quality of email marketing efforts, a total of 169 criteria were used from seven main areas: dialogue, technology, security, new customers, law, automation and design. Absolit advises businesses on the integration of digital channels in their dialogue with customers. Two times a year, absolit examines the digital marketing of B2B and B2C companies in the German-speaking region. It conveys the latest knowledge from the field in workshops, studies and books.

The recent past has shown us that, every year, suppliers and distributors are confronted with new statutory provisions that can have an enormous influence on business developments. Limiting the negative consequences of new regulations as effectively as possible by means of level-headed and far-sighted planning is one of the primary tasks in the new year.

## Product Compliance and Manufacturer Responsibility 2025

# Ever More Challenges for the Industry



When the budgets have been drawn up, the projects and measures are scheduled – 2025 has begun. Companies are having to confront considerable changes and challenges from the product compliance and manufacturer responsibility area. Higher regulatory requirements on promotional products are heading the industry's way.

### High complexity, rising costs

One cost component not considered in many budgets is the complexity and expense that arise from the implementation of regulatory requirements in the area of manufacturer responsibility and product compliance. All economic stakeholders are affected by rising administrative costs and expenditure, up to the fulfilment of legally binding provisions concerning the safety and sustainability of products and supply chains. Not only has the sheer quantity of new and revised requirements created an almost impenetrable jungle of regulations, but the complexity of realising the individual decrees is something that is virtually impossible for companies to handle.

### Taking product compliance seriously

However, ignoring this development is increasingly no longer an alternative for economic stakeholders. Probably every company in the promotional products industry has been confronted with the topic at some point or another in recent months. Not only are market supervision authorities and purchasing departments now demanding various proofs of compliance; electronic marketplaces are also increasingly barring products for which there is no proof of product compliance. Economic stakeholders have

no choice but to attend to the compliance status of their goods product-by-product. Those who do not do so expose themselves to the risk of an imminent sales stoppage. In order to avoid that, marketability assessments are advisable, which take into consideration all aspects of product compliance product-by-product and highlight gaps in compliance.

### The duties of economic stakeholders

Before we highlight individual requirements, each economic stakeholder should be aware of its role and of the responsibility that goes with it. Unfortunately, in this context also, it must be pointed out that individual product-by-product rules may deviate from the generalities formulated in the following text. Nevertheless, the rules concerning the roles of economic stakeholders are largely harmonised across the EU. Any entity that physically manufactures products in the EU and labels these products with its commercial name or commercial brand is regarded as the responsible manufacturer of the products, with all the associated duties. Any entity that has products manufactured inside or outside the EU and indicates sole responsibility by putting its name on the product is likewise regarded as the manufacturer. Any entity that has the products labelled with the manufacturer's name outside the EU and imports them into the EU is the importer of these products; and any entity that acquires these goods inside the EU and distributes them onwards without any considerable alteration (modification) is (only) their distributor. Provided it is technically possible, manufacturers and importers must display their name and contact details on the products. Where this is not technically possible, they can alternatively place these details on the product packaging and/or the enclosed documents.

### Product labelling and manufacturer responsibility

For many companies in the producing line of business and the adjacent classic retail trade, the abovementioned rules are presumably self-evident and are also compliantly implemented. However, what do the rules mean for the promotional products industry? Companies that deploy promotional products in their marketing measures want to label them exclusively with the commercial name or commercial brand. Along the lines of the abovementioned definitions, these companies would in that case be manufacturers – with responsibility for product safety, sustainability, product-specific registration obligations and, where applicable, also taking the product back at the end of its first life cycle. The company would then also enter into prod-

## The most important requirements of the General Product Safety Regulation (GPSR)

- Compilation of risk analyses for all products
- Alerting and safety information must be enclosed
- Additionally, electronic contact option on the products
- Full technical documentation required



Oliver Friedrichs,  
Managing Director  
Trade-e-bility

uct liability. If companies were aware of these far-reaching consequences, would they then still hand out promotional products for which they have no in-depth product knowledge and no requirements management? Presumably, they would only do so if an economic stakeholder from the supply chain, based in the EU, identified themselves as the Responsible Person on the product and met all manufacturer obligations. But then is it still possible to attractively design the product as a promotional product?

