

# ▶ P S 1 JOURNAL

**PSI Journal**  
International Magazine  
For Promotional  
Products

February 2025  
Volume 64

- Advert -



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# JOURNAL

**PSI Journal**

International Magazine

For Promotional  
Products

February 2025

Volume 64

## PSI Academy

The new PSI Networking  
Platform

## Product Guide

Fitness and health  
Easter, garden and crafts, DIY

## Goldstar Rebranding

Simply Better

## Berendsohn

Astrid Schulte on her  
milestones and visions



PSI 2025

Inspiring start  
into the new year

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**Editorial**

## It remains exciting

**D**onald Trump's election has rattled the business world. The barrage of import tariffs he has fired could spark a global trade war. There are a lot of threats in the air. Now, not everything is always eaten as hot as it is cooked, as we all know. Nevertheless, it will be an exciting year for an industry that relies and has to rely entirely on China in key product areas.

But even if Trump can govern freely, he cannot govern alone. He is inheriting a robust American economy. The previous administration's infrastructure and investment programmes are so gigantic that they will continue to provide massive support for the economy in 2025. The US economy already dominates the world like never before. A total of 63 of the 100 largest listed companies in the world come from the USA. Their total value represents 76 per cent of the value of this elite. This means that American businesses have long been enormous, even though many American citizens probably see things differently. In any case, governors and local politicians will raise their voices if tariffs put the country into reverse gear. At least that is the hope. These are reassuring facts in what are nevertheless exciting times.

Europe, by contrast, is the sick man in the world to some extent, in particular because its driving forces Germany, France and the UK are sluggish at the moment. Nevertheless, it is positive that stock markets are still bullish and that the advertising market is also forecast to be clearly positive in 2025. Yet both have more to do with sentiment than with real figures. However, sentiment is also hope and that is a good thing, because it can move markets positively.

The PSI 2025 was an inspiring and encouraging start for the promotional products industry in Europe. I was particularly pleased that we overcame the tiresome discussion about industrial customers at the trade show. On the third day, almost all of them were visibly accompanied by the distributors and consultants who had invited them. So there was no more reason to be nervously sceptical, which the majority never understood anyway. Everyone has learnt – and that's a good thing.

What is certain in these times is that we Europeans must learn to make policy in the world again. For far too long, we have relied on the USA for defence and, especially we Germans, on Russia for energy. We had to learn the latter quickly. We should also learn the former quickly. It will be exciting to see whether Europe has the courage and unity to do this – I think so.

On this note, I wish all of us a great and exciting 2025.

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

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

# Stone was just the start.

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Gymbag Toni - practical,

colorful, sustainable

The gymbag Toni impresses with its generous dimensions of 46 x 38 cm and has plenty of space for your personal sports shopping or leisure accessories.

The gymbag Toni is made from 100% Fairtrade cotton with a grammage of 200 g/m<sup>2</sup> and is a very robust and perfect companion for everyday use despite the medium-light material. The additional zippered pocket on the front is practical, allowing you to safely and within easy reach.

For your individual style, the natural-colored gymbag is available in 8 different rope colors.



The gymbag Toni is a sustainable and stylish solution that combines functionality and design in an ideal way.



# GYMBAG 2381 TONI

NEW!



## PSI 2025: Inspired and optimistic into the new year 12

As the traditional start to the year for the promotional products industry, PSI once again brought together companies from all over the world in Düsseldorf from 7 to 9 January 2025. As Europe's largest trade fair for promotional products, incentives and merchandising, PSI provides impetus and inspiration for the whole year.

## Welcome Home: innovations in a familiar atmosphere 36

The latest Welcome Home Tour at the 'home base' of uma Schreibgeräte Ullmann GmbH came to an end in mid-December. The successful mixture of new product presentations, a look behind the scenes and a relaxed atmosphere once again contributed to the success of the format. From next year, however, the tour will change somewhat.



## Goldstar rebranding: more than just a new look 50

Goldstar presents its new brand identity and sets a powerful signal for the future. The rebranding is more than just a visual brand refresh and reflects Goldstar's focus on simplicity, sustainability and well thought-out design. This was impressively demonstrated for the first time at this year's PSI.



## Berendsohn: Merchandising has enormous potential 56

The roots of the Hamburg-based family business Berendsohn AG go back to 1833. Today, Berendsohn is a high-performance company for promotional products in direct sales that offers its customers holistic marketing solutions on all channels. We spoke to CEO Astrid Schulte about her milestones and visions.



# Trendsetter PSI 2025

Continuing the tradition, PSI has once again rung in the promotional product year and has impressively shown how creative and innovative the industry is. Fresh ideas and unusual innovations make the leading European trade show for promotional products, incentives and merchandising an indispensable trendsetting event. PSI has been a synonym for trends and brands in a lively, multifaceted and resourceful industry for over six decades.



## *A Celebration For the Senses*

With its multifaceted offer of trendy, promotionally effective products from all segments, PSI is a one-of-a-kind multi-sensory experience and a vibrant marketplace of countless opportunities. The product range at PSI 2025 ranged from a large array of smart, cheerful and colourful products to stylish merchandise made from a variety of materials – an explosion of trends and innovations.





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***JAMES & NICHOLSON BECOMES DAIBER.***

We are combining forces, and so from January 2025 on, all products from JAMES & NICHOLSON as well as from myrtle beach will fall under the new Daiber brand. Our products with their timeless designs, long-lasting materials and high production standards will remain unchanged in all but the brand label. Look forward to a fresh new brand concept which represents even more what you can expect from us: quality, functionality, versatility and, most importantly, service orientation.

