

PSI

PSI Journal

International Magazine
For Promotional
Products

December 2024

Volume 63

**Preliminary exhibitor
list for the PSI 2025
as of page 14!**

JOURNAL



Jo-an Lantz

CEO Geiger

About resilience, mentorship
and leadership skills

PSI 2025

Inspiration

for the next generation

Product Guide

Brands, classics and vintage

Made in Europe / Germany,
Switzerland, Austria

koziol »ideas

for friends

NORA - pure joie de vivre



Trade fair practice for PSI
More success at the
trade fair stand



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PSI 2025
7-9 Januar
BESUCHEN SIE UNS AUF DER PSI.
Halle 10 Stand G 61



Editorial

Courage for 2025

The November fog was particularly thick this year and has taken its toll on the nerves. Wisps of fog also drifted across the pond to us from America. Like the weather, the policies that new President Donald Trump intends to pursue are highly unpredictable. Many experts claim that Europe will have to dress up warmly. It could be a harsh winter on the political front.

In Germany, Chancellor Scholz chose the worst possible moment in his tenure to exercise his leadership by sacking his finance minister and thus his coalition partner. He came into office promising to provide strong leadership but has largely failed to show it, and now in December he appears to be more of a lame duck. France is also weakening. In Hungary alone, Viktor Orbán is happy that his friend in America has taken power. Italy has not yet positioned itself. Under these circumstances, it will not be easy to keep Europe politically coherent and represent it confidently in the world.

The promotional product sector will have to help ensure that internationality does not suffer further damage or that country egotism prevails. Trade with China and other Asian countries is an indispensable part of the sector's product range. European law, industry requirements and the efforts of many importers have meant that products are now much more characterised by quality and sustainability than they were a few years ago. And that's a good thing!

The creativity and flexibility of the promotional product sector in Europe are encouraging signs that we will get through these difficult times. So far, all past crises have been successfully overcome, even the most severe one, the coronavirus. We are at least on the right track. That must give us all the courage we need for 2025.

At the end of the year, it only remains to say thank you for all the excellent teamwork that we as the editorial team of the PSI Journal were able to experience over the course of the year. It is true that we were not able to fulfil all of your wishes, maintain all personal contacts and be present everywhere we should have been. But you will know this from your everyday life and will understand. Thank you very much for that too. We all wish you a peaceful run-up to Christmas, a Merry Christmas and a Happy New Year – and come to the PSI so that we can all meet again. It will be worth it, and not just for that reason.

Best wishes from the whole editorial team

Manfred Schlösser

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

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Merry Christmas!

It is important for us to express our appreciation: That's why we want to say **THANK YOU.**

Thank you for the great teamwork and the pleasant, trusting cooperation.

We wish you and your families a peaceful and wonderful Christmas. May happiness, health and success accompany you in the New Year. We are already looking forward to continuing our successful cooperation with you in 2025.

The entire Mister Bags team wishes you a Merry Christmas and a Happy New Year.



PSI 2025: Into the future with PSI 10

Preparations for PSI from 7 to 9 January 2025 are entering the hot phase. Many special areas and activities, an attractive programme and a great party night will offer inspiration and practical knowledge as well as lots of fun networking with old and new friends. The offers for the Next Generation PSI are a forward-looking highlight.

Trade fair practice: More success at the trade fair stand 24

Preparations for PSI are in full swing. However, more attention is usually paid to the technical aspects than to the preparation of the stand personnel who conduct the trade fair talks. Together with communications expert Armin Marks, we have compiled basic knowledge for communicating at the trade fair stand.



About resilience, mentorship and leadership skills 76



For Jo-an Lantz, President and CEO of Geiger, resilience and mentorship are at the heart of successful leadership. In our interview, she describes how she encourages employees and develops future mentors. Find out what it takes to get ahead professionally and empower others in the process.

Online trade: high risk of fraud in B2B 78

A survey by ECC KÖLN and Creditreform shows that fraud in the B2B sector is on the rise. To protect themselves, more and more companies are carrying out digital identity checks, but fraud prevention is still of secondary importance. The results of the sentiment survey in wholesale and B2B sales.



An invention “is a creative accomplishment that is made possible through a novel solution to a problem, that is, the achievement of a new goal using familiar methods or of a familiar goal using novel methods,” says Wikipedia. However, what sounds sober and objective requires a whole lot of creativity, imagination and, above all, dynamism. Many an invention gets forgotten even before it has been made available to a wide public. Other inventions, by contrast, have achieved world fame, even though they often got off to a bumpy start. Inventions can usher in trends and become brands. In this issue of the PSI Journal, on the two Trends & Brands pages we present inventions of exactly that kind. What emphatically came to the fore 25, 50 and 75 years ago and has endured in the promotional products business, too – to this day?

INVENTIONS THAT SET TRENDS AND BECAME BRANDS



Sustainable sound
“Kubiko” Bluetooth loudspeaker
(with cork housing)
Maikii s.r.l.
www.maikii.com
PSI 48283



Mobile music box
“JBL Go Essential” portable Bluetooth loudspeaker
Schäfer Promotion GmbH
www.schaefer-global.com
PSI 46903



25 YEARS AGO ...

... the first version of the new wireless standard was brought out in the shape of Bluetooth 1.0a. One point at a time, however: the apparently endless “cable spaghetti” provided the initial spark for the invention of Bluetooth. Initial attempts were made at creating cable-free alternatives in connection technology in the 1980s. It was not until into the 1990s, though, that a consortium comprised of the electronics companies Ericsson, IBM, Intel, Nokia and Toshiba set up the Bluetooth Special Interest Group (Bluetooth SIG for short), whose task it was to develop a dedicated technological solution. “Bluetooth” was the project’s codename, which was adopted as the definitive brand name in the absence of other proposals. Subsequently, in mid-1999, the first version of the new wireless was brought out in the shape of Bluetooth 1.0a and it has been under continuous development ever since. The latest version is 5.0. While the number of devices that support this version may still be rather modest, the “connectionless or connection-focused point-to-point transmission of language and data between a wide variety of digital terminals” has long since become the industry standard. (www.ionos.de, Digital Guide: Bluetooth). It has even made successful inroads into the haptic world.

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how things are
going for Anna:



50 YEARS AGO ...

... the Hungarian construction engineer and architect Ernő Rubik invented a three-dimensional twisting puzzle, intending to use it to give his students the opportunity to train their spatial thinking. When he recognised this teaching aid's potential as an unusual toy, he registered it for a patent: the Rubik's® Cube. The game of patience now as known as a magic cube can be still put to effective and high-impact promotional use today.



The fascinating magic cube

Rubik's® Cube in porcelain
(custom design yields varying degrees of difficulty)
Mahlwerck Porzellan GmbH
www.mahlwerck.de

PSI 44833

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... the American Art Fry remembered an adhesive invented by his colleague Spencer Silver that was originally meant to become superglue. Since that project was unsuccessful and the supposed superglue did not find many fields of use, it vanished from the market again very quickly. Up to the very day, that was, when the adhesive came to Art Fry's mind again and he used it to produce sticky notes: the hour of birth of the Post-it and the start of an enduring global success story – including in the promotional products business.

Refillable notes

TreeMinder® Z (Z-Note sticky-note dispenser made out of FSC®-certified birch plywood. The adhesive notes are additionally certified with the Blue Angel and dermatologically tested).
tobra GmbH & Co. KG
www.tobra.io
PSI 47317



75 YEARS AGO ...

... the Swiss engineer Georges de Mestral invented the hook-and-eye system. His inspiration lay in the plant world, with the bur – he developed a possibility to attach textiles to one another in such a way that they could be easily detached again. He registered this hook-and-eye system for patent. The new textile technology was marketed under the name Velcro, a composition of the French terms **velours** (velour) and **crochet** (hook). Today, the hook-and-eye system is an indispensable part of everyday life, rendering excellent service to haptic promotion as well.



Securely on the move

Car Key Case Pro (A case for remote car key, coins and cards, with read protection along with hook-and-eye closure and carabiner)
TROIKA Germany GmbH
https://info.troika.de
PSI 46311



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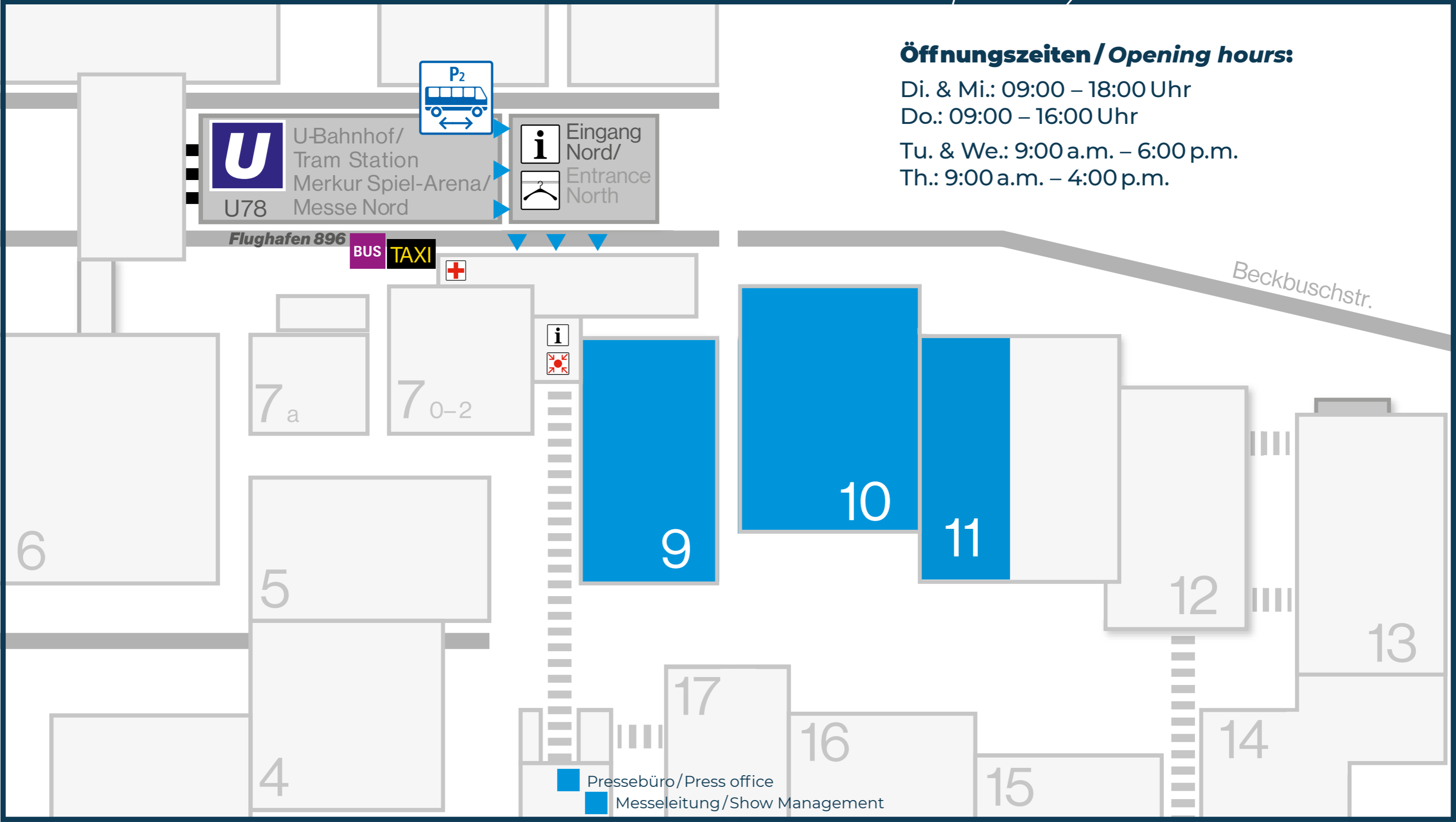
WWW.DIAMONDCUT-ORIGINAL.COM

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.

The preparations for the PSI from 7 to 9 January 2025 are entering the hot phase. Many special areas and activities, an attractive programme and a great party night will offer inspiration and practical knowledge as well as lots of fun while networking with old and new friends. A forward-looking highlight is the programme for the Next Generation PSI: a separate thematic block of the PSI Academy with exciting topics will show industry newcomers many opportunities and development opportunities.

PSI 2025: Inspiring industry experience for the next generation

Into the future with the PSI



The foundations for innovation and growth are laid wherever curious, committed people meet experienced experts who share their knowledge with them. The fact that PSI has been bringing together the many interests, needs and opportunities of its participants for over 60 years makes it the most important platform for the industry in Europe. Many of today's decision-makers, sales geniuses and international business strategists began their careers in the PSI exhibition halls. The upcoming PSI picks up on this idea and provides the "Next Generation PSI" targeted offers and practical insights that can help them on their way to becoming promotional products professionals.

**Next Generation PSI:
Save the date for Wednesday afternoon**

On the second day of the trade show, an entire thematic block of the PSI Academy will be dedicated to Next Generation PSI: "On Wednesday, 8 January from 3:30 pm, our experts will take all newcomers and interested parties on a journey into the world of innovative, future-proof business ideas, inform them about industry news and chat about business and current career opportunities", explains PSI Director Petra Lassahn. Afterwards, Toppoint invites you to socialise and network over cool drinks. Promoting the younger generation is also an important goal for the future of the industry for Toppoint CEO Bas Lensen: "We want to support the younger generation in gaining a comprehensive impression of the industry and the market and ensure that they learn to love the industry as much >>

Panel, workshops and a get-together for the Next Generation PSI, as well as all curious minds and networking enthusiasts

Focus on AI

13.00–13.20: Introduction to the world of AI. The possibilities, applications and what they can do. After this introduction, you'll be familiar with the most important applications and can decide whether you would like to implement AI in your organisation.

13.20–13.50: "Please create an image and a promotional text for sustainable ballpoint pens." How to use your input in AI, the prompts, to generate really good images and texts. Now you can successfully create AI requests and are on your way to becoming a prompt professional.

13.50–14.20: Go search! In this presentation, you will learn how AI can support you in your research (e.g. for products) and what this can mean for your company.

14.20–14.45: Thanks be to AI! Job adverts that hardly need any work and perform very effectively. Get a head start in the 'Talent War' and experience how AI can support you in your search for new employees. Now you know how to manage your future recruitment.

14.45–15.30 Get to know the relevant liability and data protection criteria that have to be observed when selecting, implementing and using AI applications.

Focus on Next Generation

15.30–15.50: Trend vegan printing: Where notebooks meet plants. Innovations with the V-Label.

15.50–16.10: Be sure to have this on your radar: The Ecodesign Regulation stipulates by law that product development should also consider the circular economy and guarantee reparability. This now has to be taken into account.

16.10–16.30: Tradition meets innovation: How the symbiosis of retail companies and start-ups creates new prospects for young talent.

16.30–16.50: Up close and personal with your customers. Find out from your colleagues in the sector how they retain customers, what role personal contact plays in this and how you can sell yourself perfectly – in your company and to your customers.

16.50–17.00: Any questions? Space for things you've always wanted to know from our experts.

17.00–17.30: Drinks on the House: Following the panel, Toppoint will be hosting a get-together and networking event with cool drinks. Hall 11A80.



Network, enjoy, dance: The PSI Night is the glamorous conclusion to the first day of the trade fair and the meeting point for the international promotional products industry.

as we do. Then they will remain loyal to the industry and seize the many opportunities that the promotional products business can offer them." Those who have time earlier in the afternoon from 1:00pm should not miss the cutting-edge expertise on AI. In several sessions, you can find out how AI can really help in everyday life and which legal requirements you must comply with in any case.

The PSI as a gateway to a diverse industry

The PSI is particularly keen to promote young talent, but also to integrate and support experienced career changers. After all, our diverse and creative industry thrives on the fresh ideas and valuable perspectives that inquisitive and experimental newcomers – regardless of age – bring to the table. Many promotional products companies are looking for precisely these employees and do a lot to find them and give them the necessary tools for a career in the industry. As a hotspot for innovation, knowledge transfer and networking, the PSI 2025 offers the ideal environment to inspire and retain the next generation of the industry.

Online ticket shop: quick and convenient access to trade show and party tickets

Visitors can purchase tickets for the trade show and PSI Night in the PSI online ticket shop. For members, attendance at the trade show is free of charge and no identification is required. PSI distributors who want to show their customers the full diversity and creativity of promotional products can guide their guests around the trade show on their own responsibility on the last day of the show. Marketeers can only visit the PSI on Thursday, 9 January 2025 at the invitation of their PSI distributor and must identify themselves as trade visitors. Important for the inviting distributors: Send your invitation via your personal My PSI area. Only then will guests be identified as industry customers on their badge.

The stimulating and friendly trade show atmosphere at the PSI with many new impressions and encounters together with the targeted educational programmes of the PSI Academy promise inspiring days for the Next Generation of the PSI. It is a good opportunity for exhibitors and distributors to prepare their trainees and new employees for the promotional products business. And one more recommendation for the younger generation: the spacious Newcomer Lounge in Hall 11, where young companies, industry newcomers and inventors present innovations and unusual ideas. There will surely be plenty of creative things to discover there that can inspire your own imagination.

International meeting point PSI 2025

PSI has brought the international promotional products industry together from the very beginning. That is why it is the first port of call in Europe for internationally orientated companies to make contacts and explore opportunities for sourcing or marketing. At least as important is the unbeatable networking factor that makes the PSI a first-class event. Numerous associations and industry organisations from Europe and around the world will be coming to Düsseldorf again in 2025. Many organisations had already confirmed their participation by the editorial deadline in mid-November: in the International Lounge (11A35), you can meet ASI (Advertising Specialty Institute) from the USA, BPMA (British Promotional Merchandise Association) and Sourcing City from Great Britain. The Belgian industry will be represented by BAPP, and we welcome representatives of Promoswiss from Switzerland. The international industry organisation IPPAG will also be on site. The still young umbrella organisation EAC (European Association Cooperation) will also present 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 note that there will be an International Reception in the Lounge on the second day of the fair.

Long-standing members to be honoured

PSI is a sourcing and contact platform, but above all a home for its suppliers and distributors, some of whom have been loyal to the network for decades. In 2025, PSI will continue its tradition of inviting long-standing members to Düsseldorf to honour their loyalty. In 2025 there will be a total of 140 "jubilarians" who will be honoured on 7 January at 3 pm during a ceremony in the PSI Academy area in Hall 11A80. They have belonged to the PSI for between 25 and 60 years. They have all contributed to a great development of the industry, which deserves special recognition. The PSI would particularly like to thank those companies that have been with us for over 60 years, thus almost from the very beginning.

www.psi-messe.com



Immerse yourself in the world of PSI

"Home is where PSI is" – members can experience this first-hand at the PSI Services stand in Hall 11A05. Here they can obtain advice on the PSI's wide range of offers and services and find out all about the benefits of membership. Our dedicated PSI team will be happy to assist you personally to ensure that you get the best out of it. 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 everyday life easier and more efficient. The PSI has created attractive trade show specials for membership and upgrades. So visit the PSI team in Hall 11 and let them surprise you. To make you feel at home, you can also recharge your batteries and enjoy a fresh smoothie at our stand. Right next door, in the International Lounge, you can experience live that international networking has a firm place at the PSI. And the best thing is that you can be part of it. <

Participate now free of charge: The PSI Industry Barometer is running

How has the global promotional products industry changed? How is the market structured and which strategies are successful? The PSI Industry Barometer sheds light on these and many more questions. After all, only if we understand how and why our industry is changing can we influence it ourselves.

We are therefore asking promotional product consultants, distributors and manufacturers as well as advertising and full-service agencies, service providers, exporters, importers and textile finishers to take part in the online panel in order to contribute to an informative database.

As one of the most comprehensive market studies in the European promotional products industry, the PSI Industry Barometer provides a detailed overview of the mood in the industry and information on current trends and developments. It also provides useful factual knowledge for PSI exhibitors and visitors too!