### Caution when modifying products

A further problem connected with the legal requirement to identify a product's manufacturer is the associated, mandatory disclosure of upstream suppliers (manufacturers). As a result, downstream economic stakeholders and market players may be placed in a situation of simply cutting out distribution steps, as future orders are placed directly with the upstream supplier. Dealing with this dilemma is currently a big challenge for the industry. According to the General Product Safety Regulation (GPSR), an entity that considerably modifies a product is also a manufacturer. Here, too, categorisation is not easy: at what point can the affixation of a promotional message or, for instance, the use of different/additional colours (e.g. to match the customer's CI) be regarded as a considerable change – with the consequence that the roles of individual economic stakeholders are displaced?

### Stricter requirements for 2025

A number of new challenges are emerging for B2C products in 2025. First of all, though, something encouraging: Due to the delays in the legislative proceedings, the wide-ranging requirements placed on design, sustainability and the

labelling of packaging due to the new EU Packaging and Packaging Waste Regulation (PPWR) will not come into effect in 2025 after all. Similarly, the mandatory transition phase of the EU Deforestation Regulation (EUDR) has been extended by one year, with the result that the obligation to produce proof of geographic origin and sustainable production for, for example, products made out of wood (including paper products) and leather, but also for coffee and cocoa, is also no longer applicable for 2025. On the other hand, it is vital to take into consideration the stricter requirements on products which are subject to the General Product Safety Regulation (GPSR). In this context, particular care should be taken that risk analyses are drawn up for all products, alerting and safety information is enclosed, the products are additionally provided with an electronic contact option, and sufficient technical documentation is supplied.

#### Eco-design regulation is fleshed out

The new Ecodesign for Sustainable Products Regulation will be decisively further developed and fleshed out in 2025. For example, a list of product groups for which product-specific regulations are drawn up is expected for the end of the first quarter. Specific product regulations are then anticipated to come into force in late 2025. New requirements on sustainability and reparability, in particular, but also concerning transparency of product charac-

teristics will then be heading economic stakeholders' way. It therefore makes sense to get set for that now. A warning goes out to companies that promote their products with sustainably pledges that are backed by insufficient proof. The new EU Green Claims Directive formulates stricter standards for the justification, communication and verifiability of sustainability pledges – the Green Claims. In this context, there must be a possibility to present verified proofs for sustainability statements via independent authorities.

#### Be mindful of the new battery regulation

All companies that distribute battery-operated electronic devices are advised to examine the requirements of the new battery regulation. The compilation of a declaration of CE compliance concerning batteries for devices is already necessary, since August 2024. From August 2025, new requirements will then follow, on the labelling of batteries for devices, on duties of care in the supply chain and on registration/licensing in the context of extended producer responsibility (EPR), with 27 member state-specific configurations in the EU. The abovementioned aspects are just an excerpt of the anticipated new requirements, which, however, are highly relevant to the promotional products industry. It is advisable to familiarise oneself with the new provisions in good time. <

For manufacturers, importers and distributors, **trade-e-bility** provides external quality management for nonfood products, in order to make them marketable. trade-e-bility supports companies with value-for-money, pragmatic solutions for ensuring product compliance in the areas of labelling and document checking, marketability reports, legal monitoring, GPSR, SCIP or ERPEL database service, as well as risk analyses. More about the range of uncomplicated, case-based advisory services and contact for a free initial consultation at [www.trade-e-bility.de](http://www.trade-e-bility.de).



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## Growing in a honeycomb

The Hexagon wooden planter from emotion factory **unites design and nature** into one compact unit and gives companies the opportunity to send a clear message to their customers and partners. The honeycomb-shaped planter is made of European wood and contains a substrate tablet as soil, and plant seeds of your choice. The shape is reminiscent of the hexagon of a honeycomb. Packaged in a customisable cardboard box with a honeycomb window, the planting wood is visible. Laser engraving enables customisation with a logo or message.