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### People Who Write Design the World

Writing instruments and notebooks are absolute evergreens when it comes to promotional products and thus are considered one of the most popular promotional products. Hence, this year's PSI showcased a wide variety of writing instruments. Pens, fountain pens, and lead and coloured pencils were all on display, either with a classic style or with a digital gimmick, to name a few. Notebooks are great for holding on to spontaneous ideas or fleeting thoughts or for reviewing what happened over the day. People who write structure and design their world. The big, colourful world of writing was waiting to be discovered at PSI.



### Fascinating Fashion

The trade show included top fashion collections made from modern, sustainable materials for use in any conceivable area of application and feature high-end, state-of-the-art finishing. Brands and messages can be presented attractively and effectively with promotional textiles. With its textile village and special finishing exhibition, PSI demonstrated yet again that it is the professional marketplace for top-notch promotional textiles.





Find out  
more



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## THREE EXCITING NEW STYLES

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Classic fit  
Available in 15 colours

### Supercotton™ Sweat

70% cotton / 30% polyester  
405g/m<sup>2</sup>  
Classic fit  
Available in 7 colours

The PSI, the traditional annual kick-off event for the promotional products industry, once again brought companies from all over the world together in Düsseldorf from 7 to 9 January 2025. As Europe's largest trade show for promotional products, incentives and merchandising, the PSI provides an impetus and much inspiration for the entire year.

## Innovation Platform PSI 2025

# Inspiring start into the new year



It is needed, loved and has a lasting effect throughout the year: the PSI 2025 once again offered a busy and inspiring start to the year as an international industry meeting point, source of inspiration and innovation platform. In Halls 9, 10 and 11, 600 exhibitors provided insights into their latest ranges of products, concepts and technologies. 11,062 visitors from 74 countries came to Düsseldorf to learn about the market, gather ideas and knowledge and exchange ideas. Once again, we experi-

enced a PSI that brings the industry together and holds it together: "Home is where the PSI is" - not only, but especially in January in Düsseldorf.

### The industry remains resilient and energetic

Although political crises and economic uncertainty dampened the mood last year, the trade show was full of optimism and confidence. Anyone who is active in the promotional products business or has been familiar with the



In his keynote speech, Clemens Arnold summarised the benefits of the sustainable transformation.



Great recognition for the industry: Michael Köhler emphasises the resilience and innovativeness of promotional products businesses.



The opening of the PSI marked an optimistic start to the new trade show year with the following guests: (from left) keynote speaker Clemens Arnold (Managing Director of the consulting agency 2bdifferent), moderator Emily Whigham, Peter Beichel (Managing Director of Bensussen Deutsch & Associates GmbH), Kathrin Stühmeyer-Halfar (Managing Director of Halfar System GmbH), PSI Director Petra Lassahn, Markus Herbrand (financial policy spokesman for the FDP parliamentary group) and Michael Köhler (Managing Director of the PSI organiser, RX Deutschland GmbH).

industry for a long time knows that it has not only survived many challenges, but mastered them with flying colours and turned them around for the better. This knowledge is certainly also the foundation for the positive mood that made this PSI so special. People know their partners, look for solutions together, support each other, celebrate together and thus lay the foundation for trust and success. This could be seen and felt once again at the PSI 2025. “Despite the sometimes challenging economic conditions, the industry is resilient and ready to seize opportunities, take innovative paths and adapt to dynamic demands,” said Michael Köhler, Managing Director of PSI organiser RX Deutschland GmbH, at the start of the trade show. “Trade shows like the PSI not only create a platform for this, but also the conditions for the industry to exchange ideas and shape the future with fresh inspiration instead of just reacting to external pressures.”

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The appeal and quality of the PSI have always been enhanced by its diversity and density of innovations. This was once again evident this year. The broad and deep range of articles spanned across product and price groups and visitors could sense the great importance attached to quality and ecological sustainability everywhere. The industry's great potential was already mentioned at the opening of the trade show – the “Leading European Trade Show for Promotional Products, Incentives and Merchandising”. The addition to the subtitle of the event indicates that the PSI offers a constantly growing range of products and services. “With this broadened perspective, we want to make it clear that the industry can be self-confident and proud of its importance, which goes far beyond the classic promotional products business”, said Petra Lassahn, PSI Director. “It’s about a broad array of advertising measures.” The PSI was once again an impressive showcase for a constantly evolving, dynamic industry. “I’m thrilled with how innovatively and creatively our exhibitors present their products”, summarised Petra Lassahn.

### Textiles and finishing for professionals

Amidst the PSI’s diversity, product and theme-specific areas offered special inspiration for professionals. This was also reflected in the large range of promotional textiles, for example in the special area Textile Village as well as at individual exhibitors’ stands. “An important market”, said PSI Director Petra Lassahn, “because for more than 50 per cent of our visitors, textiles - whether promotional, team or work wear - are among the most important products”. The latest generation of finishing technology with its unimagined possibilities for the individualisation and branding of products fascinated visitors at the once again expanded Special Finishing Show in Hall 11. Visitors experienced informative demonstrations and were also able to design their own products at many stands. The other special areas, such as the Trend Show, the Innovation Forum stand and the Gusto area also provided inspiration. Once again, there were all sorts of tasty treats to try, which can be used to advertise effectively.