12-BL



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

7-9 JAN 2025

PRELIMINARY EXHIBITOR LIST OF THE PSI 2025

We are happy to welcome the following exhibitors:

PSI No.	Aussteller	Web	Stand
49009	12M, POLAND	12m.eu	9A38
<p>Powered by </p>			
60867	3M Promotional Markets powered by CCA Occasions, UNITED STATES (THE)	ccaoccasions.com	10H70
60919	44 Bricks GmbH, GERMANY	44bricks.com	11A78
60572	ABERO Sp. z.o.o., POLAND	abero.pl	9D44
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SİRKETİ, TÜRKİYE	adaseramikcupa.com	9E36
44329	aditan GmbH, GERMANY	aditan.de	10L38
60629	Adivin Beach Flag SA, SPAIN		9D37
43999	ADOMA GmbH, GERMANY	adoma.de	11A54
45448	Aetzkunst GmbH & Co. KG, GERMANY	trophies-germany.de	9B32
PSI Partner	aimfap, SPAIN	aimfap.com	11A35
60841	Airfresh, POLAND	airfresh.pl/en	11B57
43604	Aleide - Innovationen, GERMANY		11C78
47800	ALFA PROMOSYON TEKSTİL Pazarlama Sanayi Ve Ticaret Anonim Sirketi, TÜRKİYE		10D28
60540	Allpromoted Inc., UNITED STATES (THE)		10G40
45590	aloga gmbh, GERMANY	makeityours.me	10B54
49719	AMGS GROUP JERZ I GIGOLŁO SPÓŁKA KOMANDYTOWA, POLAND	amsgs.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
45495	Art di Como Design GmbH, GERMANY		9H32
46316	Artar Tekstil Prom. Urunleri San. Tic. ve Ltd. Sti., TÜRKİYE		10H21
49960	ARTIVA SPORTS by Campo Sportivo GmbH, GERMANY	artiva-sports.com	9E25
60761	Aseli Trade GmbH, GERMANY	aseli.de	9H42
49556	Asgard Sp. z.o.o., POLAND		10L16
60692	Asya Promosyon Bilg. Mlz. ve Matb. San. ve Tic. Ltd. Sti, TÜRKİYE		9E30
60207	ATACA TEKSTİL SANAYI VE TICARET LTD STI, TÜRKİYE	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, UNITED STATES (THE)		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, TÜRKİYE	aysoytextile.com.tr	9F37
47411	badge4u Wojciech Pawłowski, POLAND	badge4u.eu	9D04
PSI Partner	BAPP - Belgian Association of Promotional Products, BELGIUM	bapp.be	11A35
45434	Bartl GmbH, GERMANY	bartlshop.de	10C66
60910	Bayrak 2023 Baski Merkezi San. Tic. Ltd. Sti., TÜRKİYE	efsane-grup.com	10H72
60781	BÉ SMART PROMOSYON TEKSTİL SAN. VE TIC. LTD. STI., TÜRKİYE	besmartpro.com	11A43
41859	BIC GRAPHIC EUROPE S.A., SPAIN	bicgraphic.com	10A18
60872	BIRKENSANNER, GERMANY	birkenspanner.com	11E70
60677	Blockhütte GmbH, GERMANY	blockhuettenet/pages/firmengeschenke	11A52

BL-ES

PSI No.	Aussteller	Web	Stand
60738	BLOOM your message V.O.F., NETHERLANDS (The)	bloom-yourmessage.nl	11A58
60556	Bombacio Sp. z.o.o., POLAND	bombacio.eu/en	10H64
48043	Boogaard Textiles B.V., NETHERLANDS (The)	boogaardtextiles.nl	10G07
60920	Boompods Ltd, 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
PSI Partner	BPMA, UNITED KINGDOM (THE)	bpma.co.uk	11A35
60685	Brand New Lab, Lda, PORTUGAL	brandnewlab.com	9B30
46116	Brand Promotion CZ s.r.o., CZECH REPUBLIC (THE)	brand.cz	10D29
46905	Brauns-Heitmann GmbH & Co. KG, GERMANY	xmas-logo.de	9C04
60187	Brevetti WAF S.r.l., ITALY	brevettiwaf.it	9A45
43609	BRICK promotions, UNITED STATES (THE)	brickpromotions.com	10L20
48045	B-TOKEN BVBA, BELGIUM	b-token.eu	9B38
60931	BTR Reklamcılık Pazarlama ve Dis Ticaret Ltd.Sti, TÜRKİYE	btr.com.tr	9D24
45956	burger pen AG, SWITZERLAND	burgerswisspen.com	10H38
60734	Butik Tekstil Ithalat Ihracat Sanayi ve Ticaret Ltd. Sti., TÜRKİYE	nazar-wellness.de	9G20
41446	Buttonboss Group, NETHERLANDS (The)	buttonboss.com	10D06
47952	Büyüksoy Bayrak Ve Semsiyeye San. Tic. A.S., TÜRKİYE	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., TÜRKİYE	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
49112	Consilio Jakub Michalski, POLAND	consilio.com.pl/de	10F03
60638	Continenta GmbH, GERMANY		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		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
PSI Media Partner	curameo AG, GERMANY	klosterkitchen.de	EN03 - PSI Media Lounge
60889	CW Blanks, PORTUGAL	cwblanks.com	11B46
60893	Daoen Inc, UNITED STATES (THE)	daoeninc.com	10E06
60802	DECHLAND - Lukasz Szprengier, POLAND	dechland.com	10H68
60589	DelikatessenWinkel, GERMANY		9H08
46660	DEONET BV, NETHERLANDS (The)	deonet.com	10C04
60898	DEPAR DERİ PLASTİK SAN. VE TİC. A.Ş., TÜRKİYE		11C45
60906	Der kleine Gourmet GmbH, GERMANY	der-kleine-gourmet.de	9H36
60901	Design 360 Grad, GERMANY	design360grad.de	11B60
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., TÜRKİYE	dizaynetiket.com	9C40
46488	DOCTIME GmbH, GERMANY		10E27
60821	Doli GmbH, GERMANY		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
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		11C51
60899	E-Heron, POLAND	e-heron.com/en	10F70
41369	elasto GmbH & Co. KG, GERMANY	elasto.de	10L49
48996	ELITA S.J., POLAND	lanyardsonline.de	9A36
44736	ELITE Srl, ITALY	elite-it.com	10D09
47306	emco Bautechnik GmbH, GERMANY	emco-bau.com	10F60
47403	Ender Tekstil, TÜRKİYE	endertekstil.com/de	9A26
80309	EPSON Deutschland GmbH, GERMANY		11E09
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, TÜRKİYE	erenkadife.com.tr	9H63
47527	Erich Utsch AG, GERMANY		9E62
60689	Espa srl, ITALY	espaitalia.it	10G44
60651	ESPRINET SPA, ITALY	nilox.com	10L72

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EU-GS

PSI No.	Aussteller	Web	Stand
46089	Eudarcap, POLAND	eudarcap.com	9G57
60832	EURODET SRL, ITALY	profumieco.com	11A70
49704	European Sourcing Sarl, FRANCE	europeansourcing.com	10C55
49845	Euro-Transfers Sp. z o.o., POLAND		11C79
60721	Expandasign International Pty Ltd, SOUTH AFRICA	expandasigneuropa.com	10D10
47094	Extrapack OOD, 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-eyes.com	11A65
60716	F.B. BAG, TÜRKIYE	fbaksuesuar.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
60962	Fashion Drinks mamigo Handels UG (haftungsbeschränkt), Germany	fashion-drinks.store	11E46
47960	Feniks Sp. z. o. o., POLAND	feniks.biz.pl	9B12
60918	FF-PACKAGING, NETHERLANDS (The)		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
60876	Firma „ABC-N System“ Anna Nykis, POLAND		11B58
60908	Firstar Healthcare Oy, FINLAND		11C60
60869	FLASKE BV, NETHERLANDS (The)	flaske.com/pages/corporate-branded-bottles	10E08
60859	Forrest & Love GmbH, GERMANY		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 Hediyelik Esya ve Buro Gereçleri 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
PSI Partner	GJC International Sp. z o.o., POLAND	joomp.eu	11A44
49644	Glaskoch B. Koch jr. GmbH & Co. KG, GERMANY	leonardo-b2b.de	10D49
45192	Glasmark Sp. z o.o., POLAND	glasmark.pl	9C22



45829 Goldstar-Europe, IRELAND simplygoldstar.com/eu/de_eu 10K36

42351	Gollnest & 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
13223	Greenverta, POLAND	greenverta.com	10A09
48623	GSE gGmbH, GERMANY	werkstatt.gse-essen.de	9C39

GU-LI

PSI No.	Aussteller	Web	Stand
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
44954	happy ROSS GmbH, GERMANY	happyross.de/wm	10A21
60903	HASGÜL DOKUMA TESKİTİL SAN TIC .LTD.STİ, TÜRKIYE		11C46
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., POLAND	headwear.com.pl/de	9G28
47574	HEGA PROMOTIONS, SPAIN	hegahogar.com	10A25
60522	Heliotextil S.A., PORTUGAL		11B18
60912	helit Innovative Büroprodukte GmbH, GERMANY	helit.de	11E37
46612	Hellma Gastronomie-Service GmbH, GERMANY	hellma.de	9H44
44145	HELLO, GERMANY	heckelmann.com	9H24
41583	HEPLA GmbH, GERMANY		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 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
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
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
45193	ID-Sneakers, SPAIN		9C44
60904	Igloo EMEA AB, SWEDEN		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
80405	interfon adress GmbH / infoflip Ulm, GERMANY	interfon-adress.de	11A67
16034	IP Adelt GmbH, GERMANY	ip-adelt.de	10E43
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
46097	José Albero Puerto, S.L. - Secaneta, SPAIN	secaneta.com	10H35
41990	Joytex GmbH & Co. KG, GERMANY	joytex.de	10A62
41545	JUNG since 1828 GmbH & Co. KG, GERMANY	jung-europe.de	10G49, 11A61
60200	Jungfleisch GmbH, GERMANY	jungfleisch.de	10E12
48245	JUTEKO GmbH, GERMANY		10B44
60905	Kaffeeform GmbH, GERMANY		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
60900	Karey Foam Solutions, SPAIN	kareyfoamsolutions.com	11A45
41794	Karl Knauer KG, GERMANY	karlknauer.de	10H20
60139	Keks Kreator GmbH, GERMANY	keks-kreator.de	9H34
60092	Kilavuz Görsel Cözümleri Ve Reklamcilik 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	9G40
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, GERMANY	klio.com	10L21
44929	KNOW HOW INTERNATIONAL, GERMANY	k-h-i.de	10D03
44071	KÖNITZ PORZELLAN GMBH, GERMANY	koenitz.com	9H27
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 Tecnologia Elettrotliche S.p.A., ITALY	lasitlaser.de	9F64
60665	Lema3D Sp. z o.o., POLAND	lema3d.eu	10B56
46175	LEUCHTTURM Gruppe GMBH & CO. KG, 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	10G66

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LO-NE

PSI No.	Aussteller	Web	Stand
43208	Logolf Line B.V., NETHERLANDS (The)	logolf.nl	10E03
46104	logolini GmbH, GERMANY	logolini.com	9B22
42155	L-Shop-Team GmbH, GERMANY	shop.l-shop-team.de	9D49
60932	M.T.V Elektronik San Tic Ltd Sti, TÜRKIYE		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	magnetmarket.com.tr	11E74
44833	Mahlwerck Porzellan GmbH, GERMANY	mahlwerck.de	9E47
48283	Maikii s.r.l., ITALY	maikii.com	10L69
47096	Makito Promotional Products, NETHERLANDS (The)	makito.eu	10D18
47408	MALFINI a.s., CZECH REPUBLIC (THE)	malfini.com	9D58
48309	Manufacturas Arpe, S.L., SPAIN	arpe.es	10A24
PSI Media Partner	marketing-BÖRSE GmbH, GERMANY		EN03 - PSI Media Lounge
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	9H22
43478	MASGUANT, 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		10H58
47483	MAXX Factory GmbH, GERMANY		10D42
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, TÜRKIYE	mayatki.com.tr	9A14
42020	mbw Vertriebsges. mbH, GERMANY	mbw.sh/de	10G37-04
49967	MEDIACONCEPT SRL, ROMANIA	media-concept.ro	9G07
47281	Melco International LLC, SWITZERLAND		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		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
60439	MOYU BV, NETHERLANDS (The)	moyu-notebooks.com/de	9A44



PSI No.	Aussteller	Web	Stand
48646	MS Textilhandel e.K., GERMANY	mus-textilhandel.de	9A52
47776	MSW Lasertechnik GmbH, GERMANY		9F70
60937	MTV- Ind. e Comércio de Marroquinaria e Acessórios de Vestuário, Lda, PORTUGAL		11E75
47774	Müller Werbemittel GmbH & Co. KG, GERMANY		10B66
60799	MUSTAFA ÖRIKLI TEKSTIL SAN.TIC.LTD.STI., TÜRKIYE		9C20
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
60748	Nature Cosmetique GmbH, GERMANY	nc-manufaktur.de	11B40
41816	Nestler-matho GmbH, GERMANY		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

NE-PR

PSI No.	Aussteller	Web	Stand
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		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		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 MOBILYA SANAYI VE TICARET LIMITED SIRKETI, TÜRKIYE		10A30
60895	Notabag, GERMANY	notabag.com	11B45
46403	NOTEDECO Spółka z ograniczona, POLAND	notesy.pl	10C43
60880	nuno tekstil, TÜRKIYE		9E22
60752	NutsBox, GERMANY	nuts-box.de	9H40
80075	Offene Systeme Software!, GERMANY	ksl.de	10B48
60865	ÖKTİ TEKNİK TEKSTİL SANAYİ TİCARET LİMİTED ŞİRKETİ, TÜRKIYE		9C15
60745	One World Trade GmbH, GERMANY		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	zorcas.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

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PSI No.	Aussteller	Web	Stand
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	Pizzarete BV, NETHERLANDS (The)		11B63
60009	Plastdiversity, Lda, PORTUGAL	plastdiversity.com/en	9H53
60897	PMP Advertising SRL, ITALY	pmpsneakers.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
43755	PopSockets EMEA Oy, FINLAND		9B43
60852	Porzellanmanufaktur Kahla/Thüringen GmbH, GERMANY	kahlaporzellan.com	10B12
60512	Pottkorn GmbH, GERMANY	pottkorn.de	9H51
42713	POUL WILLUMSEN P/S, DENMARK		9C21
60653	PPH OKTIS JANUSZ SITKO, POLAND		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		11B05
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
16713	Promo sneakers, NETHERLANDS (The)	promosneakers.nl/de	11B37
41446	Promocorp BV, NETHERLANDS (The)	careconcepts.nl	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 Partner	PROMOSWISS - Verband der Schweizerischen Werbeartikelindustrie, SWITZERLAND	promoswiss.ch	11A35

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7-9 JAN 2025

PS-SE

PSI No.	Aussteller	Web	Stand
	PSI - Promotional Product Service Institute	psi-network.com	11A05
	PSI Show	psi-messe.com	
	PSI Academy & Community Café		11A80
	PSI Community Café		9H63, 10G10
	PSI Info		9A04
	PSI Innovations Forum		11C16
	PSI International Lounge		11A35
	PSI Journal		11A05
	PSI Media Lounge		EN03
	PSI Membership Services		11A05
	PSI ON TOUR		11A05
	PSI Photo Corner		9A10
	PSI Product Finder		11A05
	PSI THE LAB		11A16
	PSI THE TRENDSCHAU		9A05
	PSI TV Studio		10L09
	PSI Versandstation / Shipping Station		9A63
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
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		9E40
60856	Reklameland A/S, DENMARK		11C52
60774	rekman - Reklam Ve Tanitim Malu., TÜRKIYE	rekman.com.tr	9C18
40884	Richardt GmbH, GERMANY	richardt.com	10D56
44940	RICOLOR MK-Haushaltswaren, GERMANY	ricolor.de	9C30
60451	RINAMA GmbH, AUSTRIA	rinama-giveaway.at	10D12
41211	rio Ballfabrik e. K., GERMANY		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
60448	Rommelsbacher ElektroHausgeräte GmbH, GERMANY	rommelsbacher.de	10G58
47430	RO-WE SNC DI Brusaterra Roberto & C., ITALY	rowekeyholders.com	9B40
60780	RPT Reklam ve Promosyon Hiz. Pas. San Tic. Ltd. Sti., TÜRKIYE		10E09



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11A05

18733	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	9C22
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		11C48
60795	SAS Ma Bonne Etoile, FRANCE	mabonneetoile.eco/illgood	10B30
46903	Schäfer Promotion GmbH, GERMANY	schaef-er-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		11E65
60840	Sebzuz Artur Kowalski, POLAND	topmagnesy.com	11A66

SE-TR

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PSI No.	Aussteller	Web	Stand
60702	Secrid B.V., NETHERLANDS (The)	secrid.com	10E66
	senator Made in Germany. Since 1920.		
41838	SENATOR GmbH, GERMANY	senator.com	10B12
48404	senz° umbrellas bv, NETHERLANDS (The)	senz.com	10H67
60943	Setex-Textil GmbH, GERMANY	setex.de	9C46
60888	ShakeSphere Products LTD, UNITED KINGDOM (THE)		11B35
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	9C55
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
46518	SOLARES Ith. ve Ihr. San. Tic. A.S., TÜRKIYE		9H64
60673	Songze Europe B.V., NETHERLANDS (The)	zjsongze.com	9C55
PSI Partner	Sourcing City, UNITED KINGDOM (THE)	sourcingcity.co.uk	11A35
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
17968	Squirrel Graphics GmbH, GERMANY		11C50



PSI No.	Aussteller	Web	Stand
43287	STABILO Promotion Products GmbH & Co. KG, GERMANY	stabilo-promotion.com	9H31
49286	STAINER Schriften & Siebdruck GmbH & Co KG, AUSTRIA	print-tattoo.com	9A21
45341	Stereo Holland-Gebäck GmbH & Co. KG, GERMANY	schokotaler.de	9A58
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
60946	Sweyep UG, GERMANY		11E42
60528	Swiss Mountain Hand Bags ABC GmbH, SWITZERLAND	swissmountain-hand-bags.ch	9H57
45767	Tacx B.V., NETHERLANDS (The)	bottlepromotions.com	9H11
44574	Take2-Design GmbH & Co. KG, GERMANY	take2-design.de	10A26
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
48418	Ted Gifted, POLAND	tedgifted.com	9D03, 10A04
45668	Tee Jays A/S, DENMARK	teejays.com	10L33
47879	TekoTryck AB, SWEDEN	tekostryck.se	10B29
43720	Texpro 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)		9B45
47317	tobra GmbH & Co. KG, GERMANY	tobra.io	10F20
60579	Todomodo - Papiertaschentücher mit anpassbarer Papierverpackung, ITALY	todomodo.com	10B27
60909	Toffe Madammen, NETHERLANDS (The)		11E50
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

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TR-ZO

PSI No.	Aussteller	Web	Stand
49563 60890	Trendy Sport GmbH & Co.KG, GERMANY TRIAN TEXTILS S.L., SPAIN	trendy-sport.eu	9A29 11A40
	 Plüschtierwelt		
44970	Trigon Deutschland GmbH, GERMANY	semo.de	9D36
47228	TRIGON Tekstil San.Ve Dis, TÜRKIYE	trigonturkey.com	9A22
	 Organisiert unterwegs.		
46311	TROIKA Germany GmbH, GERMANY	business.troika.de	10A35
47804 43722	Trotec Laser Deutschland GmbH, GERMANY TÜRMAK, TÜRKIYE	troteclaser.com turmak.com/en/home	11E14 9D35
	 Die Handschrift der Werbung		
41848	uma Schreibgeräte, GERMANY	uma-pen.com	10E52
49994	UMBRA design d.o.o., CROATIA	umbrella.hr/en	10H57
60935	Uneek Clothing Europe GmbH, GERMANY		9B52
60486	Unilens Lenticular Promosyon Matbaa, TÜRKIYE		10B24
60953	Unipex s.c. Gromelski Tomasz, Gromelska Danuta, POLAND		9F68
60558	Universe Print Mariusz Baranowski, POLAND	universeproduction.com	9H23
60916	UVPRINTING P.S.A, POLAND		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
47555	Vim Solution GmbH, GERMANY		11B16
60850	Vinove Sp.z o. o., POLAND	vinove.pl	11A72
PSI Media Partner	Virtumedia 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 Prom. San ve Tic. A.S., TÜRKIYE	vogtektstil.com	9B15
60497	Vonmählen GmbH, GERMANY	b2b.vonmaehlen.com	10G27
44685	WAGUS GmbH, GERMANY	wagus.de	9C03
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
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG, GERMANY	hachenburger.de	10A45
42955	WIL Langenberg GmbH, GERMANY	langenberg.one	10B62
60949	Witpac Germany GmbH, GERMANY		11C06
60452	Wooden World sp. z o.o., POLAND	woodenworld.eu	9C43
60525	WOSMANN SPIRAL AMBALAJ VE OFSET MATBAACILIK A.S., TÜRKIYE	wosmann.com	10H37 11A57
60837	Xapron / Georgio Pellani, NETHERLANDS (The)		10A61
42772	xd connects, GERMANY	xdconnects.com	11A06
60744	X-tec Systems GmbH, GERMANY	x-tec-web.de	11A39
60676	Yang GmbH, GERMANY	yangspatch.com	9E17
60710	Yeni Nesil Kagit Promosyon Tic.Ltd.Sti, TÜRKIYE		11E59
60944	Yingke Giftware Factory LLC, CHINA	yingkegiftware.com	9H39
49781	YORKA TEKSTIL SAN VE TIC. LTD. STI., TÜRKIYE	yorka.com.tr	
60659	Zaga Gıda Tekstil Orman Ürünleri Sanayi Ticaret Limited Sirketi, TÜRKIYE		11B71
49151	Zirve Sapka Ismarket Prom. Ak. San. Tic Ltd Sti, TÜRKIYE		9E39
60936	Zogi Europe GmbH, GERMANY	zogi.biz	11E25
49316	Zorel Tekstil, TÜRKIYE	zoreltekstil.com.tr	9C11

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The preparations for the PSI are in full swing. However, more attention is usually paid to technical aspects than to the preparation of the stand staff who conduct the trade show talks. Together with communications expert Armin Marks, we have compiled some basic knowledge for communicating at trade show stands. Novice and experienced salespeople alike will find tips here.