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## Sweet delight on the go

For anyone with a sweet tooth or any Nutella lover, here is the perfect snack for on the go: the Nutella to-go set from the emotion factory. **At the office, on a picnic or on the go** – with this practical set you'll always have your favourite spread to hand. The handy 25g mini jar is ideally portioned and provides a sweet treat between meals. The highlight: An enclosed wooden spoon makes it possible to enjoy Nutella straight from the jar. The packaging offers plenty of space for personalised design and promotional messages.

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



nutella

## Wild bees welcome

Users set an example for sustainability with the wooden nesting insect hotel made of FSC®-certified beech by Holz Frank. This high-quality wild bee hotel is not only a **contribution to nature conservation**, but also a special promotional item that associates a company's brand with environmental awareness. The precise boreholes provide ideal nesting sites for insects such as wild bees, while a logo can be stylishly integrated. The insect hotel is treated with natural linseed oil to make it weatherproof and easy to install.

PSI 49957 • Holz Frank GmbH & Co. KG  
Tel +49 915183310 • info@holz-frank.com  
www.holz-frank.com



## Cool paper in leather look

IGRO's new Papelin Cooler Bag is both exclusive and functional. This stylish and sustainable cooler bag made of **washable paper** features an impressive leather look and is environmentally friendly. Easy to clean, customisable and available in any size, it is a universal promotional item for almost any occasion.

PSI 40940 • IGRO Import und Großhandelsgesellschaft mbH  
Tel +49 6432 91420 • info@igro.com  
www.igro.com

## RFID on your wrist

The abbreviation RFID stands for Radio Frequency Identification. It enables the contactless storage and reading of data for the **automatic identification and localisation** of objects and living beings. This technology can also be used in click bands, reflective bands, tags or stickers from reflAktive, a brand of safeReflex GmbH, from a specific minimum size. By using RFID chips that are attached to the steel core under the film, click tapes can also be used in future to allocate or sort participants or products at sporting events or other projects, for example. At the end of the event, the weatherproof bands can be cleaned manually and then reused.

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





## Rising demand for CI textiles

A trend analysis by Klam for the year 2025 shows: The demand for high-quality and sustainable corporate fashion textiles will continue to rise. GOTS-certified clothing made from organic cotton is now setting **new standards for responsible entrepreneurship**. At the same time, "athleisure" workwear that combines comfort and functionality is becoming increasingly popular in many sectors. Other individual touches such as buttons, zips and breast pockets are also very popular. Klam is setting new standards for modern corporate clothing. The Klam design and service team provides personalised consultation free of charge.

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



## Colouring for little animal lovers

The "Unsere Haustiere" colouring book from the Verlag für Prävention Wilken is completely tailored to **young animal lovers**. On 16 pages, cats, guinea pigs, dogs and many other animals are presented with short informative texts and drawings. All of them are waiting to be brought to life with bright colours. The lovingly designed colouring pages inspire creativity and promote relaxation and inner peace.

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

## Sandwich to go

Dosenspezialist's new stainless steel sandwich box with bamboo lid is perfect for your sustainable lunch on the go. With internal dimensions of 120 x 120 x 45 millimetres, it has plenty of space for a sandwich and keeps it fresh. The **robust stainless steel** guarantees durability, while the bamboo lid is not only environmentally friendly but also visually appealing. Particularly practical: The lid can be customised with an engraved promotional message.

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





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www.eljte.com - info@eljte.it - +39 0523 593636  
Via Giovanni Subacchi, 9-11 - 29121 Piacenza (PC) - Italy

## Sustainably intelligent or intelligently sustainable?

**S**ustainability and Artificial Intelligence (AI) are two terms we are coming across more and more, and they are on their way to becoming established factors of our vocabulary. And there is a good reason for that: Both topics offer us the opportunity to work not only more efficiently, but, above all, more cleverly – for the future of our industry, our customers and our environment.