### Taking on difficult overall conditions

The overall economic conditions were a main focus of the PSI opening event. Markus Herbrand, financial policy spokesman for the FDP parliamentary group in the Bundestag (German parliament) who has been committed to the industry for many years, answered the questions and



**Markus Herbrand has been committed to promotional products in the political arena for many years now and discussed the situation of the industry with Petra Lassahn, Peter Beichel and Kathrin Stühmeyer-Halfar at the beginning of the event.**



demands of Kathrin Stühmeyer-Halfar, Managing Director of Halfar System GmbH, and Peter Beichel, Managing Director of Bensussen Deutsch & Associates GmbH. “The current political chaos in Germany is depressing the mood and is also slowly affecting promotional products. We can and must do something about this by concentrating on our own performance, productivity and solutions and distancing ourselves from the increasingly widespread supply mentality”, emphasised Kathrin Stühmeyer-Halfar. Peter Beichel shifted the focus to German and European politics and questioned whether sufficient attention was being paid to the framework conditions. This is because high bureaucratic hurdles put the industry, which is characterised by small- and mid-sized businesses, at a competitive disadvantage. “The framework conditions have deteriorated significantly in recent years”, admitted Markus Herbrand, referring to the excessive bureaucracy, high energy costs, tax laws and low productivity in Germany. Ac-



According to Herbrand, this would not only require a change in direction in the federal elections, but above all economic growth. "I am optimistic because the basic prerequisites for Germany's resurgence as an economic nation are in place. This also includes looking to Europe, because despite all the criticism, we can rely on Europe", the politician concluded.

### The PSI as an international trade show and network

The fact that the PSI is an international contact forum was also evident this year. With the opening event, receptions by industry associations, the PSI Night, International Lounge and the higher proportion of international exhibitors, the PSI once again lived up to its reputation as a platform for the international promotional products industry. Europe was clearly the focus of this year's PSI. The European As-

sociation Corporation (EAC) was represented at the trade show for the first time this year as a joint association, thus expanding the international network of the PSI. But many exhibitors also see opportunities for growth outside Europe. Which countries outside the German-speaking and Central European markets could be future markets? "The economic growth in Eastern European countries is interesting because it also creates new markets. In this respect, Eastern Europe is opening up as a market for us because people there are also prepared to spend a little more for good quality", says Armin Halfar, Managing Director at Halfar System GmbH. Exhibitors expect further promising potential in Scandinavia, the USA and Africa, among others, but they also see sufficient growth potential in the current market. "But one thing is too often underestimated and the industry thinks too short-sightedly in this regard: suppliers and distributors often say that they "sell promotional products". But, in reality, they sell communi-

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cation. This opens completely different doors. There is still a lot of potential in the supposed niche of haptic communication”, says Peter Kaspar, Managing Director of Kalfany Süße Werbung GmbH & Co. KG. The presentations on the Academy stage, which provided insights and new ideas, were accordingly popular.

### AI starts to affect the industry

The cross-product and cross-industry business of advertising, incentives and merchandising integrates supply and demand from many different sectors. Promotional product companies are therefore not only familiar with the latest trends, but also have to deal with very diverse demands. No wonder the industry is using artificial intelligence to meet the demands of the market. The presentations on the Academy stage, which provided insights and new ideas, were correspondingly popular. The use of AI can make sense in all departments of a company, be it e-commerce, product management or marketing. Many exhibitors reported on such experiences and expect further growth potential from the use of AI.

### Ecological sustainability as a driver of innovation

The theme ecological sustainability was also present everywhere at the PSI. In a concise keynote speech at the opening of the trade show, Clemens Arnold, Managing Director of the consulting agency 2bdifferent, presented practical approaches for effectively integrating ecological sustainability strategies into companies and preparing them for the sustainable transformation in a future-proof manner. The basic idea is that companies should not see sustainability as just another hurdle in their business, but as an integral part of their corporate strategy and product development approach. Sustainability must be seen as a long-term opportunity, as it increases the ability to innovate, improves the brand image and secures the future of a company.

### Highlight PSI Academy

A true highlight of the trade show was the extensive and high-calibre supporting programme of the PSI Academy, which offered three days of knowledge, best practices and panels on forward-looking topics such as ecological sustainability and AI. An entire thematic block especially for the Next Generation PSI was dedicated to the questions and topics that concern industry newcomers. Designed and moderated by Carolin Zöller from Forteam, the PSI Academy presented itself as an all-round successful and well-attended PSI training format. An exciting new PSI event format with several components will be launched this year under the PSI Academy label. PSI also wants to give the achievements of the promotional products industry an even bigger stage: “The new PSI Academy Awards will be launched in 2025 as a successor format to the former Sustainability Awards. The new format is intended to recognise the progress made by manufacturers, but above all to provide suppliers, distributors and users with fresh inspiration that goes beyond what is already known”, said PSI Director Petra Lassahn at the start of the trade show. There is already great interest in the new awards. <





# PSI Night Partyfeeling at its best 2025



Stepping into PSI Night.



The buffet stations positioned at various stops held a variety of delicacies at the ready.



Impressive every time: The ambience at the Event-Residenz in Düsseldorf.



PSI director Petra Lassahn and RX Deutschland General Manager Michael Köhler greeted the guests and summoned them to dinner.

If it's tried and trusted, it can comfortably become a tradition: PSI Night, which "reloaded" at last year's PSI trade show and was acclaimed as a resounding success, experienced its next festive edition at the same location. Again on the evening of the first trade show day and in the same place, trade show participants gathered for a relaxed get-together in order to bring a lively trade show appearance to a chilled close. Once again, the impressive premises of the Event-Residenz, the former Residenz-Theater dating from 1910 with its elegant Art Deco interior, served as the ideal backdrop for an exuberant party. The kick-off was at 7 p.m. on the dot with prosecco and small snacks, before PSI Director Petra Lassahn and RX Deutschland General Manager Michael Köhler greeted the guests and summoned them to dinner. The buffet stations positioned at various stops held a variety of delicacies at the ready, taking the diners on a culinary trip around the world. For those just wanting to celebrate and dance, "party time" started at 10 p.m. The suitable live beats for the occasion were supplied by the PSI Night band by the name of "Saxvibes" and a "DJane" with jazzy and danceable performances. The Event-Residenz was packed and it was positively tangible how passionately the industry – which diligently pursues its profession over the trade-show day – throws itself into partying when evening comes. One more time, it was clear that events like these, with all their face-to-face encounters, conversations and experiences, strengthen community feeling. At the end of the long evening, all of the party guests were in agreement: PSI Night is quite simply a part of the PSI trade show!