Practical knowledge for the PSI 2025

More success at the trade show stand

Focus



Trade show time is short and precious. You can make the most of it with professional trade show talks.



What stand employees must be able to do

- Present their own company in a maximum of four sentences
- Know and present every product/service
- Take a tour of the stand with the visitor
- Look after a visitor who is waiting for his or her contact person

Whis autumn, exhibitors' eyes are on the PSI again. Their trade show presentations are being planned and exhibition concepts are taking shape. Unfortunately, what actually happens at the trade show stand is often left to chance – and this can have severe consequences. After all, if you don't follow the basic rules of trade show dialogue, you risk missing out on important contacts or, in the worst case, losing customers or interested parties. It doesn't have to be that way. Our short course provides practical know-how on trade show communication and gives sales staff tips for special situations at the stand, which are useful at the PSI as well as at roadshows and in-house exhibitions.

The trade show as a contact event

The trade show is first and foremost a contact event. Its success decisively depends on how the stand staff man-

age to establish contact with visitors and build up relationships in the shortest possible time. The aim should be for people to perceive their visit to the stand as pleasant and enriching and to remember it positively. Relationships are formed wherever people come together and it is up to us to make them profitable. This process begins in the first few seconds of the meeting. What factors can influence it?

The right attitude

The best prerequisite for successful customer contact is that you enjoy being around people and have a certain curiosity for new things. However, the stand staffs' attitude is decisive for conveying charisma and increasing their persuasiveness. An important obstacle is often the unconscious inner conviction that we have to ask the customer for something, such as their time or money. Then we often talk too much and are disappointed when we are turned down. The attitude that we can actually offer the customer something takes us further. So let's realise that our product or service will bring them benefits, such as an increase in turnover, cost savings, expansion of their product range, possible solutions for their own customers and more.

Clear goals, precise information

Time at trade shows is precious. The more precisely the trade show objective is defined, the easier it is to achieve. Trade show objectives do not always have to be new contacts. Maintaining contacts, identifying further demand from customers or interested parties, or gaining new contacts can also be interesting endeavours. Despite their eagerness, stand staff must remember to preserve not only their own time resources, but also those of visitors by presenting the products briefly and precisely and concisely summarising the benefits for customers. Professionals always have the key messages ready to hand and secure the attention of visitors without boring them. Overly detailed product presentations are particularly fatal at a large trade show such as the PSI. Visitors want a quick overview that takes their needs into account to the greatest possible extent. Around five to ten minutes of presentation time should suffice. It is helpful to know the sales documents well so that you can use them at any time during the conversation. It is also important to remember that a trade show conversation is similar to that of a sales meeting in terms of the process.

Making contact

The first step is a small feat, but you can – and must – learn quickly! Essential: First make eye contact with visitor so that they notice us and realise that we want to speak to them. To do this, we have to move into their field >>



Everyone on duty at the trade show stand must be friendly and courteous.

The phases of a trade show conversation

Making contact

- Eye contact, smiling, approaching

Approaching

- Wait for the right time and approach visitors with regard to what they are looking at.
- Recognise their interests, enquire about their needs, answer questions if necessary.

Assessing visitors

- Scan their badge and/or ask for their business card.
- Gather information about the person (is he/she a decision-maker?) and the company.

Presenting products/services

- Use information on the visitor's specific interests, motivation and background to present products and services in the most targeted way possible. A shorter and more targeted approach is better here.
- Respond to questions asked in-between.
- Take doubts seriously and refute them with information. Remain credible.

End of the conversation

- Agree on the next step: send information, set up a phone call, aim for a prompt follow-up meeting or set a date already.

Farewell

- Ask for feedback, deepen your assessment of the customer.
- Friendly farewell with small talk and wishes for success, outlook for further contact.

Follow-up work

- Document contact and conversation, record information and impressions. (CRM system).
- Automatic email and later individual follow-up according to the trade show meeting.



Attracting visitors from the trade show aisles to the stand is easier than you might think.

>> of vision so that they can react to us. We approach them slowly from the side and never from the front, because then there is a risk that they will avoid us. Anyone who catches a friendly glance usually reacts favourably, and this is the right moment to approach visitors. We always approach them with a gleaming smile. If they don't turn away, they are ready to make contact. The technique described is suitable for situations in which visitors just stroll around the stand, but can also be helpful when they are already looking at exhibits or catalogues. These rules basically also apply when we want to bring a visitor to the stand, which is a big challenge for many employees at trade shows. The best way to make contact is to stand close to the aisle, smile in a friendly manner and make eye contact with the person passing by. Then approach them from the side and adapt to their direction and speed so that you are walking parallel to them. In this position, it is easier to catch their eye and arouse their curiosity with product samples or giveaways.

Close observation

The right time to approach a visitor requires a sure instinct: if you address them too early, they may feel pressured. But if you wait too long, they will think they have already seen everything and will no longer be receptive. It is also helpful to observe visitors closely. We note what they look at in more detail or where they spend more time reading in the catalogue. Then we have a starting point for a conversation. Basically, the more spontaneously the stand employee says what comes to mind, the more effective the approach. So simply pay attention to what you see and what stands out about the visitor's ac-

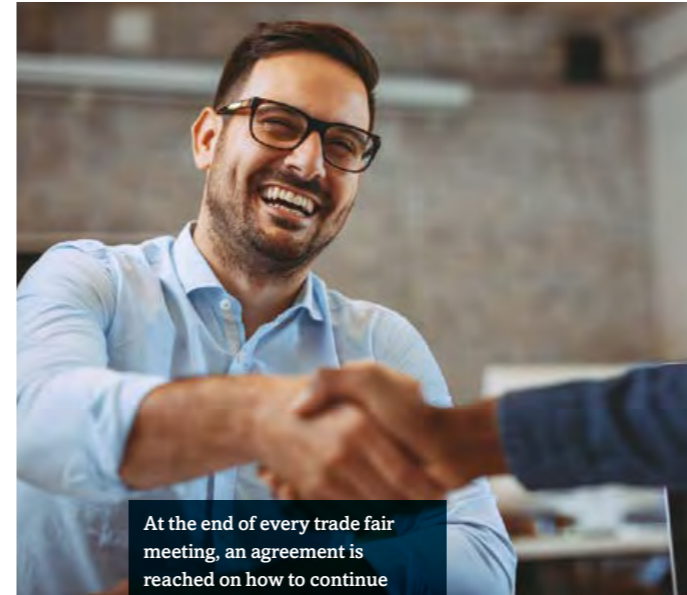
tions or behaviour, think about what they are currently thinking, what mood they are in and use these impressions to strike a conversation.

Ask questions

Now that we have summarised the basic principles of making contact, it's time to assess the visitor. We need to find out who we are dealing with. We select our topics of conversation accordingly and decide how intensively we engage with him or her. We have to make a clear distinction here between decision-makers and "catalogue collectors". To do so, we ask friendly and casual, but firm questions about their function and area of responsibility, while questions about their position and trade show objectives are also legitimate. The more clearly we word these questions, the more naturally we will receive an answer. The badge or business card provides further information. Of course, we also introduce ourselves with our business card. It is just as important that we get an idea of the visitor's company and department before we offer them anything. Visitors to the PSI, for example, are all promotional products distributors or consultants. But here, too, the exhibitor should know more, such as how large the distributor is, which sectors his or her customers mainly come from and how comprehensive his or her consulting activities are. Questions about the number of employees, customers, current tasks or problems, current projects, plans and goals will take us further. With open questions, we are more likely to make the visitor talk and will find out more. Questions along the lines of "Can you tell me more about that?" are also useful in the qualification phase.



If you observe the stand visitor attentively, it is easier to find a starting point for a conversation.



At the end of every trade fair meeting, an agreement is reached on how to continue the contact.

Targeted advice

With the knowledge already acquired, it is now easier to show the right products or solutions. When we're well informed, we make faster progress and both sides save time and energy. For example, if we have identified a product, product group, innovation or customisation option that meets the visitor's needs, we can present a targeted solution. Under no circumstances, however, should we go into details or give overly long explanations at the trade show. A few products, a presentation of their effect or examples of their use are completely sufficient. Or give a short presentation that arouses curiosity and shows possible solutions. If the visitor asks for details on their own initiative, then we have aroused their interest and can offer a telephone call or an appointment after the trade show to specifically address their questions.

The final agreement

Professionally conducted trade show talks include a final question. For example, "How do you like this product/concept?" or "Does it meet your standards?" The answers give us an indication of whether the visitor actually is interested in our products. In addition, every conversation should end with a concrete conclusion and an agreement. In the rarest of cases, a deal is sealed right away. However, it is important for the stand employee to agree with the visitor on the concrete procedure after the trade show. For example, they arrange for an appointment or telephone call, give advice after the documents have been sent or give a commitment to further cooperation. If you have not already done so, you should now ask for the visitor's business card. Trade show talks have to be short. The aim is

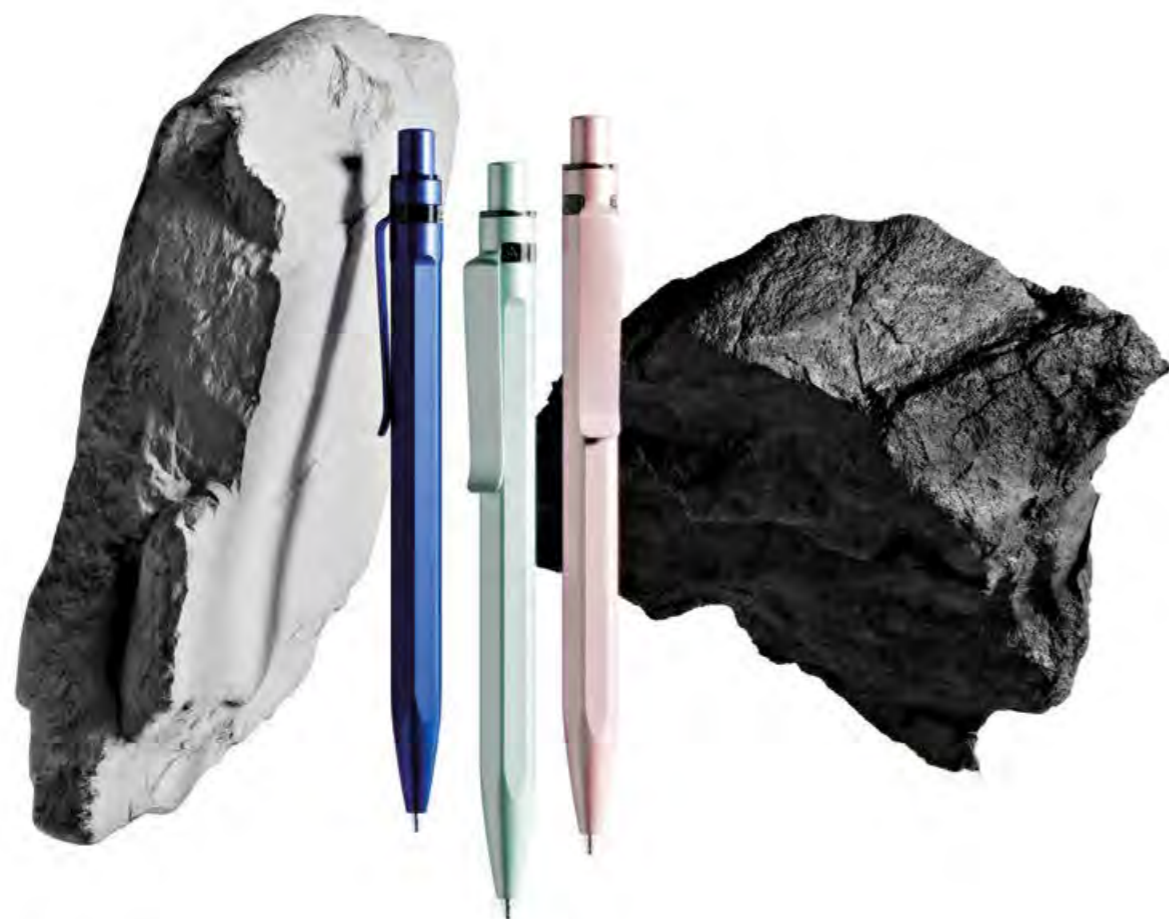
How exhibitors can increase efficiency at the trade show stand

- Be open, friendly and smile. Come across as positive and never bored. Never bury yourself behind your laptop, tablet or mobile phone for longer than necessary and always signal that you are ready to talk while you are working.
- Approach anyone who passes by the stand, but respect those not interested.
- Take note of every visitor.
- Address the visitor by his or her name.
- First find out who the visitor is and what he or she is interested in. Then carry out the presentation in a targeted manner. Keep this goal in mind.
- Questions instead of talking: avoid long monologues.
- Short conversations of a maximum of 15 minutes, no overwhelming jargon and technical terms that not everyone may know.
- Ask a closing question during each conversation.
- Try to arrange a follow-up appointment after the trade show.
- Document every conversation.
- Support one another at the stand, even if it is not your customer/topic.
- Say something positive to each colleague at least once a day.

to make as many good contacts as possible and get to know potential customers in the limited and precious time available at the trade show. Detailed explanations and product presentations are out of place at the trade show, even if some salespeople find it difficult to avoid them. That's why we always offer to continue the conversation after the trade show to clarify details. A friendly farewell and a little small talk accompanying the visitor to the aisle round off a professional trade show meeting. <

Armin Marks is a trainer, consultant, systemic coach and facilitator in the areas of communication, cooperation, team development, customer orientation, leadership, work techniques and change process support. He has 35 years of experience in working with all employee target groups in companies and organisations in a wide range of industries. www.armin-marks.de

When you use brands to promote a product, you promote trust in quality-conscious values. “Classics” are **well-known and enduring promotional staples** in ever-new variations. And vintage products promote their appeal in a retro style. Voilá!



PSI 49982 • Edition Michael Fischer GmbH
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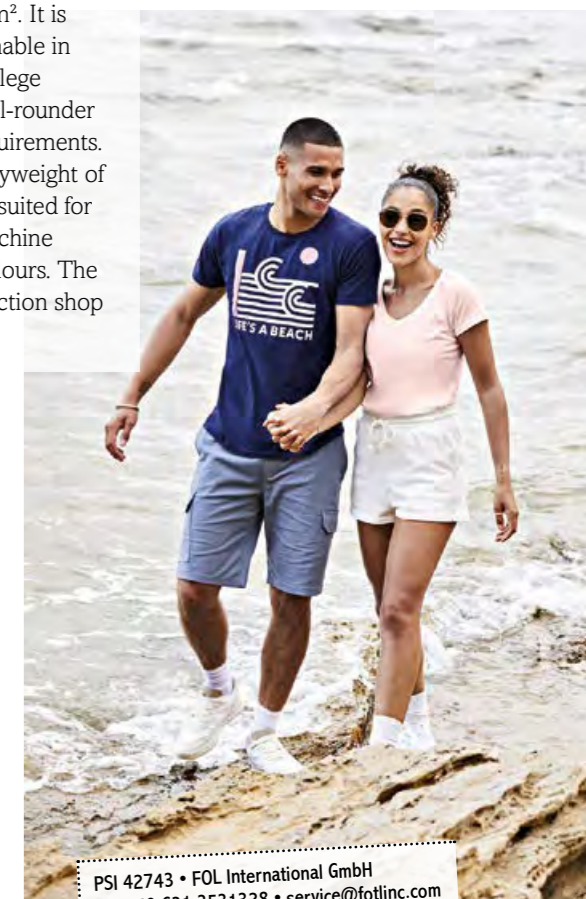


Vintage-style memories

With the creative projects in this book from EMF, Edition Michael Fischer, the bullet journal is turned into a unique artwork. The basics of vintage journaling are easy to learn with the aid of a concise introduction and numerous tips; beautiful tissue paper and easy-to-follow step-by-step instructions are integral components. On request, EMF places a logo on the cover, and the desired products on the inside pages. Features, design and content are decided by the customer: the result is a customised product that is perfectly tailored to the promoting company and its clientele.

Sophisticated T-shirt styles

T-shirts in 100 percent combed, ringspun cotton feature in the Iconic Collection from Fruit of the Loom. Depending on occasion and personal taste, exactly the right styles are available with a wide selection of fabric weights, colours and sizes and always the perfect basis for customised textile finishing. Iconic classics from Fruit of the Loom. The new Kids Iconic 195 T is high-quality and vibrant. The short-sleeved T-shirt carries conviction with a fabric weight of 195g/m². It is classically tailored and therefore a unisex model for boys and girls. The T-shirt is obtainable in sizes 104 to 164 and in the three brand-new colours Cranberry, Mountain Blue and College Green as well as in White, Black, Deep Navy, Heather Grey, Red and Royal Blue. The all-rounder for every day is the Iconic 150 T, a classic in the range and the first choice for daily requirements. The short-sleeved shirt is obtainable in a fashion fit and in the sizes S to 5XL. The heavyweight of the collection is the Iconic 195 T with 195 g/m² of combed, ringspun cotton. Perfectly suited for all who value a higher fabric grammage with consistently soft wearing comfort. It is machine washable at 60 degrees Celsius and available in the sizes S bis 5 XL and many great colours. The Iconic Collection from Fruit of the Loom is manufactured in the company's own production shop in Morocco under ethical considerations along the lines of the “The Fruit Way”.



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www.fruitoftheloom.eu

- Advert -



stilolinea





PSI 43807 • Sipec SpA
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Transportation aids from the sea

Sipec, known for its Demi brand, presents its innovative rucksacks and accessories that are characterised by high quality and an unmistakable design: the expression of Italian elegance and originality. Thanks to a choice selection of materials, its construction and functionalities, Demi has reinvented the classic rucksack as a promotional gift. As part of its collection, Demi presents the Ocean project, a series of bags consisting of a computer rucksack, a travel bag and a toiletry bag, all of them OceanCycleTM. This collection helps to ensure that less plastic gets into the oceans. One of the highlights among the Ocean products is the rucksack Ocean Roll with trolley attachment system, produced out of R-PET. The product features an attractive front pocket with watertight zip. Further features are a padded laptop compartment, along with a padded back and shoulder-straps made out of breathable material.