To me, sustainability is for more than just a trend. It is a responsibility and at the same time, a long-term strategy. It is about taking smart decisions today in order to be more stable and future-proof tomorrow – even in uncertain or turbulent times. Be it through the use of conservational materials or by optimising production processes – every detail counts. But how do we achieve the union of sustainability with efficacy? That is where Artificial Intelligence can be a major strength.

AI opens up new outlooks for us. It enables us to analyse large quantities of data, to recognise patterns and to react more quickly to changes, which it can also bring about. With its help, we are developing solutions that not only meet our customers' needs, but also live up to the requirements of production. Suddenly we are seeing trends before they even arrive on the market. And we are creating products that not only satisfy, but exceed, expectations. And we are doing all that without losing sight of our ecological footprint.

What inspires me especially is the recognition that we are able not only to react to global events or market developments, but to influence these proactively. It is not without reason, therefore, that these

two topics are also highly present at the upcoming PSI trade show in January 2025.

But it is not only these two topics that are currently on the industry's mind: we also have electronic invoices, digitised work processes, sourcing using AI, presentation on home-pages. Practice applications can be found for all of those at the PSI. New products from international companies, which have never been exhibited before, are an important component of sourcing with as many unique selling propositions as possible. Where do we meet colleagues from Germany's northernmost to its southernmost region, to exchange knowledge and opinions? Only at the PSI. Where do we learn about new ideas or even business models? Where do we see trends, across the board, which otherwise may escape us. It is the same reply every time: at the leading trade show of the promotional products business in Europe – at the PSI.

Every challenge is a chance for us to be even better, and every disruption harbours the potential for innovation. It is how we become more resilient and competitive in the long term. Let us seize this opportunity and integrate sustainability and AI even more extensively into our processes and mindsets – willing to learn from one another, enter into dialogue and, together, continue to grow.

Give yourself and your company the gift of time at the PSI – and please take ample time as you do so. Your company's development will thank you for it. Because, too often, I see colleagues dashing through the halls, keeping a constant eye on the clock. I invite you to slow down the pace, pay more attention, find out new things and, ultimately, enjoy more trade-show success.

See you there – I look forward to it.

Yours,



Petra Lassahn  
Director PSI

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## Fit products

Promotional products in the fitness and health area offer companies a fantastic opportunity to present their brand in a positive light. Functional products such as drinking bottles, fitness bands or sports towels are not only practical, but also support an active lifestyle – an aspect that can be ideally associated with modern brand values such as vitality, sustainability and wellbeing. Products like these are used every day, which means that the target group remains aware of the brand for the long term. Especially in the fitness area, custom-designed items facilitate an emotional tie that builds up trust and appeal. A further advantage is that promotional products foster engagement and can be deployed as targeted motivation during fitness events or health campaigns. Our second product theme presents novelties from the areas “Easter, Garden and Handicrafts”.

Please start giving some thought to the product introductions in the March 2025 issue of the PSI Journal, which will be devoted to the thematic groups “Table Culture, Indulgence to go, Household” as well as “Stationery and Calendars” and send your product proposals (image and text) by 24 January 2025 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de



## PSI 2025: A whole lot of inspiration

Europe's leading trade show for promotional products, incentives and merchandising will be starting in a few days, as the traditional opener to the new promotional products year. From 7 until 9 January 2025, in Halls 9 to 11 of Messe Düsseldorf, it will present classics, novelties and trends in three-dimensional promotion by and

for the industry's professionals; on top of that, a whole lot of inspiration, expert know-how, networking and service. We will be drawing up an initial appraisal in the February issue.

## Merchandising with huge potential



The roots of the Hamburg-based family-owned company Berendsohn extend back to 1833. The direct distribution promotional products specialist offers its customers integrated marketing solutions. Berendsohn Werbemittel is currently expanding its portfolio by merchandising for major enterprises. We spoke with CEO Astrid Schulte about her milestones and visions for the long-established company.

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