The "Saxvibes" sounded a warm welcome.



The PSI is launching a multifaceted industry platform that makes companies fit for business and competition, the PSI Academy. Training, awards and networking are the main pillars of this new PSI format, which aims to link the industry throughout Europe. Its highlight is the newly introduced PSI Academy Award.

## The PSI Academy is launched

# A new and versatile PSI meeting platform



The PSI Academy was already launched at the PSI 2025 with a top-class programme. Training events and webinars will also offer tangible added value as part of the new PSI format. However, the concept of the industry gathering goes far beyond this and is positioning itself as a Europe-wide platform that integrates several components.

al products associations, the industry will continue to grow together internationally. The PSI Academy views itself as a platform that not only provides a stage for suppliers and distributors, but also involves associations, industrial and

**T**he PSI Academy is a new, independent meeting platform for the industry under the umbrella of the PSI Institute, which will bring the promotional products industry together a second time each year to complement the PSI trade show. The annual event is an exciting combination of a training and networking event to go along with the industry highlight, the PSI Academy Awards, which will take place annually at different locations in Europe. By integrating the European promotion-

commercial clients and policy-makers. This way, it addresses all groups that are active in the promotional products business or are relevant to the industry. The new format can serve to broaden horizons, clarify positions and promote cooperation. The PSI Academy supports the promotional products industry with a unique, cutting-edge and focussed transfer of knowledge and, together with partners, creates transparent and communicable competitive advantages on the topic of ecological sustainability. The kick-off event is planned for June 2025.



Caroline Zöller, who designed the supporting programme, in a conversation with speaker Astrid Schulte, CEO of Berendsohn AG.



### Here is a detailed description of the components of the new PSI format:

#### **PSI Academy Conference:**

Highly topical presentations, discussions and workshops on the theme of ecological sustainability and issues affecting the industry. Online webinars pick up on and explore relevant topics throughout the year.

#### **PSI Academy Certification:**

The industry certificate for sustainable promotional products.

#### **PSI Academy Awards:**

The new industry award will recognise particularly sustainable products, companies and newcomers in the promotional products industry. The PSI Academy Awards will go beyond the previous PSI Sustainability Awards in terms of content and standards, for example by documenting and honouring developments and progress. In this respect, the new format is designed as an incentive and inspiration for the entire promotional products industry.

#### **PSI Academy Expo:**

The exhibition of the winners as well as nominated products and campaigns highlights the creativity and innovative skills of the companies. It presents practice cases for insiders and enables the promotional products industry to introduce itself to politicians, associations and sponsors. The exhibition will also be showcased at the following PSI trade show.

#### **PSI Academy Night:**

The PSI Academy's gala evening, which rounds off the event in festive style and brings award winners and nominees on stage.



Petra Lassahn announced a new, independent industry meeting platform under the umbrella of the PSI Institute.



PSI is traditionally more than just a trade show – it is also an international industry networking platform. The planned second industry get-together in addition to PSI is intended to stimulate Europe-wide networking. PSI Academy will take place annually at different locations in Europe. The kick-off event is planned for June 2025.

## What exhibitors say about PSI 2025

### “The start to a year could not have been more successful”

#### Lorne Spranz, Spranz GmbH

The PSI 2025 was an all-round successful event for Spranz and the ideal start to its anniversary year. Sixty years of innovation, quality, attractive prices and long-term distributor orientation were overwhelmingly honoured. The start to a year of looking back at decades-long business relationships could not have been more successful.

The organisation as well as the frequency and especially the quality of the visitors were great – even on the third day with the often controversially discussed industrial clients, who were excellently integrated into the event by the supporting distributors. Compliments!

Overall, Spranz continues to trend towards innovations and away from the ordinary. The ThermoCeramic line, now in its second year, and the microwave-suitable stainless steel lunch boxes were met with great interest. High-quality lighting technology and chargers/power banks with quick-charging functions from the Metmaxx family of brands also drew a positive response. Our renovated Automotive & Mobility range with elegant key rings and accessories from the Creativ Design Blackmaxx brand series, which even has its own catalogue this year, also had its premiere and received plenty of positive feedback.

Despite the good start, we are only cautiously optimistic, as both the global economy and the geopolitical situation raise question marks. With regard to Europe and Germany in particular, we only can believe in a positive development if serious changes are made quickly and consistently in all areas relevant to the economy and education – in particular the reduction of overregulation, excessive costs and excessive bureaucratisation. This is the only way to ensure that Germany remains or becomes an attractive location for companies. And ultimately, they are our target group, which must be optimally supported with innovative haptic advertising media in the marketing mix.



### “A great trade show with an excellent vibe”

#### Tina Mahler, Orcas Customized Products

For us, the trade show was a great event with many conversations with distributors on the first two days. It was fantastic to be discussing new projects with our distributors with excellent vibes “like in the old days”. The Industry Day was also a successful day, since all end customers gathered at the stand with our distributors. So the entire trade show presence came together to make a harmonious whole. Our novelties, including paper carrier bags and folders, which can be personalised with individual customer names from just 100 pieces, were extremely well received. Which isn't surprising, because that's as personal as it gets! On request, only a selection of the pieces can be personalised and the rest stays without a name. These customisable carrier bags and folders are available in many models, for instance made out of flexible material (softcover) or with reversed text; they are decorative promotional message-bearers for trade shows and events. We also have many new sticky notes on the theme of office happiness waiting to be discovered.