Elegantly walking through autumn

When autumn shows its golden side with colourfully gleaming bushes and trees, a stroll can be thoroughly enjoyed even when it suddenly pours down, with the attractive umbrella classics from Fare® that underline this season's special magic. The Fare® Doubleface seems plain at first sight: its outer cover is kept neutral and subtle touches of colour makes it optically appealing. But when opened automatically at the touch of a button, it surprises with its sophisticated, vibrantly glossy interior coating. The outer cover offers sufficient space for a logo and the handle an opportunity for a customised laser sticker. This product is therefore the perfect small gift this season, or even for the upcoming Christmas festivities. However, things get even more compact as well: the pocket umbrella also possesses the two-tone cover with the metallic-coloured coating in the interior, which therefore makes this one, too, an eye-catcher thanks to its sophisticated optical details. The outer cover can receive finishing and the handle offers an opportunity for doming. After use, the umbrella can be stowed in its sheath and is easy to carry thanks to a loop.



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Nostalgic poster art

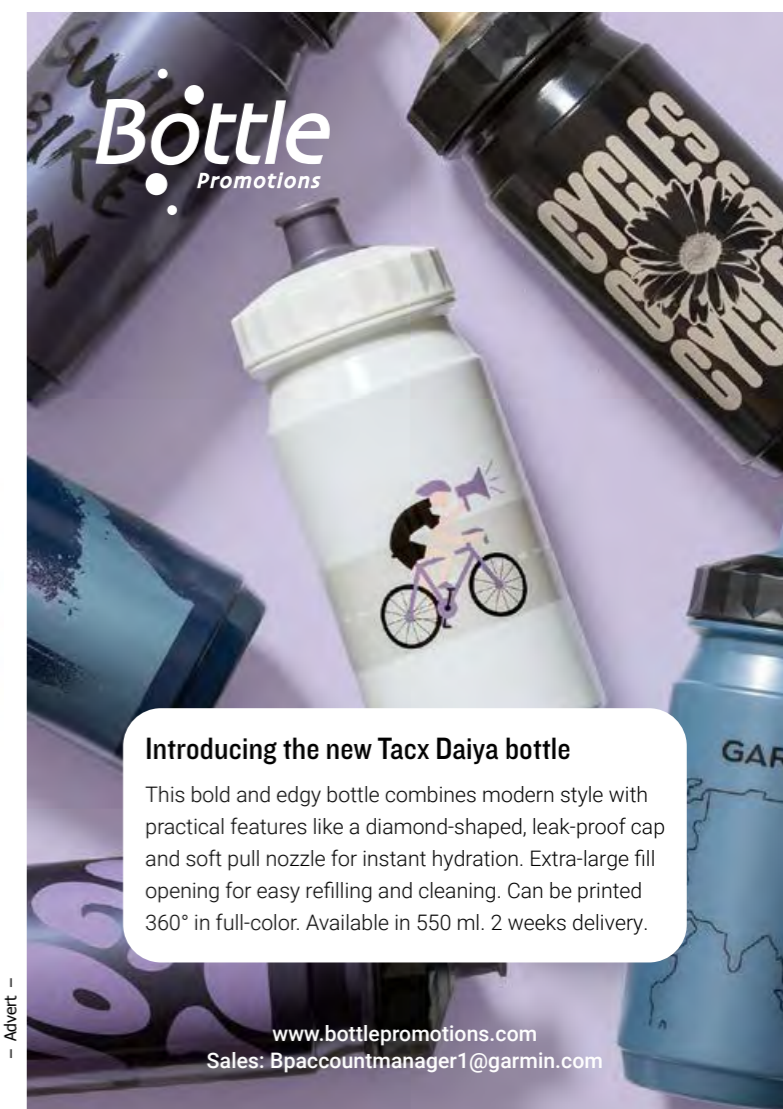
The elaborate illustrations and lovingly worked-out details of the historical poster art in this large-format calendar from Ackermann carry conviction with their unmistakable style. They feature brands that are now forgotten or even exist to this day. Cult time-travel has been a regular offering from Ackermann for more than fifty years. Like all Ackermann calendars, it is printed exclusively in Germany on paper that originates from exemplarily managed, FSC®-certified forests and other inspected sources. Transparent CO₂ compensation takes place in co-operation with climate partner NatureOffice, with which greenhouse gases are certifiably reduced and the local environment and local people's interests are supported. Promotional printing is possible from fifty pieces.

Exotic promotional textiles

Promotional ponchos are ideal products for showing off a brand to its best advantage. The ponchos from the range by Graffiti Print are manufactured out of high-quality material, predominantly 206g/m² polyester, which makes them a durable promotional item for brands. The poncho can be supplied as a standard model or with a rollneck pullover. Ideal for music festivals, picnics, sport and corporate events at which a logo is seen by a large number of people each time. It can be a great fan gadget, or be used as an outfit for folks promoting a brand at trade fairs or perhaps even in highly frequented shopping malls. During winter events, they can be effortlessly worn on top of thick jackets, meaning that the customer can also promote the brand at ski contests, for example.



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



Introducing the new Tacx Daiya bottle

This bold and edgy bottle combines modern style with practical features like a diamond-shaped, leak-proof cap and soft pull nozzle for instant hydration. Extra-large fill opening for easy refilling and cleaning. Can be printed 360° in full-color. Available in 550 ml. 2 weeks delivery.

www.bottlepromotions.com
Sales: Bpaccountmanager1@garmin.com



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



© Studio 100 Animation

A flying start with comic stars

“Maya the Bee” and her friend Willy have been well-known and well-loved for generations. Their high recognisability makes them emotive figures that appeal to and bring together people of all ages: and the official licensed product is now exclusively at home at the mbw brand Schnabels®. The product generates trust and with the brand’s familiarity, customers will be firmly on side. Bestowed with a printed custom logo, the two step forward as cute and effective brand ambassadors. In the form of gifts to customers or colleagues and ideal for a sustainability campaign, they are memorable and convey a sense of appreciation. “Maya the Bee” symbolises nature and ecology and supports green initiatives, while amplifying the promoting brand.

In the round

SuboPurse 360, a new round coin purse from ANDA Present made out of 600D polyester material, is a new and memorable promotional option for any marketing campaign. As part of the company’s Be Creative collection, the SuboPurse 360 can be custom designed using sublimation printing on both sides. A maximally memorable design can therefore be realised and the SuboPurse 360 transformed into a travelling advertisement for brands of all kinds. SuboPurse 360 is obtainable with black or white zip.



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PSI 47105 • Medical promotion
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PSI 42938 • Reidinger GmbH
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www.reidinger.de

A combination for sophisticated tastes

A promotional gift that instantly sets eyes sparkling and hearts pounding is available at Reidinger. For many years, the writing instrument specialist has been crowning its pencil collection for customers who seek something special with sparkling crystals. Its exclusive partner is the globally active, tradition-steeped company Preciosa® from Böhmen, the glass art metropolis, where unique artworks with spectacularly sparkling effects are created with precision. For Reidinger, the richly faceted jewellery pieces in many colours are the perfect decoration for its high-quality branded pencils. In them, the natural materials wood and glass are fused into one highly sophisticated, out-of-the-ordinary promotional message-bearer. All writing instruments from Reidinger carry the Financial climate contribution Climate Partner Label. The collection, comprised of FSC-certified wood, offers almost unlimited possibilities in terms of design and decoration. Promoters can give free rein to their imagination in the online configurator at www.reidinger.de.



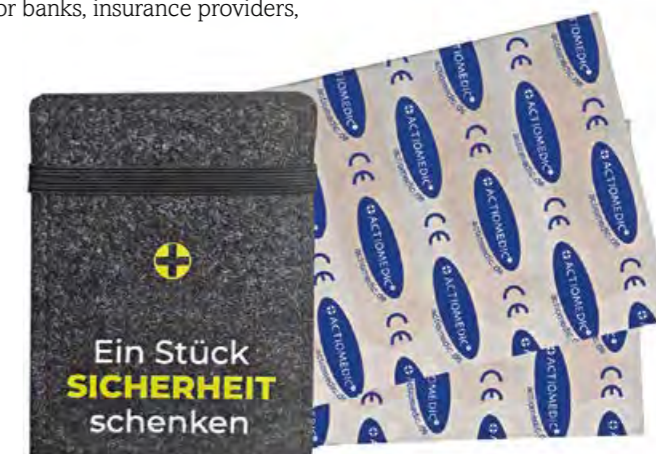
PSI 49384 • May Atki Market Etiket Dokuma
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https://mayatki.com.tr/en

Customized Christmas jumpers

As the festive season approaches, Christmas classics such as cosy jumpers take centre stage. MAY ATKI, a leading promotional textile manufacturer, puts a fresh twist on tradition by offering customisable Christmas jumpers. These spice up the festive wardrobe with individual designs that add a touch of uniqueness to the celebrations. Customised Christmas jumpers as a Christmas gift for loved ones, customers or colleagues create heartfelt connections that will last beyond the season. ‘Explore the endless possibilities of customisation with MAY ATKI and make this Christmas truly special!’ says the manufacturer.

Durable and environment-friendly

The new Filz plaster case from the range by Medical promotion by Gramm medical healthcare sets a clear example in support of sustainable promotional products. For environmentally aware consumers, it is a genuine alternative, since it consists of 85 percent recycled PET bottles and hence combines functionality with eco-consciousness. The felt material stands out due to high-quality processing, and carries conviction as a result of both its durability and modern design. Since it is reusable, sustainability is an added bonus. Coming in a variety of twenty-eight felt colours, the plaster case can be custom-adapted to different brand appearances. Due to its robust and reusable packaging, the plaster case is optimally deployable at trade fairs and events, as a practical giveaway that can be used as a card-holder too. The product, particularly suitable for banks, insurance providers, sickness funds, hospitals, financial authorities, automobile makers, campaigns and promotions, demonstrates that it is possible to unite sustainability and stylish design in one product. The minimum quantity amounts to 1,000 pieces.



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Writing with a pleasing feel

With Gin, e+m presents a new writing instrument from its Sommelier Edition, produced out of juniper wood. This rare wood variety is particularly sought-after on account of its even, dense structure, decorative colour and grain, and pleasant, long-lasting scent, according to the description issued by the Bavarian State Institute of Forestry. The model Gin is made out of the trunk of an ancient juniper tree from Southern France. Incidentally, juniper berries – the fruits of this cypress plant – are the single must-have ingredient during gin-making. All surfaces of the pen are produced using natural waxes and oils and can be personalised according to customer wishes by means of printing or laser engraving.



Fruity indulgence

Indulgent moments are experienced by customers or business partners with the Liquor Indulgence gift set from the company Römer Präsente: the perfect choice for all lovers of noble liquors. The set contains two high-quality Leonardo liquor glasses with a capacity of 130 millilitres, which are perfect for enjoying digestifs. In addition to this, there is a 100-millilitre bottle of delicious Mentges Amarena cherry liquor, which thrills with its fruity flavour. Glasses and bottle lie safely embedded on Sizzle creme and are presented in an elegant black box with transparent lid. A perfect gift for any occasion. On request, the glasses can be engraved or the gift set personalised with a sticker or an insert.

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www.roemer-praesente.de

Fashionable collection

Venzo has been focusing on women's fashion requirements for almost twenty years and has created, based on its observations, new collections of scarves, which are obtainable for the promotional products market at Promo-House. This season, scarves bearing graphics of paintings from the Venzo Art collection are a must-have in any lady's wardrobe. This collection combines classicism with painting and is a perfect gift for modern businesswomen. The scarves from Venzo are printed on natural fabrics such as silk, wool, modal, or blends thereof. Hand-knotted fabrics underscore their uniqueness and exclusivity. The product comes individually packaged.



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Popular promotional classics

Promotional calendars are absolute classics among haptic promotional message-bearers and enjoy maximum popularity year after year. With a high-quality branded calendar from Athesia, promoters are assured of staying closely in customers' line of vision for 365 days of the year. The family planner, brought out by Heye in 1998 and illustrated by Helme Heine, was an innovative product on the market at the time and has since achieved a circulation of millions. It remains one of the publisher's most successful titles to this day. It is a timeless calendar classic, 21 x 45 centimetres in size, with five columns, school holiday overview, two timetables and a three-month preview of the new year. Promotional messages are possible from fifty pieces and delivery is performed within four to six weeks.



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German porcelain art

In addition to its own Rominox® products, Römer Lifestyle also carries a number of selected products of the brand ASA Selection® in its range. These are particularly well suited as high-quality premium items, and add seasoning to customers' lives with the Å Table salt and pepper pot from the German manufacturer. The neat salt and pepper pot sits squarely, practically and comfortably in the hand; it has two separate chambers for salt and pepper and is easy to fill. The ceramic item comes packaged in a high-quality slip lid box, perfect for handing over to a valued customer, employee or business partner. Römer Lifestyle is a member of the RömerFamilie and offers a wide range of lifestyle promotional products from the areas of room and ambiance, cooking and preparing, travel and outdoor, tea, coffee and wine and much more. All products are obtainable from one piece.



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Cult choc treats

Starting this year, due to extensive demand, Kalfany Süße Werbung has been offering the popular Duplo bar in the promotional slipcase in two additional sizes and with new filling variants. On account of the recess at the characteristic "du" of Duplo, fully individual and highly personalised promotional messages can be applied to the slipcase. No matter whether these messages are in German, English, or French, there are no limits set on creativity here. Customers have the choice between the Duplo one, three, or four-pack. In addition, there are different filling variants: there is a choice of either the classic Duplo as a filling variant, or a combination with Duplo White and Kinder bar. Following print approval, the branded promotional medium makes it to its sweet-toothed recipients in approximately twenty working days.

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Vintage products that get things clean

In the world of promotional products, the microfibre cloths with custom printing from Zego textile-finishing centre are a refreshingly new possibility for stylishly staging brands. Although maybe not a classic vintage product, thanks to their sustainable and durable quality they exude a timeless charm. These versatile cloths are ideal for cleaning spectacles, smartphones and monitors: always at the ready to look after sensitive surfaces with care. Microfibre cloths make effective promotional message-bearers, presenting brands and messages every time they are used. Printing logos or custom designs onto the designs exudes a breath of vintage refinement that makes every deployment a memorable moment. Companies benefit from a product that is functional and simultaneously leaves behind a lasting impression with customers.



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PSI 49729 • Condedi GmbH
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Paw-fectly memorable

Our best friends on four paws – cats and dogs – are constant, loyal companions. Condedi has a host of pet products at the ready for them. The latest novelty is Bondis, the premium anti-slip bowl made out of stainless steel. A high-quality product in non-rusting steel, Bondis captivates with a silicone-bonded rubber ring on the underside. The silicone lends the bowl an elegant appearance and fits in almost perfectly with the interior. The bonded, non-slip rubber prevents slipping during feeding. Equally, the surface that gleams inside is easy to clean and absorbs odours. Moreover, when used as intended, stainless steel resists bacteria, stains, rust and breakages. Engraving on the inside is recommended as an attractive decoration. The products are available ex-warehouse in various sizes and can be delivered even from smaller quantities.

Virtually chiselled in stone

QS50 is a member of the successful QS Stone family from Prodir, a fresh, elegant, innovative and sustainable interpretation of a pencil's iconic hexagonal shape. The QS50 manages with 60 percent less plastic, since it is made out of a special mineral-enriched material. It also weighs 50 percent more: a prized difference that gets noticed straight away. In addition to the new design, the QS Stone offers a freshened-up palette of ten colours inspired by metal and minerals, including Sideral blue, Lazulite blue, Rose quartz, Red jasper, Gold, White dolomite, Black carbon, Silver and Graphite. The pen is 100 percent manufactured in Switzerland in accordance with the country's stringent environmental regulations, and is able to support companies in making increased sustainability a credible part of their brand message. Additional customisation options – including eight elegant satinised metal clips, colour-contrasted clip holders, stylish metal push buttons, and refills that are low in harmful substances – make the QS50 Stone a versatile, attention-grabbing brand ambassador. The refinement, durability and sustainability of the QS50 send a strong message of value, profundity and importance. Prodir is a brand of Swiss company Pagani Pens SA.



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Inspiring corporate gifts

The popular products by Swiss manufacturer Victorinox are always gladly received, which makes them perfect for Christmas or other festive occasions. With the company's well-known and perennial pocket knives, household knives, watches and luggage, which help to effortlessly master everyday tasks, Germany's neighbours across the border realise inspiring concepts for customers, partners and employees. With the introduction of the I.N.O.X. Small, Victorinox combines the strength of the popular and recently re-issued I.N.O.X. with the refined elegance of various smaller contours: the brand's particular contours, striking geometries, innovative materials and characteristic industrial details are combined with Swiss precision in every single model. Customisation is performed on the underside of the watch's case.



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PSI 40807 • Gabriele Bühring
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www.buehring-shop.com



Cable tangles, solved

The cable pouch Havana from Gabriele Bühring is the perfect solution to all kinds of cable chaos. On travels, in the office at home, or day-to-day at work, Havana combines orderliness and style. This exquisitely designed pouch in the in-demand vintage style is not only a functional accessory, but also a statement in support of quality and sustainability. Attentively hand-sewn out of plant-tanned buffalo leather and individually provided with a special oil finish, Havana not only offers durability, but also acquires an attractive patina over time. Production takes place in a small, family-run manufactory, which complies with current social standards. Responsible handling of resources and the use of locally procured materials make this pouch an environment-friendly product which can be used with a clear conscience. Blind embossing is recommended for affixing the promotional message; the pouch is obtainable from fifty pieces, custom produced, and delivered in minimal time.

Inspiring cuddliness

The MiniFeet® collection, featuring plush figures from mbw, ranges from classic teddy bears and animal toys, through themed characters to multifunctional assistants such as display cleaners. The collection's diversity and quality make it a real winner. These lovingly designed cuddly animals offer countless opportunities to give the gift of joy and security, and are ideally suited for use as brand ambassadors. Each of these high-quality plush animals becomes a loyal companion, conveying the desired promotional message far and wide. The versatile MiniFeet® are perfect as giveaways at trade fairs, as comfort-givers in healthcare facilities, or as collectors' items. They lend a personal touch to any campaign. Matching accessories such as T-shirts with printing or stylish scarves set off the plush friends perfectly and amplify brand presence.



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Stress relief with Bert and Berta

The endearing anti-stress figure Herr Bert® from mbw® takes care of relaxed moments, combining humour with an important concern: mental health. Herr Bert®, made out of soft polyurethane foam, is the perfect companion for stressful days. Brief kneading and squeezing helps to unknot tensions, providing opportunities for short breathers during hectic day-to-day life. With his affable presence and ability to repeatedly return to his original shape, he is a symbol of mental resilience and poise. In his more than eighty models and even in a female form, "Berta", Herr Bert® presents an attractive opportunity to offer customers the gift of a smile and also heighten mental health awareness. As a gift that relaxes the mind and takes care of a positive working environment, Herr Bert® is a perfect fit in any promotional campaign.

A series for shopping and business

The Life bag series from Halfar® is characterised by casual naturalness and in-demand vintage design. The material mix of raw and coated cotton, exquisitely contrasted on the bags' bottom or rollover, is a particularly striking detail. The results are harmonious colour duos of Navy with Brown, Grey with Brown, or Black with Black. In addition, the trimming provides protection against dirt and thereby helps to increase durability. Available ex-warehouse, the cotton series Life, comprising a total of five bags, offers a selection that suits many target groups and uses: from rucksack and bag, through laptop cover, to mini zipped bag or generously-sized shopper, the series appeals to avid shoppers and high-flying businesspeople alike. The material is smooth to the touch and the elaborate details are a feast for the eye. Depending on bag model, the product is equipped with embossed press studs, magnetic clasps, D rings on the handle, zipped pockets, padded compartments and straps, along with clever functions. Finishing is performed by means of screen and transfer printing, embroidery, metal emblem or digitally printed label.