## “The PSI trade show is the ideal platform for presenting our strategy.”

### Jörg Herzog, Zogi

The PSI trade show works outstandingly for us! It is the ideal platform for presenting our new strategy, which is discernible right from our three-part stand concept. The Zogi world is based on three pillars, each represents its own, fully fledged business area: Zogi.biz distributes a comprehensive range of products for electronics, lifestyle and design, which are available at short notice ex-warehouse. According to the principle, “Ecological. Social. Local”, with Zogi Nature we offer environment-friendly promotional products, campaigns and sponsorships, created and realised in the sustainability manufactory. Zogi Sourcing (Hong Kong) presents a broad spectrum of products as well as special productions for our international customers. It was an excellent decision to return to the PSI trade show – here, we are not only able to advise our existing customers, but also introduce ourselves as a supplier to international distributors.



## “PSI puts a spring in our step.”

### Peter Backes, Mister Bags

PSI was a complete success. Top visitors with great interest – also internationally. Customers were particularly impressed by our new products, for example our zipper bags in sophisticated cotton-canvas quality, which are suitable as bag-in-the-bag, cosmetics case or as a travel companion for all kinds of utensils. They can be customised by means of screen printing, transfer or embroidery. The stylish Fairtrade cotton rucksack Toni also offers a durable and environment-friendly alternative to conventional bags. It comes in a fresh look with colourful cords and front pocket. Our products unite functionality and sustainability – all products have the Fairtrade seal. Our cotton bags in many colours and with individual embossing are still the runaway hits. That is why, in Essen, we have procured two own machines so that we can offer small order quantities too and even shorter supply times.

You can read more voices on PSI 2025 in the March issue of the PSI Journal.



## “We had a really spectacular innovation“

### Tobias Köckert, Mahlwerck Porzellan

Altogether, we can draw a positive conclusion. All of our key customers were there as well as some new contacts, many of them from abroad. However, compared to last year, customer frequency declined somewhat in the second half of the day. We had a really spectacular innovation, which was also accordingly well received by our customers – digital relief printing on cups and mugs, including gold and silver. This makes it possible to achieve unprecedented visual and haptic effects that take the product of coffee cups and promotional porcelain to a completely new level. Yet we are all concerned about the tense general economic situation, especially in the German market. Budgets have become smaller. Nevertheless, we are optimistic about the prospects for the new year, because with our new digital printing project in particular, we have exactly the right answer to these challenges: more favourable prices with faster availability and yet unimagined visual and haptic variety.





Customised items create an emotional bond, especially in the fitness sector. They promote commitment and can be used as **targeted motivation** for fitness events or health campaigns.



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### The exclusive long-term classic

Promotional calendars are absolute classics among haptic advertising media and enjoy great popularity year after year. With a high-quality brand calendar from Athesia, you are sure to remain in your target group's field of vision 365 days a year. The exclusive 2026 calendar for the successful NDR TV programme, Die Ernährungs-Docs – Gesund durch das Jahr (The Nutrition Docs – Healthy Through the Year), is a useful daily tear-off calendar. It shows how you can prevent, alleviate or even cure illnesses with the right diet. Day after day, the nutrition docs reveal helpful tips and special recipes with the aim of healthy eating. The advertising logos and messages can be applied in quantities of 50 and more. Individual packaging and customised worldwide shipping are also available as an option.

### No sweat without hard work

Many people have a New Year's resolution to exercise more in 2025. This will certainly be even easier with the microfibre sports towel from elxact. The advantages are obvious: thanks to the microfibre, it dries quickly and can be stowed away in any sports bag to save space. This very effective promotional product is also an indispensable companion for outdoor activities such as hiking, mountaineering or cycling. The elxact microfibre sports towels are available in all desired sizes.

PSI 44457  
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 www.e-xact.de



PSI 45753 • Anda Present Ltd.  
Tel +36 1 210 0758  
export@andapresent.com  
www.andapresent.com



## For your work-life balance

CreaFelt Slip from the Anda Present is the perfect choice to make yourself comfortable after a long day at work. After all, promotional gifts for relaxation and serenity are the key to a corporate image that promotes a healthy work-life balance. Anda Present's ecologically sustainable slippers are made from RPET material, because comfort should never come at the expense of the planet. This product is fully customisable and offers endless possibilities to create your own design. With the CreaFelt Slip, the advertised brand stands for comfort and balance.

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



## How sugar-free should taste

The recipes in this book, which range from hearty breakfast cake to gnocchi with broccoli-cheese sauce to semolina, show that a sugar-free diet does not necessarily mean that you must feel like you are giving up something in your life. The family cookbook also highlights the most common sugar traps and suggests natural alternatives that make changing your diet really easy. The EMF (Edition Michael Fischer) team can place a desired logo on the cover and/or inside of the desired products. The client can choose the features, design and content; numerous feature options are also possible, ranging from giveaways to a high-quality hardcover.

## Ecologically balanced

Gabriele Bühring and her team are introducing the Balance Board Surfer, a great combination of ecological design and health promotion for standing workstations. This innovative balance board is an effective training device and a valuable addition for offices, fitness studios and health centres that value environmental awareness. The balance board is made from high-quality, ecologically sustainably sourced birch wood and is completely free of odour-emitting coatings. The use of natural cork from environmentally friendly cultivation in Portugal for the roller and the cork pad in the wood enhances the ecological properties of the product. This commitment to ecological sustainability makes the product a first-class choice for environmentally conscious companies. With a load capacity of up to 120 kilograms and a handy weight of less than three kilograms, the board is both robust and easy to transport. It is available in quantities of 10 or more with laser engraving and customised finishing. 100 per cent handmade in the EU.