PSI 45666 • Halfar System GmbH
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www.halfar.com



A beautiful snack-carrier

The practical Ellipse lunch pot from Mepal is available in the colour Nordic sage and in two sizes: as the half-litre version as well as a mini with a 200 millilitre capacity. The container is the perfect solution for carrying along a light meal or snack. The lunch pot can be used, for example, for yoghurt and muesli or soup and croutons, and becomes a soup-cup, yoghurt-pot or muesli-to-go-container quite by-the-by as a result. The two-part intermediate lid can be unscrewed with a straightforward twist; the two containers remain closed at the same time and can be opened separately. The ingredients can then be freshly mixed together as a result. Both containers are made out of sustainable material, freezer-compatible, dishwasher- and microwave-safe, leakproof and 100 percent BPA-free. The smaller of the two pots is the ideal size for a small snack between meals or for schoolchildren, who can take the lunch pot into school with total ease. Matching folding spoons are included.



PSI 60130 • Mepal B.V.
Tel +31 57 3298227 • info.de@mepal.com
www.mepal.com

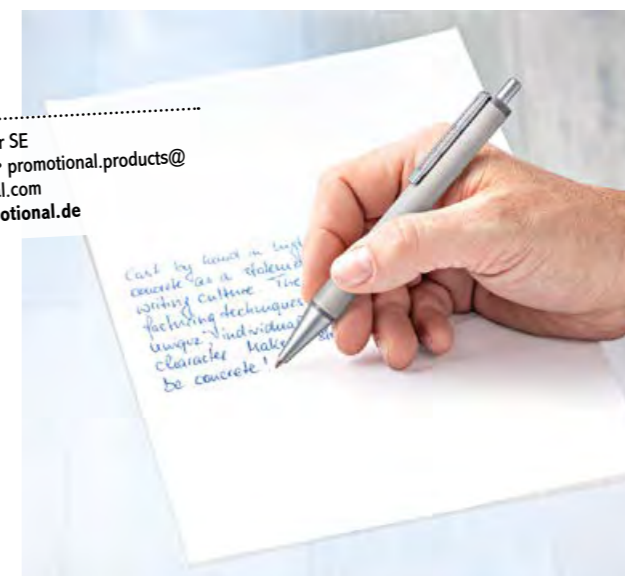


An all-round rebuild

Writing instrument specialist Staedtler presents its ballpoint pen made out of high-performance concrete in new cladding. The round barrel, hand-cast in Germany, recalls the concrete pillars used in the construction of bridges and buildings. The Concrete ballpoint pen therefore makes an ideal promotional product for the construction and construction materials industry, architects and engineers, as well as for mortgage lenders. The concrete was specifically developed for making the writing instruments and is extremely shatterproof and light. The bubbles in the concrete, which may arise during pouring, make every model a unique piece. The ballpoint pen is sent out in a black cardboard case. The barrel can be decorated with logos and names by means of laser engraving.



PSI 41108 • Staedtler SE
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PSI 47430
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www.rowekeyholders.com



Companions that hang on

From jeans label to key fob: Longstanding Italian company Ro-we offers a new collection of key fobs made out of Texon, a new material that consists of 100 percent cellulose fibres. Texon is a natural fibre that can be washed frequently at 60°C and is tear-resistant. The first use of this material dates back to the 70s, when a famous denim brand decided to use Texon for labels on cowboy jeans on account of its tear-resistance. Ro-We has coupled Texon with regenerated leather, in order to lend it more thickness. Both materials are 100% Made in Europe. Depending on requirement, this collection can be customised by means of blind embossing, hot printing, or digital printing.

Impressive stamping pens

Stamping pens from Heri are equally ideal as gifts and promotional products: with the traditional functions of writing and stamping, along with innovative features, these versatile writing instruments meet all modern requirements. Heri offers a broad range of stamping pens, which have been developed for different needs and applications. Be it classic, modern or with additional functions: stamping pens from Heri, also featuring on the company's website, are always the right choice. Many models are equipped with a high-quality, stable rubber tip, which is not only ideal for operating smartphones and tablets but also facilitates cash-free payment by PIN. A further highlight of many stamping pens is the customised stamp, which lends a personal touch for every recipient. The products are delivered with a credit voucher provided with an online code. The voucher is redeemed on the website www.stempelservice.com. The customised stamp plate is shipped globally and free of charge to the recipient after production. This unique personalisation ensures that the stamping pens are not only useful, but also out-of-the-ordinary and personal promotional products.

PSI 41016
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www.heri.de

A fashionable cotton classic

With its Inspire Polo by B&C, Zego presents a timeless classic for any promotion and corporate outfit. Manufactured out of 100 percent ringspun organic cotton, this polo shirt unites sustainability with style. It offers an outstanding basis for sophisticated decorations such as, for example, chic embroidery, whereby it becomes an optimal canvas for brand messages. The modern fit, with a two-button strip and a rib-knitted collar, not only ensures a slim silhouette but also offers maximum wearing comfort. The polo shirt is Oeko-Tex Standard 100 and Fair Wear Foundation certified, which means that it represents not only quality, but also ethically responsible production. This timeless piece makes sure that the promoting brand gets noticed as a message that communicates elegance and eco-consciousness.

PSI 46613
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cyber-Wear Heidelberg GmbH

Growing steadily: cyber-Wear strengthens its management team

Specialists in promotional products, merchandising and corporate fashion, cyber-Wear Heidelberg GmbH, are showing steady corporate growth. The company recently reinforced its management team with Daniel Faller as its new Commercial Director. Since 15 October, he has been responsible for controlling, accounting, reporting and administration, with the goal of supporting management and driving forward strategic projects. His extensive expertise will significantly lighten the workload of Managing Director Roman Weiss, allowing him to concentrate more on strategic tasks in future. "Daniel Faller will be the main contact person for tax advisors, auditors, banks, insurance companies and shareholders. Following a careful selection process, in collaboration with the BGM, we are confident that his experience and qualifications will be a valuable contribution to the further development of our company," says Roman Weiss.

At 39, Daniel Faller has over 15 years' experience of commercial operations in industry and consulting. Before joining cyber-Wear, he was the CFO of a medium-sized industrial company for three and a half years. Prior to that, he worked as a project manager at PwC, advising numerous clients in Germany and abroad on finance and IT projects to optimise systems, processes and structures. "As CFO/Commercial Director, my focus is on maximising the influence of both finance and IT on the implementation of company strategy, as well as supporting value creation

and customer satisfaction. I'm really looking forward to this new challenge at cyber-Wear and to actively shaping their corporate growth strategy," comments Daniel Faller. "With this new appointment, we are consistently pursuing the growth strategy that we launched last year with the BGM," adds CEO Steven Baumgaertner. www.myCybergroup.com

Two new faces in the 'sweet' sales team

The team at Kalfany Süße Werbung is continually growing. Two new faces are now adding their expertise to this confectionery specialist's sales force.

Ralf Stefansky joined the sales team at the beginning of July 2024 as the new Brand Ambassador for Northern Germany.

With over 20 years of experience in the promotional product industry, Stefansky has extensive knowledge of the market and customer needs. "For me, it was love at first sight. I am delighted to be part of this great company and look forward to the exciting tasks and the dialogue with our fantastic distributors. I firmly believe that we can continue to drive growth with new impetus," says Stefansky.

Tanja Frühwald joined the Kalfany sales team at the beginning of September. As Area Manager South, she will be responsible for looking after customers in southern Germany. Frühwald has over 30 years of experience in the technical drawing and construction industry and has been working successfully in field sales for more than three years. "I am particularly looking forward to working in a new, 'sweet' and 'colourful' sector," says Frühwald. www.suesse-werbung.de

Kalfany Süße Werbung



Tanja Frühwald and Ralf Stefansky

Fresh Impetus for Austria's promotional products industry

In early October Mitraco GmbH, the Vienna-based specialist in customised promotional items, extended invitations to the "Mitraco Sparkling Day". The B2B event offered both exhibiting supplier partners and visitors an ideal platform for effective networking and intense dialogue.

With forty participating exhibitors and 435 visitors, the organisers were pleased to record a "complete success" amid an "incredible ambiance".

In an unusual vaulted setting, invitees gathered information about the latest products and services from the industry and took advantage of the opportunity to generate valuable contacts. Every exhibiting company had a "special goody" taken from its range at the ready as a giveaway for visitors to its booth.

Particular highlights were the personalised umbrellas from PF Concept, which proved highly popular: Every visitor found a pocket umbrella bearing his or her name at the reception desk. "We are overwhelmed by the positive feedback and the great mood that prevailed throughout the event," Mitraco managing director Wolfgang Bosch is delighted to report. Once again, the Mitraco Sparkling Day demonstrated how important in-person dialogue is in the B2B world. We look forward to continuing to organise events like this, in order to strengthen our customer relationships and to grow together. The day was therefore also a platform for inspiration and innovation, which all participants came away from with new ideas, a strengthened network, and a smile," runs the summary by Wolfgang Bosch. Further information about the Mitraco Sparkling Day and future events is available on the company's website at: www.mitraco.com



The exhibitors' booths offered a whole lot of inspiration, innovations and new ideas. Bilder: Mitraco GmbH



Mitraco Sparkling Day

The team of the Mitraco Sparkling Day looks forward to welcoming visitors in an unusual setting.

Specialist joins werbemax team

The team at promotional product specialist werbemax in Amerang, Upper Bavaria, will be bolstered in future by Nadine Bischof. As Head of Customer Service, she will be heading up the 9-strong customer service team with immediate effect. "With her many years of experience in both retail and manufacturing, she is bringing a breath of fresh air, creativity and plenty of drive," says Managing Director Gerhard Bezold. Managing Director Christian Höfling adds: "With Nadine Bischof, another management level is being established at werbemax, due to the growth of recent years. She will primarily be responsible for providing sales support to the team and optimising processes."

Since its foundation in 1991, the heart of werbemax GmbH has been beating for three-dimensional and haptic promotion. The strength of werbemax is undoubtedly the high level of consulting expertise, the focus on sustainable promotional products and the distribution of branded articles. These promotional items, when used in a targeted and effective manner, achieve a very high, lasting impact among recipients. In the 150 square metre showroom in Amerang, with new products, branded articles and top sellers, customers can gather ideas and inspiration from over 300 articles. The werbemax team of 16 employees looks after customers from the regional SME sector as well as national corporate customers. www.werbemax.de



werbemax Europe

The two werbemax Managing Directors Gerhard Bezold (left) and Christian Höfling are delighted with the addition of Nadine Bischof to the team.

Heather Smartt and Kenny Ved of Goldstar among the top 50 ASI consultants

According to the US industry association ASI (Advertising Specialty Institute), Heather Smartt and Kenny Ved from the British promotional product manufacturer are ranked 36th in the current Counselor Power 50 ranking of international promotional product specialists. Heather Smartt is included in the list of the 50 most influential consultants for the first time this year, after being appointed global head of the top 40 supplier Goldstar. She joins Kenny Ved, who is still a 'newcomer' to the list of the 50 most influential consultants himself, having been included for the first time last year.

The two are said to be the faces of a new era for the global supplier. Goldstar entered the top 40 consultants for the first time last year and has increased its revenue by 132 per cent since 2020 by expanding into other product categories beyond writing instruments.

Kenny Ved is a long-standing employee of the company with over two decades of experience, who was promoted to director of global sales in 2021. Heather Smartt joined the supplier in 2023 as Global Director of Merchandising, after many years at Polyconcept and a brief stint at National Pen, a distributor, like Goldstar, owned by Cimpres, based in Dundalk, Ireland.

Smartt and Ved point to numerous achievements in 2024. Goldstar has expanded its global footprint and ensured unified customer support and product finishing. It fosters a people-centred ethos through its internal Goals, Results, Opportunities and Workplan (GROW) programme. Both have led the company to embrace sustainability, with a strengthened ESG plan, the creation of a dedicated Green Team and the introduction of life cycle testing and digital passports.

Counselor Power 50



Image: Sourcing City

An Attractive Portfolio Expansion

The Enschede-based, Dutch promotional products specialist Araco International is now working in partnership with the Italian textiles distributor Camac/Actionwear. The supplier is well known for its high-quality textile goods and a broad range of products such as t-shirts, polo shirts, hoodies and sweaters and much more.

According to Araco, the partnership will enable the company to provide its customers with an even more attractive offering: high quality at competitive prices combined with reliable availability thanks to extensive warehouse stocks. Araco will custom-finish the textiles in its inhouse production shops using a variety of techniques, such as, for example, screen and transfer printing or different badges.

A particular highlight is the new option to have an embossed logo, which is ideal for products such as hoodies and sweatshirts and offers additional, creative options for branding (see illustration). "With this partnership, Araco is strengthening its position on the promotional products market and expanding its portfolio by first-class products and finishing techniques," runs the company's announcement.

www.araco.nl

Araco



ZOGI has long been known in the industry as a reliable supplier of electronic accessories. In the meantime, the company has advanced to become a full-service supplier in the promotional products sector, covering a broad spectrum of different services. Regionality and sustainability have become firm focuses in the process.

ZOGI Group as a Full-Service Supplier

Sustainable, regional, customised

Un addition to the large bandwidth of innovative promotional products with a focus on electronics (accessories) and lifestyle products, and expertise in sourcing and direct imports, the number one emphasis of the sustainability-oriented factory, the latest component of the ZOGI Group, is regionality. The forward-looking concept integrates individual factories from the region with closed-loop-based productions that make creative, one-of-a-kind products. The customised, communicatively impactful promotional product concepts are already highly successful under the brand ZOGI Nature.

Quality from local production sites

Courtesy of ZOGI's proprietary sustainability-oriented factory and its technical teams, as much as possible is produced locally in Keltern near Pforzheim. All products processed and finalised in Germany (Keltern). For example, in addition to beehives for the apiary, other products made out of wood cut-offs and untreated wood are made in the carpentry shop. Among other treats, the indulgence lab decants top-quality spices, teas and muesli; the seed shop fills little packets of seeds and, among other things, produces seed mixes for seeding flower strips. In the apiary, not only honey is harvested, but the beeswax that arises is processed into wax cloths and craft kits.

Successful concept gets producer and customer involved

The sustainability-oriented factory is based on smooth collaboration among the individual operations: a regional muesli supplier and a regional glass supplier, for instance, ensure that the finished products have a spotless

environmental record. In partnership with farmers from the region, flower meadows are grown that are supported by corporate sponsors based predominantly in the local region (mainly regionally established customers, but also customers operating Germany-wide/internationally). The result is a win-win situation: for the farmers, the flower meadows mean another opportunity to exploit their land, and what is more they benefit from the additional insects, which pollinate their fruit trees. With their sponsorship, sponsors make a contribution to species conservation and are able to automatically incorporate the programmes into their CSR campaigns. ZOGI supports its customers along the way and places viewable data plus info material at their disposal: precise location details, image and video material from the projects make the sponsors' engagement tangible and supply them with the basis for targeted communication. Multiple campaign examples demonstrate that this approach is well received.

For ZOGI, the sustainability-oriented factory is also an affair of the heart. That is because the idea of dedicating itself to conserving its immediate habitat and hence making a contribution to a meaningful and vital cause was nurtured by the team for years, and is now bearing more fruit from year to year.



ZOGI proves its versatility as a full-service provider with its proprietary sustainability-oriented factory.

Stronger sales team for Germany

The Corporate Business Division at Victorinox has been joined by Aaron Klotzbücher for the DACH market. Aaron Klotzbücher is the new Area Manager responsible for southern Germany.

Aaron Klotzbücher started his professional career at the Betz distillery in Waldstätten, Baden-Württemberg. Here he first trained as a Marketing Communications Specialist, where he discovered his interest and love of sales and was promoted to Key Account Manager at the distillery. Here he learnt about the promotional product industry and was able to build up an impressive network. Aaron Klotzbücher has now been Area Manager in the Victorinox Corporate Business Division for

Southern Germany since June 2024.

The origins of Victorinox go back to 1884, when Karl Elsener founded a knife forge in a village in central Switzerland. In 1891, he supplied his first soldier's knife to the Swiss Army. This was followed six years later by the development of the Swiss Army and Sports Knife, which is now known as the original Swiss Army Knife™. It was the foundation stone for what is now a successful global company.

Today, Victorinox is a fourth-generation family business operating in over 120 countries. In addition to the iconic pocket knives, the portfolio includes high-quality household and professional knives, watches, luggage and perfume. The products epitomise the brand

and ensure that consumers are well prepared for the challenges of everyday life with well thought-out and masterfully crafted products. The founder's entrepreneurial spirit and commitment to strong, value-based corporate management live on to this day.

www.victorinox.com



Victorinox Corporate Business

Change in management

With effect from 31 October 2024, CEO Volker Riedle is leaving Bags by Riedle to pursue new aims. For some time now, key positions in the paper bag manufacturer's team of experts have been strengthened, responsibilities reorganised and distributed across several employees. This way, the company can continue to provide customers and business partners with the usual professional and competent support. With his many years of experience in the industry and his passion for paper, Volker Riedle has shaped the company for many years and significantly contributed to establishing the specialist as a well-known, valued supplier on the market. In a statement from the company's

headquarters in Langenbrettach, Baden-Württemberg, Riedle reports: "Company owner Silke Riedle and her team would like to thank him for his tireless commitment and extraordinary achievements and wish him all the best for his new challenges!"

For almost three decades, Riedle has stood for expertise and full service in the development and production of high-quality paper carrier bags. The company's aim remains to support its customers' brand communications with innovative, creative ideas. It recently introduced a new product line, Riedle Organic, to

intensify its commitment to ecological sustainability and make a clear statement in favour of greater environmental awareness.

www.riedle.de



Bags by RIEDLE

The company building of Bags by RIEDLE in Langenbrettach.

The wholesaler Print Equipment, headquartered in the Southern German town of Ottersweier, Germany, has added the Mr. Socks brand tennis socks to its product range of printable giveaways and promotional products. Print Equipment already offers a large selection of more than 5,000 products for sublimation printing and now has a top trendy hit with this latest addition.

New at Print Equipment

Trend item tennis socks

Tennis socks have become an absolute 'must have' over the past few years. We are delighted that we can sell Mr. Socks products, which is the Number 1 address for custom-made socks', explains Natascha Panter from Print Equipment's Marketing department. Mr. Socks is a Ferrai Manuel GmbH brand and stands for high-quality socks made in Europe. Mr. Socks offers a wide range of socks, and the company is known for its focus on quality and fair working conditions. Its socks are comfy to wear and can be finished easily and quickly, making them the ideal image ambassadors for clubs, associations and companies.

High-quality materials for maximum comfort

Mr. Socks tennis socks combine comfort, style and sustainability in a truly unique way. For example, the foot area of the socks is made 100% from organic cotton, which ensures the socks have good ventilation and are comfortable to wear. The ribbed legs of the socks are made from polyester, which is ideal for sublimation printing or embroidery. Mr. Socks tennis socks have also been certified according to the Global Recycled Standard, OEKOTEX Standard 100 and GOTS. The tennis socks come with cardboard inlays in the top part of the leg for quick and easy sublimation printing. The recommended printing area is 5x7 cm. The tennis socks come in classic white and white with coloured stripes in the following colour combinations: apricot/white, blue/white, lilac/white, yellow/white, green/white, mint/white, red/white and black/white. They are now available in the Print Equipment Online shop in sizes 37-41 and 42-46.



© Mr. Socks, 2024

Stylish accessories for any occasion

Tennis socks are no longer considered just sports apparel. During the past few years, they have become an indispensable accessory, especially when combined with sneakers or flip-flops. It is nearly impossible to imagine everyday life without them. When customised with sublimation, the socks turn into a real eye-catcher. Whether they feature a logo, photo, or simple writing, numerous options and ways to use them are available. They can be used by sports clubs as team apparel, for example, or feature a company logo. When they feature unique designs, they make for a very special gift.

Mr. Socks will participate in the Textile Village at the next PSI trade show, where Print Equipment will be present as an exhibitor.

www.printequipment.de

Colour gradients, colour diversity, and effects – Impactful digital transfers

Colour gradients, colour diversity, and effects: Logotex Europe based in Waltrop/Germany – an exhibitor in the finishing section at the forthcoming PSI – swears by the new digital transfers from the manufacturer Supacolour from England and is the exclusive distribution partner for the German market. Managing director Stefan Gradwohl is convinced by the true colour reproduction, wash resistance, adhesion to the textile and long durability: “There is no comparable quality in terms of transfers in Germany.”