PSI 40807 • Bühring GmbH  
Tel +49 4154 795400  
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www.buehring-shop.com



PSI 45720 • Dreampen  
 Tel +48 68 4772232  
 sales@dreampen.com  
 www.dreampen.com • www.clip4you.com



## Fit clips

Dreampen, the Polish specialist for promotional writing instruments, uses customised clips on the pens to create special effects, for example as a reminder to take dietary supplements or for an upcoming workout. The functional Dreampens with the unique Clip4you are the first choice for anyone who wants to showcase their brand with an everyday product. A large selection of shapes and colours with photo-quality printing is available to meet customers' individual requirements. The clips are available in many varieties, for example flat, but also in the three-dimensional shape of a relief. They also come in a shape with a rich texture or even as a sculpture. Flat clips can be finished with attractive polymer stickers, for example. The manufacturer from Poland promises quality and solid workmanship in accordance with ethical standards and ecological awareness.



## Energy on demand

Power meets flavour with the Snack Balls from Der Zuckerbäcker. The delicious nut and dried fruit balls are the perfect natural snack for a small appetite. Whether you're doing sports, are in the office or travelling, the Energy Balls with no added sugar or artificial flavourings are simply always a treat and naturally vegan. There is a choice of four delicious flavours: cinnamon almond, exotic fruits, superfood with chia seeds and acai and cherry banana. The individually printed cardboard header starting at a low minimum quantity of 500 ensures that the advertising message is remembered positively and for a long time.



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 werbeartikel@der-zuckerbaecker.de  
 www.suesses-schenken.de





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



## An iconic anti-stress product

Herr Bert® and his charming friend Berta are the ideal companions for every occasion. With over 80 models, they offer an unrivalled variety. The well-known designs include Busy Bert®, Super Bert® and Dr Bert®. These crumpleable figures made of elastic polyurethane foam can be squeezed as often and as hard as you like and always return to their original shape. They are a perfect way to relax even in stressful situations. They spread an infectious good mood and are therefore ideal advertising media. Logos or slogans can be prominently displayed on the belly or back to win people's hearts and, of course, to embed brands in customers' memories.



## Radiant experiences

The Mini Micro Deluxe Glow LED Plus from Micro Mobility Systems is the ultimate scooter for little adventurers: with its impressive lighting elements and innovative features, every ride is an exciting experience for youngsters. The Mini Micro Deluxe Glow LED Plus impresses with glowing LED wheels, a shining footboard, bright handles, a glowing brake and a shiny handlebar. This ensures a spectacular riding experience as well as increased visibility and safety in the dark while the little helmsman or helmswoman is out and about with friends or family.



PSI 60521 • Micro Mobility Systems D GmbH  
Tel +49 7428 9418360  
ecom@micro-mobility.de  
www.micro-mobility.de



PSI 43439  
 Miiego A/S – Active Lifestyle Audio  
 Tel + 45 70 277887 • be@miiego.com  
<https://miiego.com>



## Ultimativer Trainingspartner

Die flexiblen und sanften Miiego®-Sicherheitsbügel sorgen für festen und sicheren Halt während des gesamten Workouts mit diesem neuen ultimativen Trainingspartner. Die Bügel gehen über und hinter die Ohren, wodurch die MiiBUDS Active Go mit exzellenter Soundqualität für alle physischen Aktivitäten wie Joggen, Training und generelle Bewegungen geeignet sind und für beste Unterhaltung sorgen. Das Gewicht eines einzelnen MiiBUDs beträgt gerade einmal zehn Gramm, wodurch die Gute-Laune-Macher sehr leicht und angenehm zu tragen sind. Die MiiBUDS Active Go sind komplett kabellose True Wireless Stereo Earbuds (TWS) mit einem speziell entwickelten Sicherheitsbügel, IPX7 Zertifizierung und Premium-Ohrstöpseln sowie einer extrem langen Akkulaufzeit von 100 Stunden.

## Smart und wandelfähig

Sphere Time aus Luxemburg vertreibt eine Reihe von neuen hochwertigen Smart-Armbändern und Smartwatches, bei denen die Software so angepasst wird, dass der Kunde ein personalisiertes Startbild und bis zu sieben vollständig maßgeschneiderte Zifferblätter sieht, die er selbst nach Belieben wechseln kann. Mit regelmäßigen Updates für iOS und Android bleiben die Uhren auf dem neuesten Stand. Die Mindestmenge beträgt 300 Stück. Sphere Time ist spezialisiert auf das Design und die Produktion von maßgefertigten Uhren, die für Marketing-, Merchandising- und Werbezwecke im B2B-Bereich einsetzbar sind. Zur Auswahl stehen etliche verschiedene Uhrenmodellen in den verschiedensten Varianten für unterschiedliche Zielgruppen. Für eine Individualisierung kann das Logo der Marke aufgebracht und das gewünschte Produkt in Bezug auf das Design, das Budget und das Image des Unternehmens angepasst werden.