Supacolour transfers are available in a large variety of models for different applications. As Stefan Gradwohl explains, the transfers are ideal for workwear and sports clothing, for industrial laundry, promotional textiles, nylon, polyester and various other purposes. Depending on requirements, flame-retardant models are obtainable. The transfer's flame resistance or non-flammability can be certified by means of testing at the Hohenstein institutes or at the Fraunhofer institute.

Among other technologies, English company Supacolour produces the transfers on digital printing machines by the manufacturer HP. “Photo-realistic designs, colour gradients, up to twenty-eight different metallic effects and even Pantone colours can be realised,” reports Stefan Gradwohl. In order to achieve optimal adhesion to the textiles, there are various special glues according to requirements and customer wishes. In order to paste over seams on caps, Supacolour has developed a special glue that impeccably pastes over the seam. Gradwohl continues: “For especially stretchy and sensitive textiles, low-temperature glue is available. All transfers are so-called hotpeel transfers and can be peeled off hot directly after pressing. This saves time when producing the transfer print. The company supplies the transfers from just one ordered piece within only three working days.”

Logotex Europe will be presenting its transfer products at the two trade fairs PSI (7 to 9 January 2025, Messe Düsseldorf, Hall 11, Stand 11B07) and TecStyle Visions (13 to 15 February 2025, Messe Stuttgart, Hall 6, Stand 6D13).

Logotex Europe



For caps, there are transfers with special glue to paste over the seams.

Transfers for softshell.



360° Printing for limitless branding opportunities

Cologne-based promotional product specialist REFLECTS® has expanded its finishing portfolio by offering the innovative option of 360° and 180° UV printing. This technology allows products to be printed with full coverage, seamlessly, and in photorealistic quality.

The 360° printing from REFLECTS® enables nearly the entire surface of a product to be printed – without visible seams or transitions. This printing technique is particularly effective on cylindrical items like bottles and thermomugs, where its full potential is realized. Due to UV printing, photorealistic designs can be applied, which are not only visually striking but also durable and resilient.

Another advantage of UV printing is its high material compatibility. The technique can be applied to a wide range of surfaces, and the colors

cure instantly under UV light, eliminating drying times. Printing is done in CMYK without special colors. This allows businesses to create unique and striking designs that clearly stand out from the competition.

www.reflects.com/en/services/finishing/360-uv-print

REFLECTS®



Ziyad Hayat expands Executive Management Team

Ziyad Hayat joins the executive management team of promotional products agency Hagemann GmbH with immediate effect. As announced by the company, in the future he will assume active executive management together with Gertrud Hagemann and strategically advance Hagemann GmbH.

Ziyad Hayat has been a member of the corporate group since 2003 and is backed by a career that led him from purchasing via head of purchasing through to the executive management of UniMerch Merchandising GmbH. The announcement goes on to state that, “His experience and know-how are a valuable gain for the Hagemann group.” With Gertrud Hagemann and Ziyad Hayat as the management team, the promotional products agency reports that it will continue to extend its full-service range in the areas of promotional product consultancy, customer support, product range composition, online shop management plus sustainable solutions and position itself successfully for the future.

“We are delighted to have Ziyad Hayat as a new partner in the executive management. His comprehensive experience and visionary thinking will help us to make the promotional products agency Hagemann GmbH even more successful,” says Gertrud Hagemann. www.wma-hagemann.de

Hagemann GmbH



Epson receives the EcoVadis Platinum Award for sustainability

Epson, the globally operating technology firm and exhibitor at the PSI 2025, has received the Platinum Award in the area of sustainability from EcoVadis, a leading provider of sustainability ratings for businesses. This prestigious award recognises Epson's commitment to upholding the highest standards in environmental practices, labour and human rights, ethics and sustainable procurement.

The Platinum Award places Epson among the top one per cent of all companies rated by EcoVadis across all industries, thus reflecting the company's progress with regard to ecological sustainability. Epson increased its overall score from 77 to 83 out of 100 points – despite the fact that EcoVadis has since implemented stricter evaluation criteria. This independent certification gives customers the assurance that Epson is one of the most responsible and conscious companies in the industry.

Epson has also received excellent ratings in various sub-categories and was ranked among the top one per cent in the areas of “Environment” as well as “Labour & Human rights” and among the top two per cent of all audited companies in the area of “Sustainable Procurement”. In addition, the company ranks among the top 30 per cent in the “Ethics” category. To achieve a Platinum Medal this year, companies must be among the top one per cent of all assessed companies.

EcoVadis is a globally recognised rating company, which evaluates over 130,000 companies in more than 220 industry categories and in over 180 countries. According to a company statement, the most recent Platinum Award for Epson is “proof of the company's continued commitment and the remarkable improvements achieved in the past year with regard to sustainable growth”.

“The platinum certification is the result of our measures to recognise and solve social and environmental challenges”, said Takanori Inaho, President von Epson Europe. “We follow the guiding principle of “Sho Sho Sei”, which commits us to continuous improvement and thus enables us to develop ever better compact, efficient and precise products. Our proprietary technologies make a concrete contribution to climate protection, as we are aware of our responsibility to minimise the impact of our actions on the planet.” www.epson.de

EPSON®

Epson



Products from these regions enjoy **an excellent reputation worldwide**, which enhances customer loyalty. Faster delivery and the ability to respond flexibly to special requests are further plus points.



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www.avant.pl

Unusual design

Since 1994, the AVANT stoneware factory has been an established name on the market for promotional ceramics. The company's range of products includes over 140 types of cups and mugs in 36 colours. All products are developed in Poland and manufactured using safe raw materials and glazes. The CRYSTAL model is another mug from the KABO&PYDO collection for AVANT. Inspired by the shapes of precious crystals, it gently combines them with a simple, modern shape. The tumbler is conveniently dishwasher-safe, as no water accumulates at the bottom of the upturned tumbler.

Made in Europe



PSI 60742
team-d Import Export Warenvertriebs-GmbH
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www.team-d.de

The scent of Tyrol in your home

Due to its frugal nature in terms of soil and climate, stone pine can be found at lofty heights and is considered a particularly resistant wood. At team-d Import-Export goods distribution, a product series has been created from the wood with the characteristic resin scent, which comes from sustainable forestry in Tyrol and is processed untreated. The glass carafe is made in the Bavarian forest by the glass manufacturer Spiegelau. The carafes for the water bar are made in glassworks in Austria. The products from Zirbenfamilie® are impressive, aromatic gifts from Austria.



PSI 60225 • Papermints S.A.
Tel +32 2 3520701 • info@papermints.be
www.papermints.eu



For the first good impression

The company is presenting a very special breath freshener called PaperMints Coolcaps at the upcoming PSI trade show in Düsseldorf. The new small and convenient tin with 40 "One by One" CoolCaps is made from ecological metal. It is particularly small and handy and fits in every pocket. The mints ensure fresh breath and a good first impression with the person you are talking to, wherever you are. They are ideal for a meeting, after a cigarette or a meal.

Protection and care for athletes

The manufacturer KHK describes the new sports stick as a must for all active people. It prevents chafed skin on the nipples, inner thighs, buttocks or feet during intensive exertion. The vegan, natural cosmetics-compliant balm contains plant oils from controlled organic cultivation as well as skin-caring shea butter and bisabolol. Natural Swiss stone pine oil gives the formula a spicy, fresh fragrance and has an anti-inflammatory effect. The sturdy stick with 25 grams of balm fits in every jacket pocket and accompanies men and women during all outdoor activities.



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www.lipcare-werbemittel.de

Thirst quencher from the Hunsrück region

The low-sodium mineral water from Römer Drinks is refreshing and energising for business partners, customers and employees. The water from a German spring in the Hunsrück-Hochwald National Park provides important minerals such as calcium, magnesium and potassium and helps to balance fluid levels and hydrate the body. The drinks specialist Römer Drinks offers the 0.33 litre and 0.5 litre variants in quantities of 264 bottles or more with a foil label. You can choose between a white or transparent film in glossy or matt finish. The bottles are environmentally friendly thanks to the €0.25 one-way deposit in Germany.



PSI 50967
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The key to shopping pleasure

With its Smartklic® - Original shopping trolley key, the company of the same name offers a perfect combination of functionality and ecological sustainability. Available in various models, Smartklic® guarantees a lasting brand presence on the key ring. The products are sustainably produced and subsequently finished in Austria. The Smartklic® BIO version is also fully compostable, while all other shopping trolley keys are recyclable.

Customised treats

Who would have thought that you could have fruit gums customised to your own wishes? At Kalfany Süße Werbung (Kalfany Sweet Advertising), this is possible in just four simple steps. All varieties are now also available as vegan products. First, customers select the desired shape from an extensive stamp shape database. Then they choose between classic fruit gums with gelatine or vegan fruit gums with pectin as a gelling agent, add flavour and colour and complete the customisation process by selecting the packaging. The design is created according to the customer's specifications.

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www.suesse-werbung.de





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www.andapresent.com

Reliable and elegant

The colourful and elegant Redivi pen set from ANDA Present is a reliable accessory for company events and promotional gifts. It consists of a colour-coordinated rollerball pen and a ballpoint pen, both with blue refills. As part of ANDA's GO GREEN collection, the pens are made from recycled aluminium to support an environmentally friendly corporate image. Redivi comes in a gift box made of black paper and the pens are available in five different colours.



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

60 Feel-good recipes

The 60 delicious vegetarian feel-good recipes in this cookbook from Edition Michael Fischer (EMF) are characterised by regional ingredients. Time-tested classics and exciting new variations are organised by season. Whether it's grandma's potato salad, juicy onion tart, pumpkin goulash or a toast with ham and fried eggs, these dishes always provide a cosy feeling. The EMF Publishing House is happy to place the customer's logo on the cover. The number of pages, layout and design can be customised.

European inspirations

Short distances, impressive quality and inspiring design: HALFAR® combines all of this in its EUROPE bag series. All five bags in the series are manufactured in Europe and are available directly from stock. With a touch of Scandinavian design, the bag specialist has added a new colour to the range. In addition to blue, grey, light grey, green and black, the bag is now also available in mottled red – a colour that gives the recycled rPET material even more vibrancy. With the three notebook backpacks, a notebook bag and a sports/travel bag, the range is broadly positioned for many occasions.



Corporate identity in the kitchen

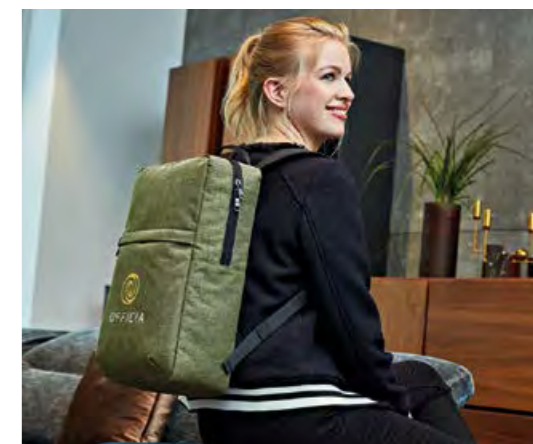
When printing tea towels, the printing company marcolor relies on selected textile quality. It prints both white cotton cloths from Germany as well as half-linen cloths made in Europe. Both qualities are available unprinted from stock as standard. marcolor then takes care of the customised printing itself. The cloths are printed with up to eight colours using screen-printing. The colours used are water-based, vegan and palm oil-free. On request, the tea towels can be provided with a custom-printed paper sleeve made from recycled paper.



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- Advert -





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www.roemer-wellness.de

Fun childcare at home

Monster tattoos from Römer Wellness are just right for children looking for fun. The 13 different monster tattoos are easy to apply to the skin and bring a smile to every child's face. They are made in Europe and dermatologically tested. Customers can personalise the pencil case starting in quantities of 500. They can even design their own tattoos on request. Römer Wellness promises "An original, fun mailing or give-away on a small budget!"

Reusable – Made in Germany

For more than 40 years already, ADOMA GmbH has stood for high-quality plastic paired with an appealing design and the seal of quality 'created and Made in Germany'. The company not only produces promotional products, but also customised special solutions for a wide variety of customers. The products are long-lasting and exclusively designed for reusability: whether plastic cups for events or the booming 2go sector, bottle coolers – also as customised special solutions – for the catering business or sports bottles in various sizes. ADOMA has never produced disposable products. The range of services includes customised advice and planning as well as toolmaking, production and product finishing.



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For sparkling clean sneakers

Frank Bürsten GmbH presents the "Sneaker UP!" cleaning set, which has been developed for the thorough cleaning of sneakers. The set is supplied in a handy, transparent click box and contains everything you need for perfect cleaning. In addition to a high-quality sneaker brush, it includes a cleaning spray, a cleaning cloth, a special cleaning rubber and a shoehorn. The set is made in Germany. The sneaker brush comes from Frank Bürsten's own production facilities, while the other components are sourced from German suppliers.

PSI

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www.hauser-writing.com

Black and still colourful

The black solid-coloured HAUSER pencils made from 100% FSC-certified wood combine ecological sustainability with style. The FSC certificate confirms the origin of the wood from responsible European forestry and emphasises the supplier's environmental focus. The pencils are available in 36 standard colours or can be customised according to Pantone. Fifteen colourful erasers set tones and increase the advertising impact. Thanks to the break-resistant HB quality lead, the pencils offer precise writing comfort.

Back to analogue storytelling

With four alternating motifs, the fascinating endless folding card from Elxact is sure to delight recipients: storytelling has been reinvented. The closed format is simply folded forward until you automatically land back on the start page. It is surprisingly analogue and yet always new. Different shapes, such as DIN-long, house or circle, tell their own stories. Other shapes are available on request. Customers also receive the elxact service they have been accustomed to for over 20 years.

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



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

Design with a learning effect

The TROIKA design globe sets standards in quality, design and durability. With its realistic details and high-quality workmanship, the globe is not only a decorative element, but also an educational tool for curious minds of all ages. It is labelled in English and shows countries areas, oceans, continents, geographical zones and important cities. The robust globe is magnetically connected to the mint green base (made in Europe) and has a diameter of 30 centimetres. It is available in five colour variations. The base is made from recycled bioplastic and is produced using a 3D printing process.



Stylish accessory made of glass

The emotion factory from the Black Forest presents handmade glass flowers as a stylish accessory. This glass flower is a unique home accessory that will win the hearts of anyone who values stylish and personalised tones in their advertising. Each item is elaborately handcrafted in Europe and truly unique. The transparent flower with a diameter of around 4.5 cm is artfully mounted on an 8 cm long stainless steel stem and reflects the light in shimmering colours. The carefully selected colour combinations – available in red, green, blue and yellow – create a lively atmosphere. The glass flower is presented on a matching holder made of untreated wood.

PSI 41016 • Heri-Rigoni GmbH
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www.heri.de • www.emotion-factory.com



MADE
IN
GERMANY



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

Sustainably festive

Napkin rings from tobra made from FSC®-certified birch wood in reindeer or Christmas tree shapes are a perfect combination of festive design and ecological sustainability. Made in Germany, they give the table a particularly Christmassy touch. The logo is always clearly visible. The rings are supplied in a set of four in a "FlexiFold XL" card that can be customised. Matching Christmas tree tags are also available in many festive designs.

Tablecloths for every occasion

Personalised promotional tablecloths from Graffiti Print are made from high-quality materials in a variety of options. Satin or matt tablecloths can be ordered with any print and in any size. The tablecloths are most commonly made of 205 g/m2 polyester, known as decor, and elegant satin, which interacts wonderfully with light. The tablecloths are particularly suitable for users who want to decorate for events, hotels, corporate events, balls, conferences or company Christmas parties and need tablecloths with a logo and in a unique size.



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

Inspired by Japanese cuisine

The Wood Santoku knife from Victorinox with a 17-centimetre-long serrated blade is coming onto the market with a perfect shape and optimum function. It is inspired by Japanese kitchen knives and impresses with the warmth and elegance of its wooden handle. It is a durable kitchen helper that glides effortlessly through meat, fish, fruit and vegetables. It can be personalised by etching the blade. Victorinox stands for durable pocket knives, household knives, watches and luggage that help you master everyday tasks effortlessly.



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

PROMZ PRODUCT PREMIERE 2025

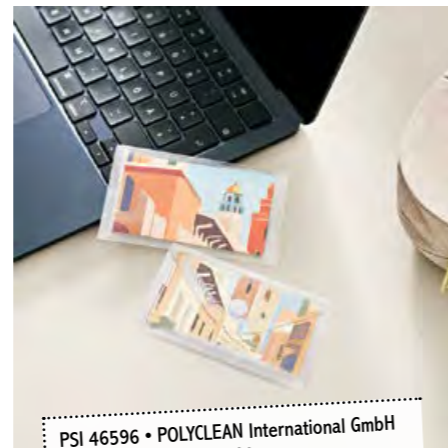
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 psi@polyclean.com
 www.polyclean.com



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

Streak-free, clean displays

The P-9000® micro-fibre display wipes from Polyclean International offer the perfect solution for streak-free cleaning of displays and touchscreens. They impress with their easy handling and durable, lint-free quality in daily use. The display wipe is also available as an rPET version – made from recycled PET material and packaged in a customisable paper pouch or glassine bag. The display wipes, which not only convey an advertising message, come with colourful motifs, bold colours and subtle designs in the perfect print for the customer.

Elegant innovations in glass

In order to meet the growing demands of the international beverage industry, the tradition-rich company RASTAL has further expanded its entire range of products. The tried and tested Craft Master family has also gained another member: Craft Master Taste enables you to taste the finest of drinks and combines clever sensory design elements to perfection. The large decoration area of the cuppa offers plenty of space for printing brand logos, making the tasting glass a brand ambassador if desired. Craft Master Taste is the ideal all-rounder for tastings and is ideal for both beer and spirits.

A cosy atmosphere for golf fans

The company Golfvertrieb Hilbrand from Oberstorf in Bavaria is known as an experienced specialist for customised golf articles and golf balls of the highest quality. The candles in golf ball design are ideal for the coming festive season, but also for cosy evenings with golf aficionados. The golf ball candles measure 70 mm and 45 mm respectively and weigh approx. 190 g/50 g each. The candles are individually packaged in a transparent bag with a clip, also available with a logo sticker on request. They are handmade in Germany and available for immediate delivery.



PSI 45818 • Golfvertrieb Hilbrand
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 info@golf-hilbrand.com
 www.golf-hilbrand.com



Naturally made

The Boogie Team presents a range of products that combine felt with recycled leather or washable paper. These are completely handmade design pieces from fabrics that also come from the European Union. The felts are available in different colours and come from Spain and Italy. Two shades of recycled leather and five shades of washable paper from Germany are also available. All products such as coasters, door hangers, luggage tags or short lanyards and much more can be branded according to customer requirements.

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PSI 49482 • i4 d.o.o.
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www.invented4.gifts



PSI 49110 • Stickerei Klam
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www.stickerei-klam.com



The charm of times gone by

Klam's premium bistro waistcoats bring the charm of times gone by to cafés, bistros and restaurants. High-quality and robust logo or name embroidery 'made in Germany' and with great love of detail transform the waistcoats into a personal catering highlight. They are perfect for combining with matching, stylish hip aprons. The result is a harmonious, professional look that will make guests feel cosy and charming all on its own.

Brain training for solo players

With 'Play to make it happen', i4 presents the first and only guide to goal setting in the form of a board game for one player. The research and evidence-based content helps to set goals effectively. This innovative psychological tool takes the player on a thoughtful journey where each station covers a goal-setting topic – from choosing your support system, understanding the reasons to setting your brain for success. The tool was developed by Sara Isaković, a performance psychologist and neuroscience researcher.

Presentation boxes with a wow effect

IP Adelt GmbH has been producing customised presentation and advertising materials for over 70 years. The range of products also includes magnetic boxes and cartons, which are customised as individual customer projects in the industrial manufactory. Among other things, customers benefit from small or no minimum quantities, endless design options as well as FSC-certified and CO₂-compensated products 100 per cent made in Germany. The company thus creates unboxing experiences with a real wow effect. "I think that our production in small, individual series 'made in Bielefeld' is a nice contrast to standardised Asian mass production. Short distances, simple processing and local to national partners are becoming more important again," says Managing Director Eric Adelt.