PSI 60855 • Sphere Time  
 Tel +35 22 6305708 • info@spheretime.com  
[www.spheretime.com](http://www.spheretime.com)



# LÄSSIGER BEGLEITER

PURE Sport-/  
Reisetasche



  
**HALFAR**  
 Starke Taschen.

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www.micro-mobility.de



## Your personal balance board

A balance board is a type of sporting and fitness equipment that can be used for various purposes. The classic balance board offered by Micro Mobility Systems in the product segment consists of a board that balances on a roller. This allows users to boost their surfing or stand-up paddle skills, even in winter. Each Indiana® Balance Board is unique, as it is made from wood-veneered beech and a fine veneer such as beech, ash, oak or walnut. The sporting equipment is also produced in Europe and made from FSC-certified wood. The Indiana® Balance Board is supplied with a premium cork roller, which can be used both indoors and outdoors. The balance board can also be individually engraved.

## Feel-good set

Consisting of three fascia balls in different sizes, this set from Römer Wellness is perfect for helping muscles and fascia relax with a soothing massage. The balls can be used for massages or to relieve pain caused by muscle tension. The three different sizes offer the right solution for every part of the body, such as the back, neck and thighs. The balls are made from 100 per cent environmentally friendly, anti-bacterial cork. They are robust, durable and come packed in a practical transport bag with a cord. The large ball can be personalised with an engraving on request. Other relaxing products such as a Gua-Sha massage stone or a scalp brush can also be found in the new Römer Wellness catalogue.



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PSI 46311 • Troika Germany GmbH  
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## Daily Challenge

The decorative and practical promotional ambassador from Troika is designed for all those who never give up. The message 'Never give up' on a plaque on the key ring, along with the dumbbell pendant, remind us every day of our opportunities to achieve the goals we set, whether in terms of fitness, health or other areas of life. Made from a zinc alloy, the beautiful dumbbell pendant with patina and the badge are attached to decorative climbing ropes on a practical snap hook. The product is perfect for fitness fans and anyone who values a positive attitude. Thanks to the strong snap hook, the promotional item can also be easily attached to rucksacks or bags.





## Sportlicher Umweltfreund

Umweltfreundlich und praktisch ist die camarc® ECOsport, eine bei Kaldenbach erhältliche, aus recycelten PET Flaschen gefertigte Sporttasche. Wie der Name schon vermuten lässt, besteht die Sporttasche aus RPET Filz. Die flexible Tasche verfügt über einen abnehmbaren Schultergurt, zwei Tragegriffe aus Canvas und eine praktische Fronttasche mit Reisverschluss. Die geräumige ECOsport kann mit einer Werbeanbringung per Siebdruck individualisiert werden.



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

## Ideal für Aktive

Das ActiveTowel® Sports von Polyclean kommt in attraktiver Faltschachtel beim Kunden an und ist bereit für jede Aktivität: Gefertigt aus hochwertiger P-9000® Micorfaser, ist es mehr als nur ein einfaches Sporthandtuch. Es ist ein praktisches Must-Have für alle Fitness-Enthusiasten, Outdoor-Abenteurer und alle, die den Sport lieben. Dank des vollflächigen Drucks in Fotoqualität bietet das Handtuch eine aufmerksamkeitsstarke Möglichkeit, es ganz nach eigenen Wünschen individuell zu gestalten. Das beliebte Accessoire wird ab sofort in einer umweltfreundlichen Faltschachtel mit individuell gestaltbarem Schubler geliefert. Ab einer Bestellmenge von 75 Stück lässt sich die Verpackung ganz nach den Vorstellungen des Kunden gestalten. Damit entsteht eine perfekte Kombination aus praktischem Sporthandtuch und einer zusätzlichen Werbefläche auf der Umverpackung, welche sich auch ideal als Geschenkverpackung eignet.



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

## Great leaps

This skipping rope from Brand New Lab is the perfect way to make fitness fun, accessible and personal. The product for active people can be customised with your favourite colours, patterns or logos to add a personal touch to your workout. Designed for durability and performance, the rope is easy to transport and simple to use for all levels. Whether at home, in the gym or outdoors, a skipping rope helps you stay active and achieve your fitness goals. It is also an effective merchandising product.



PSI 60685  
 Brand New Lab – Peppery Sound, Lda  
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 www.brandnewlab.com

## A fresh citrus boost

The ISO Sport Drink from Römer Drinks is mineral, fruity and delicious. It refreshes and invigorates your body and mind with the typical flavour of grapefruit and lemon. This isotonic and sugar-reduced drink replenishes your vitamin and mineral levels before, during or after sporting activity. The isotonic drink contains the important vitamins C and E, among others, and is also enriched with magnesium and calcium. An advertisement on the can label is therefore literally on everyone's lips. The attractively shaped 250-millilitre slimline can offers a large advertising space at a low price. The sports drink cans can be customised with a company logo or a special slogan starting in quantities of 264.



PSI 50967 • Römer Drinks by  
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 www.roemer-drinks.de