Contents stay dry here

Arpe's newly launched waterproof bags are a perfect mix of durability and style. Made from lightweight, laminated PUL fabric, they are water, dust and sand repellent, so that your belongings are always protected. Available in five different sizes and shapes, their flexibility and versatility make them ideal as travel, outdoor and everyday accessories. As always, the bags are fully customisable using digital printing technology, which showcases the brand and colours in the highest quality, bright designs and variety.



PSI 48309 • Manufacturas Arpe S.L.
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www.arpe.es



48644 • IP Adelt GmbH
Tel +49 521 208800 • info@adelt-ideen.de
www.adelt-ideen.de



- Advert -





PSI 49090 • TDJ Stadtgärtner GmbH
Tel +49 5921 8183986
werbemittel@diestadtgaertner.de
www.diestadtgaertner.de

Dandelions for all wishes

Once a year, "Die Stadtgärtner" (city gardeners) pick dandelions by hand in the meadows of Nordhorn and conjure up their signature product from them: the wish fulfillers. The real dandelions in a jar are a unique gift for valuable customers, good partners and loyal employees. They symbolise good wishes and are eye-catching, appreciative and genuine. The wish fulfillers are made in Germany in cooperation with the local Lebenshilfe charity. The new folding box now offers a large advertising space. It's easy to use: close your eyes, blow hard and believe in your wish!

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



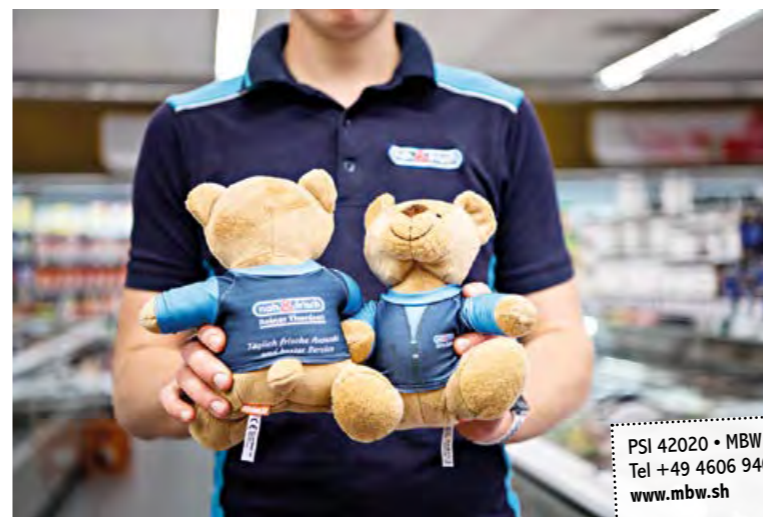
Tiny and super bright

With the NOVA mini flashlight Made in Germany, Richard Cermak presents a perfect onboarding gift that is ideal for outdoor activities. It is suitable as a handy travelling companion and has both a fast momentary switch as well as a continuous switch. The high-quality ABS plastic housing is 124 millimetres long and has a diameter of 13 millimetres. A white power LED provides bright light and the lamp is available in many different colours.

Advertising space with a signalling effect

For over 30 years, reflAktive, a brand of safeReflex GmbH, has been producing articles made of reflective films from the German company ORAFOL in Lower Saxony. These materials are versatile and have a high signalling effect. To the extent that the current EN 17353 (personal protective equipment) allows, the products are certified and therefore ensure greater safety through visibility. All non-certifiable stickers are also produced with the same quality standards. Reflectors are very suitable as mailing inserts or add-ons for sales packaging.

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www.reflaktive.de



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

Outfits for cool stuffed animals

All mbw® all-over print shirts and triangular scarves are not only cool advertising media, but are also manufactured in Germany with great attention to detail. Customers will find the perfect canvas for their messages in the wide range of products – whether it is a trendy triangular scarf or a stylish mini shirt. Combined with the charming plush animals from MiniFeet®, the eye-catching products catapult companies, clubs and communities into the limelight. The company creates reproduced work wear for every trade and industry or jerseys for your favourite club. The accessories are made of 100 per cent SEAQUAL® YARN from ocean waste.



Personalised sponge cloths

Sustainable sponge cloths made and printed in Germany: that's what marcolor promises. The actual cloth is made in Germany and then printed in the print shop in the Eifel region with your favourite motif, company logo or whatever you like. The company uses vegan and palm oil-free printing inks. There is a choice of nine different cloth colours and two cloth sizes. Additional special sizes, such as round, in postcard format or as small squares, are also available. A stylish paper sleeve made from recycled paper creates a personalised set.

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



The Spanish company iDSNEAKERS is the right place to go for anyone who wants to take environmental responsibility while out and about on foot. The PSI member from Barcelona lives up to its name, especially with its highly sustainable fashionable shoes.

Fashionable ecological shoes from Barcelona

Eco-friendly on foot



Only on-demand production

This brand of sneakers has already won several prizes in Germany, France and Barcelona for its commitment to sustainability. To minimise waste, iDSNEAKERS only produces its products on demand. Their new models include trainers made from vegan leather and a SEQUAL-certified recycled textile made from ocean plastic and organic cotton. These custom-made sneakers are designed in Barcelona and hand-made in Spain. They leave a very positive impression with their high-quality craftsmanship and – quite literally – their ecological footprint.

Pioneers in the Field

iDSNEAKERS is a pioneer in the field, having three generations of experience in the world of shoes in more than 30 countries. The company has collaborated with brands such as McDonald's, Honda, Sony, Twitter and Google, among others. Its sustainable business model avoids over-production and reduces environmental pollution. Every new project that is implemented is underscored by its uniqueness. With its professional design team, iDSNEAKERS designs durable and comfortable trainers inspired by iconic models.

The company will be presenting its fashionable, environmentally friendly sneaker collection at the upcoming PSI trade fair at stand 9C44. <

Contact:
iDSneakers
Tel.+34 93 6097107 / +34 696 500199
hola@idsneakers.com
www.idsneakers.com



The iDSNEAKERS models literally leave a positive ecological footprint.



With us, everything that glitters is gold.

Authentic exhibition data bears this brand:



Scoring points with authentic arguments – this is our aim. Because you can trust exhibitions certified by us: How many visitors were there? What were their occupations? How many visitors made buying decisions? We supply the answers. Promptly. Clearly. Precisely. For around 300 exhibitions in Germany and worldwide.

Full-Service on 48 pages In the new brochure, Gustav Daiber GmbH offers its customers comprehensive insight into the end-to-end services it provides as a producer, consultant and long-term partner.

Full-service brochure with comprehensive insight

Integrated services



Wn addition to reflecting the corporate fashion company's values, the brochure presents the finishing options and a wide range of promotional measures for distribution partners – from end-to-end consulting and individual textile finishing options to tailor-made corporate fashion concepts, Gustav Daiber GmbH offers its customers a large selection of corporate fashion and a range of services from a single source as a full-service platform. Daiber provides an overview of its extensive services in the new full-service brochure that is now available in print for customers in Germany and Austria or can be downloaded from its website. 'With this brochure, we are giving our customers a comprehensive overview of our multifaceted services as a producer, consultant and long-term partner for the first time. In it, we detail our services and convey our company values to express our full-service orientation', says Kai Gminder, Managing Director of Gustav Daiber GmbH.

From finishing to sales promotion

The new brochure is divided into the following sections: About Us, Corporate Fashion, Full-Service Platform and Fairness. It contains detailed figures on the company and includes quotes from employees about what sets Daiber apart and what they like about their respective work environments. Moreover, Daiber introduces its own finishing embroidery and printing options and informs customers about the marketing services the company provides its distributors to assist them with sales promotion and a customised customer approach. This includes Daiber's

editable newsletter templates or the industry flyer featuring specific product recommendations from Daiber's own brands, JAMES & NICHOLSON and myrtle beach, for different application areas. The topic of fitness is also highlighted in the brochure as a core value of the original family business. For example, Daiber highly values maintaining long-term business relationships based on trust with its customers, partners and employees. At the same time, fair treatment of the environment is a part of corporate-fashion manufacturer's corporate responsibility, which is reflected in the long-lasting collections made of organic cotton and recycled polyester.

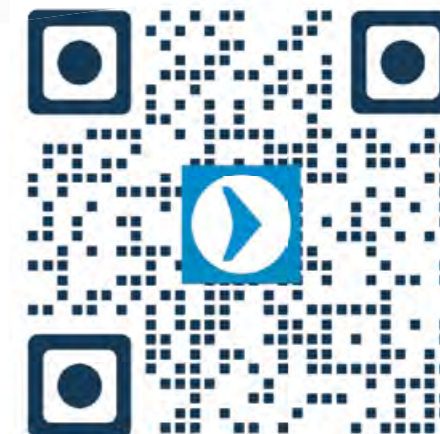
Daiber's Full-Service Platform: The company presents its comprehensive services portfolio in the full-service brochure.
(Source: Daiber)

Daiber dashboard: a platform for corporate fashion

The services presented in the new brochure are available to distributors on the Daiber dashboard after registering on the website. They can use the dashboard to access information on prices and SKU numbers, order processing and stock levels. It also allows distributors to personalise sales media such as catalogues and generate and send their own newsletters with just a few clicks. Finishing customers can also use the Daiber Designer, a digital visualisation tool, to create source sketches of finished Daiber corporate fashion products, which can be given to customers along with a quote. Another example of Daiber's sales support service package is the Daiber media cloud. This is where distribution partners can download professional image materials for any corporate fashion product under Daiber's own brands, JAMES & NICHOLSON and myrtle beach, for free. Lastly, an integral part of Daiber's full-service offer is the professional advice provided by its office staff and field sales team. <

More information at: www.daiber.de

PSI MEDIA GUIDE 2025



SCAN ME

DOWNLOAD NOW!

koziol, the sustainability brand, has been making its cult plastic products for almost 100 years, exclusively at its corporate headquarters in Germany. A new addition to the design-accentuated range is the NORA collection, which emanates pure joie de vivre with vibrant colours and patterns.

New NORA Collection Comprising Vibrant Colours and Patterns

Pure joie de vivre



NORA collection: brightly coloured for no-fuss enjoyment at garden parties, on picnics, or while camping.

Sustainability can be colourful too

The vibrant NORA BOX BLOOMS & STRIPES boxes keep snacks, fruit and small meals fresh for a long time and are ideal for travelling. They enable aroma-preserving storage in the kitchen, too. The lids provide the boxes with leak-proof sealing. Thanks to the raised-up lid edges, several boxes can be stacked at no risk of slipping. They are obtainable in three sizes, optionally with bloom or stripe motif. NORA BOX keeps snacks and small meals fresh for a long time and is ideal for the healthy lunch to go. For breakfast, it blossoms into a muesli bowl; in addition, it is also optimally suited to storing meals and foods. The lid provides a reliable, airtight seal for the bowl. Thus, everything stays fresh for

a long time, and thanks to the raised-up lid edge, the little bowls can even be stably stacked.

Nostalgic reminiscences

The NORA S cup recalls the small, faceted glass from French bistros and cafés. Now the 1950s design icon is available reinterpreted in unbreakable high-tech material. The cup is pleasant to the touch. The somewhat larger NORA M cup is a pleasure to hold. Both cups are perfect for use in the garden and on picnics. Their compact shape can be safely gripped by children's hands and there is no call for alarm if they are dropped. They are easy to transport and wonderfully stackable. The cup series is completed by NORA L, likewise a design classic from the 1950s with faceted surface, in this case reinterpreted in unbreak-

he cups, bowls and plates in the new NORA collection carry conviction due to their versatility. Be it for children or adults, for summer or winter, outdoors or inside – everyone is sure to find a favourite item.

NORA is now also available with the motifs STRIPES and BLOOMS, while all parts and colour motifs can be mixed and matched as desired. Everything is stackable, light and shatterproof and hence perfectly suited to garden parties, picnics or camping. Brand-new additions are the NORA food storage boxes in three practical sizes – for at home or on the move. The products consist of koziol ORGANIC BIO-CIRCULAR material, which is recycled from discarded vegetable oils from the gastronomy sector. It is absolutely food-safe, temperature-resistant up to 100 °C, dishwasher-safe and free of melamine.



The NORA food storage boxes are brand-new entrants to the collection.

able high-tech material with very pleasant haptics. Its slim shape feels good to hold. A lot fits in, moreover. NORA L is also stackable, light and robust and hence perfect for use outdoors. All three products are obtainable in four colours, also optionally with flower or stripe decoration.

Bowls in soft pastel colours

To match the exquisite cups, there is also dishware in soft pastel colours: NORA BOWL S is ideal for fruit, desserts, crackers, nuts, biscuits and all things snackable. The rounded shape makes it a real pleasure to hold. NORA BOWL M is a multi-talent for every day. Handily sized, it is the ideal portion bowl for small salads, healthy muesli, fine desserts or side dishes and will soon become indispensable. Both models are easy to clean and compactly stackable.

Joyfully combinable and suitable for outdoors

Plates, of course, are also an indispensable part of the NORA collection. The small NORA PLATE 205 mm is ideal for small meals and cakes and also looks good on the breakfast table. Due to its clear design vocabulary the plate can be perfectly combined with other dishware elements. Bowl and small plate are light, robust, compactly stackable and therefore picnic-suitable. The large version NORA PLATE 255 mm in a minimalist design fits in everywhere harmoniously and carries conviction, inside and out, due to solid quality and its classic look – ideal for all outdoor activities where stylish dishware is an absolute must. The material is easy to clean and robust and withstands even rough-and-tumble parties. The dishes and plates are also available in four colours, optionally with flower or stripe decoration as well.

<https://koziol-incentives.de>



The NORA BOX is particularly suitable for securely storing meals, on car journeys, for example.

Timeless shape

The collection is completed by NORA SPOON in a timelessly beautiful shape. Yoghurt, desserts or fruit salad can be stylishly put away with this spoon. Thanks to its light and stable material, NORA SPOON is also suitable for eating on the move – consequently an indispensable accessory for any lunch-box and obtainable as a long spoon for deeper bowls or cups. Both variants are available in nine colours.

Sustainability as a philosophy

koziol has been producing exclusively in Germany at its company headquarters in Erbach/Odenwald since 1927. Design, development, construction, mould building, production, shipping and administration are all located under one roof, in one place. Thanks to its philosophy of producing all products exclusively in Germany to this day, koziol is the epitome of responsible, future-directed business and design with a clear conscience. The topic of sustainability was and is a self-evident part of the corporate strategy. Since 1 January 2013, koziol has been producing exclusively with green electricity, economising around 1,276 tonnes of CO₂ annually as a result. Clear preference is given to providers from Germany when materials are procured. Equally, manufacturing under one roof makes long transport routes superfluous. To move the finished goods, koziol partners with a globally active logistics company that likewise operates according to strict sustainability principles. <

koziol »ideas for friends GmbH will exhibit its range of incentives for joyful promotion at PSI 2025, booth 10D50.



Breakfasting al fresco tastes even better with the colourful accessories in the NORA series.

For Jo-an Lantz, resilience and mentorship are at the heart of impactful leadership. In this interview, she shares her approach to guiding others and building future mentors, while also offering advice for women with top career ambitions – develop diverse skills, network strategically, and let your personal brand reflect your goals. Find out what it takes to rise to the top.

Jo-an Lantz on resilience, mentorship and impactful leadership

Respect is our driving force



In our interview, Jo-an Lantz describes what it takes to get ahead professionally and empower others in the process.

Lor Jo-an Lantz, resilience and mentorship are at the heart of impactful leadership. In this interview, she shares her approach to guiding others and building future mentors, while also offering advice for women with top career ambitions – develop diverse skills, network strategically, and let your personal brand reflect your goals. Find out what it takes to rise to the top while empowering others along the way.

Jo-an, please describe what your profession is.

I am President & CEO of Geiger, the world's largest family owned and privately held promotional products distributor headquartered in Lewiston, Maine, USA. We have international headquarters in London, and Senden, Germany.

You have just acquired the Brandelity Ltd and WER GmbH. What is your role in Geiger's global expansion?

We have a robust global, mergers and acquisitions team that evaluates opportunities for us internationally based on our business needs. My role in this process is lead from the strategic standpoint and decide on the 'what, where and how' we may want to participate in a country outside the US. That can come in many forms, from acquisitions like you've mentioned above, joint ventures or strategic alliances. We seek out opportunities for growth that best fit the needs of our global customers.

Who's next on your wish list?

Geiger is dedicated to continuing its global expansion with many more joint ventures and acquisitions' ahead. We have a growing number of large, multinational corporations who seek to recognize and reward on a global basis so it is key that we have a presence where they need it most.

Speaking of sustainability, impact and empowerment: What gives you purpose?

As a family-owned business, it is a matter of respect. Respect for people and environment. What we build today impacts the future we leave behind. Our deep commitment to protecting the environment is not just for our business, but for future generations.

What is the best piece of professional advice you have ever received – and from whom?

I have benefited from a number of mentors and coaches in my career. Every person has contributed to my career path. Some of the best advice I have received is to invest in myself, and invest more. Also, to connect with individuals who have achieved success in their careers and learn as much as I possibly can. Every person I am in contact has something I can learn from. The key is to ask questions and listen.

Comfort Zone or Danger Zone – where do you feel more comfortable? Where do you achieve more?

As a leader, you have to be comfortable in both. I do believe crisis breeds opportunity and we have seen throughout our business history how quickly we can change, adapt and pivot when it is the only option. I believe you accomplish more long term in the comfort zone when you create an environment that fosters collaboration – but there's nothing like a short term danger zone that can quickly turn out a new process, function or product.

Is there an empowerment mission on your agenda? Not only for women but also for the next generation.

At Geiger, we strongly believe in empowerment and education. We have a partnership with Northeastern University's Roux Institute where employees can take continuing education courses in a variety of subjects like data and analytics, project management and achieve various levels of accreditation from certifications to a Master's degree. I am also proud to be a founder of PPAI's Women's Leadership Event now in its 20th year and going strong. I was also incredibly proud to be a part of launching the first Women's International Leadership Council at the 2024 Global Executive Network in Vienna this year.

What do you offer to empower employees? Are there any events, consultings, trainings, networking?

We are longtime leaders in the promotional products industry and have been key members of creating and participating in many educational and networking sessions.

What do you consider to be leadership competence?

A core competency I deeply value is coaching and developing mentors. As leaders, it's our responsibility to lift others up, sharing our knowledge, experience and values to help them grow along the way.

From your point of view: What should women look for in their career planning to prepare them for a top position?

Women should focus on building diverse skills, finding strong mentors, and staying resilient. It's key to network, advocate for yourself, and turn challenges into opportunities. Stay adaptable and make sure your personal brand reflects your goals.

Do you have a talent problem in the U.S.? If so, what challenges do you see in recruiting and retaining them?

As a promotional product distributor, we do see talent challenges in the U.S. Finding skilled professionals who blend creativity with industry knowledge is no easy feat. Retaining those talented individuals requires more than just competitive pay; we strive to foster an environment that emphasizes growth, innovation, and a strong sense of community to keep our top performers engaged and motivated.

“What we build today impacts the future we leave behind.”

Keyword New Work: let's talk about digital and location-independent working, job sharing, mentoring and work-life balance.

We've been embracing remote work well before 2020, recognizing its benefits for both the company and our team members. While many roles thrive in a remote setting, some functions truly need to be in the office. We prioritize connection, offering various engagement opportunities for both in-office and remote staff – from holiday celebrations and seasonal gatherings to community outings. Bringing everyone together fosters personal connections, boosts job satisfaction, and enhances retention. <

A study shows that fraud is on the rise in the B2B sector. To protect themselves, more and more companies are carrying out digital identity checks. Distributors view the obligation to issue invoices electronically, which comes into force on 1 January, largely positively, according to the results of the mood survey in wholesale and B2B distribution.

B2BEST Barometer

High risk of fraud for B2B companies in online commerce



The mood in wholesale and B2B sales is better than expected. This was revealed by a survey conducted by ECC KÖLN. However, online commerce is increasingly struggling with fraud



The media regularly report on fraudulent practices in online commerce. In most cases, they focus on customers who have had bad experiences with online marketplaces. Consumer advice centres rightly warn against false invoices, non-existent goods and data theft. It is less widely recognised that commerce platforms can also be negatively affected by fraud.

Loss of sales due to fraud

With the increasing relevance of online commerce, the number of (attempted) cases of fraud in B2B commerce

has also risen enormously. More than two thirds of the companies surveyed (64 per cent) stated that they had already been confronted with fraud or attempted fraud in their online shop. The most commonly reported forms of fraud are non-received goods (38 per cent), false address details (37 per cent) and orders placed using fake identities (36 per cent). The economic consequences for companies are immense: affected companies have lost around 14 per cent of turnover due to fraud in online shops. This is revealed by the results of the latest B2BEST Barometer by ECC KÖLN and Creditreform, the 15th edition of which is dedicated to the topic of "Digital Identity". In view of the increasing cases of fraud and attempted

fraud, the surveyed wholesalers and manufacturers rated targeted identity verification of (new) customers as highly relevant (87 per cent).

More checks, but not enough

An initial change of opinion is evident when it comes to checks during the checkout process: 37% (2023: 29%) of respondents use a complex set of rules in 2024 to check which customers are allowed to order and how, taking into account the shopping basket, customer behaviour and identity information, among other things. Only around a quarter (26 per cent, 2023: 36 per cent) just carry out

selective checks. "Despite the importance of digital identity verification, there is still room for improvement in terms of implementation, in particular with regard to fraud prevention. This is because just less than half of companies only take identity verification measures after at least one case of fraud. In addition, only one third check customers' ability to pay in real time," explains Christian Kramer, Sector Manager for Wholesale and Foreign Trade at Creditreform.

Mandatory e-invoicing viewed favourably

Sending e-invoices will be mandatory for all companies from 1 January 2025, but there will be transitional arrangements. In principle, all companies (including small businesses) must be able to receive electronic invoices. Sending invoices is an integral part of the checkout process: while electronic invoices are only used by around a quarter of B2B companies (26 per cent), the majority send invoices by email (79 per cent) or post (48 per cent). Invoices are also only issued electronically by a third (32 per cent). "The majority of wholesalers and manufacturers see great potential in the e-invoicing obligation, which comes into force in 2025, in order to automate and further digitalise their own processes, despite the expected challenges in implementation," says Dr. Kai Hudetz, Managing Director of IFH KÖLN and founder of ECC KÖLN.

Fraud risk is diverse

What types of fraud have you already experienced?



Economic situation improves again

The vast majority of surveyed manufacturers and wholesalers (79 per cent) continue to rate the general economic situation as positive overall. The mean value of 1.99 (on a scale from 1 = very good to 5 = very bad) has once again improved slightly compared to the first two quarters of the year. This result is surprising in view of the current economic news. However, the surveyed companies' willingness to invest has fallen slightly compared to the previous quarter, but is still at a high level. <

B2BEST Barometer:

As part of the "B2BEST Barometer", ECC KÖLN and Creditreform analyse the mood in wholesale and B2B sales as well as trendy topics in the industry on a quarterly basis. To this end, a total of 208 wholesalers and manufacturers were surveyed online in the third quarter of 2024 to assess the economic situation as well as current risk factors and crises. This survey also focussed on the topic of 'fraud prevention'. The results of the study are available for download at news.ifhkoeln.de.

ECC KÖLN:

ECC KÖLN, a subsidiary of the renowned IFH KÖLN (Institute for Commercial Research), has been a driving force in e-commerce since 1999. Its aim is to offer distributors, manufacturers and solution providers an exclusive knowledge, consulting and networking platform to prepare them for their business future. The ECC CLUB network is an inspiring and highly interlinked community from all commercial sectors. Strategy professionals from ECC NEXT provide companies targeted support for their digital future. www.ecckoeln.de

Creditreform:

Creditreform is Germany's leading provider of business information, marketing data and solutions for claims management. We have been protecting companies from payment defaults, creating transparency and security since 1879. www.creditreform.de



A look into the future

With their FUTURE bios, uma Schreibgeräte are demonstrating a world in which sustainability comes first. Their message is one where a combination of classic craftsmanship meets modern environmental awareness, in an impressive variety of colours. The model is **made from recycled PET** and shows how valuable resources can be conserved and waste reduced through clever material selection. With three different versions, the uma recycled pet pen FUTURE offers a perfect match for any taste. It is a reminder that traditional tools such as bios are not going out of fashion, but are taking on a new meaning through innovation and sustainability.

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



First aid for any occasion

Medical Promotion's Mediboy First Aid Kit is a **highly functional product** that fits seamlessly into any company's corporate design. Its compact size and versatile customisation options are particularly impressive. Whether for use at an event, on a hike or in everyday office life – the set can be customised to meet a wide range of requirements. From water-repellent plasters and colourful children's plasters to bandages and tick tweezers, almost anything is possible.

PSI 47105 • MEDICAL promotion by GRAMM medical healthcare GmbH
Tel +49 7151 250250 • info@medical-promotion.de
www.medical-promotion.de



Organising your desk

The Office Organiser presented by promotional product specialist Karl Knauer is, with a little imagination, reminiscent of the early days of marketing: When placed on the desk, the small, hexagonal cube resembles a miniature ad column. However, this innovative **all-rounder for everyday office** use isn't covered in posters, but with a calendar all round. Integrated into the outer cover is a colourful set of markers which, like the entire office organiser, is made from 100% sustainable paper and cardboard. These office utensils can be sent flat at low cost and have room for pens, rulers, scissors etc. Customised printing is possible from a quantity of 500.

PSI 41794 • Karl Knauer KG
Tel +49 7835 7820 • werbemittel@karlknauer.de
www.karlknauer.de



Visibly safer

marcolor's reflective stickers and reflective film stickers ensure greater safety in road traffic and in the dark. Thanks to the reflective film, the light, for example from a car headlight or torch, is reflected back to its original source. The **stickers can be customised** for bicycles or balance bikes, for bicycle helmets, or even be used as child finder stickers to draw the attention of firefighters to a child's room in the event of a fire. The reflective stickers are made from a special, self-adhesive film that has been specially developed for signs and reflective labelling. They are weatherproof and can be produced in almost any desired shape. They are then customised using screen printing or UV digital printing. The reflective stickers are suitable for promotional purposes, but do not comply with any road traffic regulations.

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

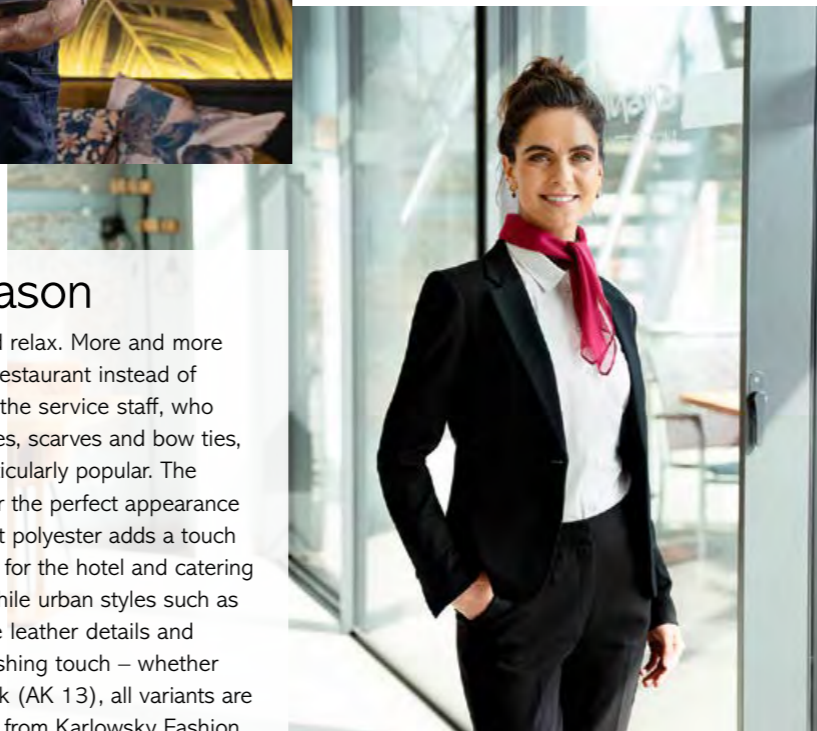


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Glamour through the festive season

The festive season is just around the corner – a time to savour and relax. More and more people are choosing to enjoy Christmas dinner in an atmospheric restaurant instead of preparing it themselves. The festive atmosphere is emphasised by the service staff, who perfectly round off the festive look with **elegant accessories**. Braces, scarves and bow ties, which are not only functional but also fashionable, have proved particularly popular. The traditional company Karlowsky Fashion offers stylish accessories for the perfect appearance in its catering collection. A chiffon scarf (AD 2) made of lightweight polyester adds a touch of elegance to an outfit and can be tied in a variety of ways – ideal for the hotel and catering industry. Classic Y-shaped braces (AG 2) offer optimum comfort, while urban styles such as the urban glencheck (AG 5) add a modern touch with fine genuine leather details and fashionable checked patterns. An elegant bow tie provides the finishing touch – whether classic (AK 6), in a herringbone pattern (AK 9) or with a glen check (AK 13), all variants are pre-tied and easily adjustable. With these sophisticated accessories from Karlowsky Fashion, service personnel can shine through the festive season with style and professionalism. Information on the entire collection can be found at: www.karlowsky.de

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

A life-saving promotional gift

A smoke detector as a promotional gift conveys a sense of security and care to customers. No wonder the smoke detectors from the range by Indexa are especially popular among banks and insurance companies. The new Q-certified smoke detector RA170Q satisfies a high level of safety thanks to firmly built-in batteries with a lifetime of ten years. The large, easily accessed button enables the detector to be tested and muted for short periods. Mounting is also **particularly user-friendly**, for the smoke detector comes with a high-quality adhesive pad: stick onto the ceiling, and installation is complete. The smoke detector is tested to EN 14604 and meets the requirements of DIN 14676. For long-lasting promotional effect, the housing can be provided with custom printing. Carbon monoxide, gas and water detectors are alternatively available.

PSI 4453 • Indexa GmbH
Tel +49 7136/9810-0 • info@indexa.de
www.indexa.de



Urban multifunction travel gear

Architecture Urban2 Deluxe Backpack is the name of the new multifunction backpack from the range of Swiss manufacturer Victorinox. With the Architecture Urban2 Deluxe Backpack, the owner's daily journey to work will seem like a first-class upgrade. Thanks to unique attention to detail and technological finesse, the next-generation urban office can be comfortably strapped onto the back. Customisation is performed by means of pad printing on the pocketknife scale on the backpack.

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

The personalised textile business card

Schöffel PRO has a new approach to workwear and equips companies holistically – whether for the office, customer visits or the manufacturing industry. The collections can be customised and delivered in a short space of time, but also offer a wide range of options for the custom production of completely personalised employee outfits – as a textile business card for the company. “Our collections offer a wide range of possible uses, from performance-supporting workwear for employees in service, production or at trade shows, to high-quality work wear as **a sign of appreciation**,” explains Thomas Bräutigam, Managing Director of Schöffel PRO. A top seller in the Schöffel PRO collection is the super light and cosy soft fleece jacket “Treuer Begleiter”. It is made from recycled material and, with its waffle fleece inside, provides outstanding comfort during any activity. The natural antibacterial effect of the S.Café® material, which is developed from coffee grounds, also prevents unpleasant odours from forming.

PSI 60631 • Schöffel PRO GmbH
Tel +49 823250061301 • info@schoeffel-pro.de
www.schoeffel-pro.com



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- Advert -



Visibly natural writing

There is a new addition to the Klio Eterna Boa family of writing instruments. The new Boa matt eco + wood combines the popular bestseller with a new, natural material. The matt and smooth surface is combined with the shiny elements of the barrel. The writing instrument is available in five new natural colours and is manufactured in Germany. The **bio-based product** is made from renewable raw materials, including wood fibre waste from the regional sawmill industry. This visible wood fibre content gives the bios a particularly natural look. The Silktech L refill made from post-consumer recycled material completes the picture.

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

An indispensable travel companion

My Travel Journal from accident prevention publisher Wilken, equipped with spiral binding and forty-eight A5 pages, is an ideal companion for making sure that a vacation is the best time of the year. Whether the mode of transport is plane or motorbike and whether the destination is mountains, sun, sea and sand or foreign cultures, a holiday requires good planning. My Travel Journal provides the reader with assistance in **preparing perfectly**. Then, when the days off finally arrive, we try to make the very most of every moment and experience as much as we can. In this journal, all the wonderful memories can be recorded and the holiday thus made unforgettable.

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



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45452	CD-LUX GmbH	U2/IFC	46925	Pins & mehr GmbH & Co. KG	081
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20600	Het Portaal Media BV	063			073, 087
47464	Karlowsky Fashion GmbH	007	45328	Stilolinea Srl	035, 029, 039,
47814	Lupenmaxx GmbH	083			053, 057, 067
43410	Mister Bags GmbH	002+003	45767	Tacx B.V.	031
42332	Pagani Pens SA prodire®	001	41848	uma Schreibgeräte Ullmann GmbH	U4/OBC

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PSI Journal 2025 Themen Topics					
Ausgabe	Produktthema 1	Produktthema 2	ET	Redaktions- schluss	Anzeigen-/ Druckunter- lagenschluss
01/2025	Messenarbeiten PSI 2025		02.01.2025	15.11.2024	18.11.2024
02/2025	Fitness und Gesundheit	Garten, Garten, Handwerk und Do it Yourself	10.02.2025	16.12.2024	19.01.2025
03/2025	Tischkultur, Genus to go, Haushalt	Schreibwaren und Kalender	03.03.2025	24.01.2025	09.02.2025
04/2025	Smart Living, Office Accessories	Reisebegleiter, Taschen, Leder	01.04.2025	21.02.2025	10.03.2025
05/2025	Footwear and Merchandising	Fashion, Workwear, Caps and Accessories	02.05.2025	21.03.2025	10.04.2025
06/2025	Beauty and Wellness	Arbeitsicherheit und Hygiene	03.06.2025	18.04.2025	12.05.2025
07/2025	Weihnachten, Geschenke und Sonderanfertigungen	Spielwaren und Klischees	01.07.2025	21.05.2025	10.06.2025
08-09/2025	Eco-friendly and Zero Waste	Schokolade, Süßes, Snacks	02.09.2025	27.06.2025	11.08.2025
10/2025	Outdoor und Multifunktions	Uhren, Schmuck und Exklusives	01.10.2025	20.06.2025	10.09.2025
11/2025	Smarte Technologie und Digitalis	Reise, Auto, Fahrrad, Verkehr und Sicherheit	03.11.2025	19.09.2025	10.10.2025
12/2025	Malen und Kalligrafie, Sommerliches	Made in Europe / Germany, Switzerland, Austria	01.12.2025	20.10.2025	10.11.2025
01/2026	Messenarbeiten PSI 2026		02.01.2026	14.11.2025	18.11.2025

Issue	Product Topic 1	Product Topic 2	Publication date	Editorial Deadline	Ad Closing / Printing material deadline
01/2025	Trade show Innovations PSI 2025		02.01.2025	15.11.2024	18.11.2024
02/2025	Fitness and health	Garden, Crafts and Do it Yourself	10.02.2025	16.12.2024	19.01.2025
03/2025	Table Culture, On-the-go Delights, Household	Stationery and Calendars	03.03.2025	24.01.2025	09.02.2025
04/2025	Smart Living, Office Accessories	Travel Accessories, Bags, Leather	01.04.2025	21.02.2025	10.03.2025
05/2025	Footwear and Merchandising	Fashion, Workwear, Caps and Accessories	02.05.2025	21.03.2025	10.04.2025
06/2025	Beauty and wellness	Occupational Safety and Hygiene	03.06.2025	18.04.2025	12.05.2025
07/2025	Christmas, gift sets and custom-made products	Toys and plush animals	01.07.2025	21.05.2025	10.06.2025
08-09/2025	Eco-friendly and zero waste	Chocolate, Sweets, Snacks	02.09.2025	27.06.2025	11.08.2025
10/2025	Outdoor and Multifunctional	Watches, Jewelry and Exclusive Items	01.10.2025	20.06.2025	10.09.2025
11/2025	Smart Technology and Digital	Travel, Car, Bicycle, Transport and Safety	03.11.2025	19.09.2025	10.10.2025
12/2025	Brands and Classics, Summer Items	Made in Europe / Germany, Switzerland, Austria	01.12.2025	20.10.2025	10.11.2025
01/2026	Trade show innovations PSI 2026		02.01.2026	14.11.2025	18.11.2025

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The best for 2025

Christmas is just a few days away. It is a time for reflection, pause and joy, but also a time to look back and review the past year. Over the past few months, I have visited industry trade shows in Great Britain, Sweden, the USA and Hong Kong. I have been a guest of international associations and companies. Everywhere I went, I saw and felt that the promotional products industry has recovered very well after the coronavirus period and has regained its former strength in many areas. It has even gained in terms of creativity, flexibility and dynamism. It is also growing in terms of its tasks.

This is no easy endeavour in a time of upheaval and unrest in Europe, the Middle East and large parts of Africa. At a time when digitalisation, ecologically sustainable business, climate change and artificial intelligence are presenting us with major challenges. Altogether, I think we as an industry can be very satisfied with 2024. If the economy in general were in a better position, we would have every reason to be even happier. So enjoy the Christmas season with your family, friends and employees.

I would also like to wish you a Happy New Year – good luck, success and good health in 2025. We will meet again in a few weeks at the PSI trade show. With us, around 600 exhibiting companies will be waiting for you – with new products, new ideas and even greater variety. My colleagues and I have also put a lot of effort into making the PSI even more indispensable for you. Please bring plenty of time with you, because there is a lot to see, test, discuss and experience. I will mention just a few key features: We have enlarged the trade show and added part of Hall 11. Among the approximately 600 exhibitors, we are welcoming 70 newcomers and well over 50 per cent international companies from 28 countries. We have designed a new training format with interactive panels and workshops – the PSI Academy. And last, but not least, there will once again be a fantastic PSI Night. So this year's PSI surely will be a first-class industry event again.

I am looking forward to the time until then, but even more to seeing you and participating in this great trade show.

Yours truly,



Petra Lassahn
Director PSI




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7-9 JAN 2025



Ecologically sustainable inspirations

The PSI, Europe's leading trade show for promotional products, incentives and merchandising, will once again be the focal point for promotional product ideas and ecologically sustainable innovations from 7 to 9 January 2025. The upcoming trade show places particular emphasis on products that are not only creative and versatile, but also environmentally friendly. The promotional products industry proves that sustainability and diversity can go hand in hand. From reusable drinking bottles made from recycled plastic to climate-neutral notebooks and biodegradable bags, the selection of environmentally friendly promotional products is constantly growing. The PSI thus offers a comprehensive overview of the latest trends and shows how promotional products can have a sustainable impact as brand ambassadors. In our product section, we'll lift the curtain and present selected new products.

Please already start thinking now about your product presentations for the February 2025 issue of the PSI Journal, which is dedicated to the thematic groups "Fitness and Health Products" as well as "Easter, Garden and Handicrafts" and send your product suggestions (image and text) by 16 December 2024 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

Innovation platform PSI



The PSI, Europe's leading trade show for promotional products, incentives and merchandising, will open its doors in a few weeks at a familiar location. From January 7 to 9, 2025, it will once again provide a large platform for object-based advertising and industry professionals in Halls 9 to 11 of the Messe Düsseldorf at the start of the year. In the January issue, we provide an initial overview of the programme and highlights of the trade show.

Outlook for 2025

The end of the year and the next PSI trade show are approaching quickly. We at the PSI Journal are already looking ahead to the coming year. We asked representatives of PSI member companies about their expectations, assessments and plans for the promotional products year 2025. You can look forward to in-depth insights and statements.

Imprint



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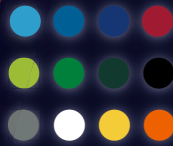
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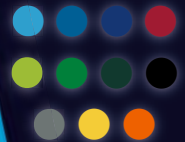
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