PSI 46897 • Dosenspezialist GmbH  
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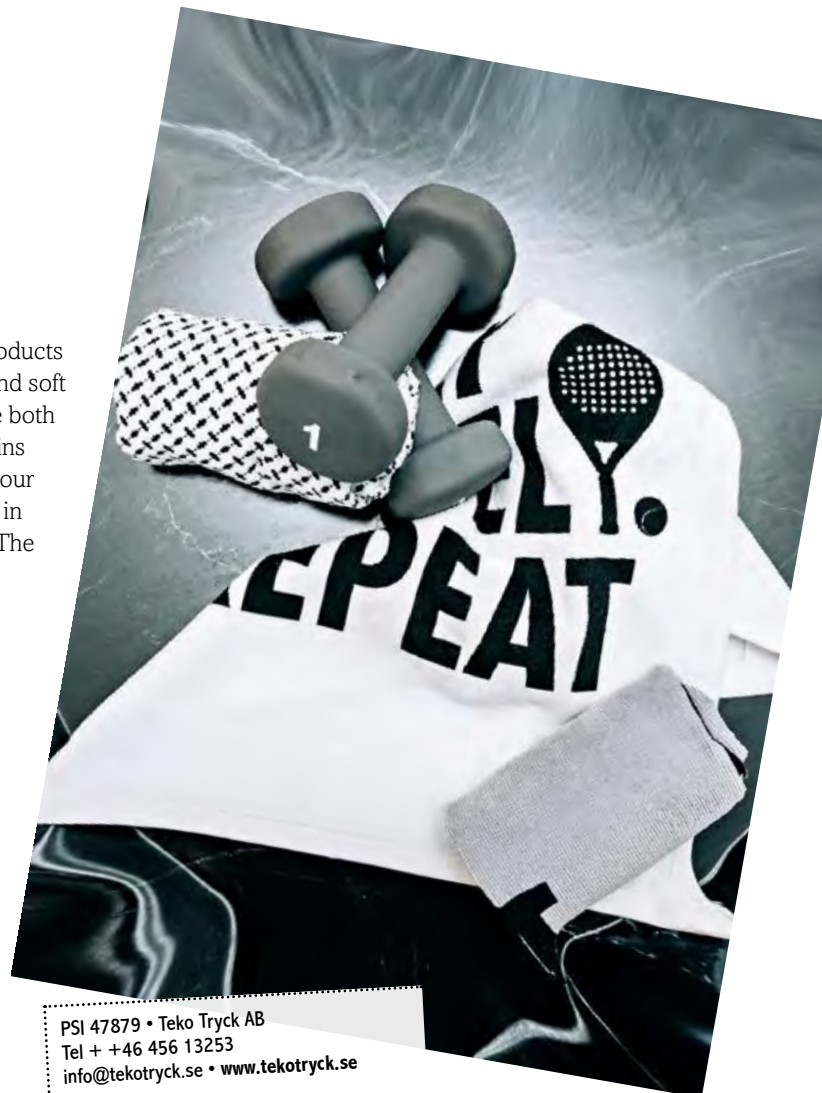


## Refresh in style

The high-quality stainless steel drinking bottle with a capacity of 600 millilitres goes hand in hand with active everyday life. The daily companion available from Dosenspezialist impresses with its durable, white finish and the practical pop-up drinking straw cap, which makes drinking even easier. This makes the stainless steel product ideal for travelling or sports. The robust, ecologically sustainable and environmentally friendly stainless steel ensures that the drink always stays fresh. Thanks to the option of engraving a personalised customer logo, the drinking vessel can be used perfectly as a promotional gift or as a customised accessory for gyms, sports brands or health initiatives.

## Velvety soft comfort

The luxurious velour towels from the Swedish promotional products specialist Tekotryck impress with their high level of comfort and soft and durable quality. The towels made of soft cotton velour are both practical and stylish, ensuring that the advertising brand remains permanently present through frequent use. This makes the velour towels, which are made from 100% Oeko-Tex certified cotton in Europe, perfect for use at home and as part of a training bag. The products are printed in Sweden with water-based inks and available in three sizes and two colours. The basic colours are white and grey and the size of the surface for an advertising print is between 20 × 20 and a format of 40 × 60 centimetres.



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

## Fascinating colour-in pictures

In this colouring book from the range by Wilken, the publisher for prevention, lorries, tractors, construction machinery and many more great designs wait to be coloured in. With it, the customer receives a promotionally impactful product which, on its twenty pages, draws young artists' full attention and thus lingers as a happy memory for a long time. The little book comes in 210 × 210 millimetre format and bears the title "The Colourful World of Utility Vehicles". Further information on promotional customisation from the manufacturer.



## Spot on

Even with dirty, wet and clammy hands or gloves on your hands, this headlamp from team-d can be activated with a hand movement at the height of the sensor next to your head. The headlamp made of ABS and silicone is rechargeable with a USB-C cable, which is included in the scope of delivery. Bright COB LEDs illuminate the path optimally, even next to the route thanks to the Plus Spot Light XPE LED on the side. Both light objects can be switched on and off with a hand movement using a motion sensor. The product also offers IPX4 protection against splashing water from all directions. The headband is size-adjustable and elastic. Weighing only around 46 grams, the lamp is easy to carry and comes in a gift box.



PSI 44186  
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www.team-d.de

## An alert lifesaver

The CO50 carbon monoxide detector from Indexa's range of promotional products warns of an increased CO concentration in the room air with a loud alarm and an LED. Carbon monoxide can be harmful to health and even life threatening. The invisible, poisonous gas is produced when gas, oil, wood or coal is burnt, for example in a wood-burning stove. Thanks to its compact dimensions, the CO50 is ideal for taking with you when travelling. The high-quality sensor and the supplied replaceable lithium battery have an impressive service life of up to ten years. The case can be customised with an individual imprint. Smoke, gas and water detectors are also available as alternatives.



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www.indexa.de





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## Marc Mombauer takes up key position

The Cologne-based promotional products multispecialist Reflects GmbH is starting the year 2025 with a promising new appointment: Marc Mombauer, son of owner and Managing Director Meinhard Mombauer, will take up a key position in business development from January.

Marc Mombauer is no stranger to REFLECTS®. He was already part of the team for 1.5 years as an assistant to Marketing and Sales Manager Peter Leseberg between his Bachelor's and Master's degree, during which he also supported the brand restructuring. Now he returns with a broader background.

His academic background includes a Bachelor's degree in International Business Administration and a double Master's degree in Entrepreneurship and International Management. He subsequently gained valuable practical experience in management consulting and process management at a leading German promotional products distributor. He also deepened his knowledge of production processes during a stay in Hong Kong and China in order to optimally prepare himself for the challenges of the promotional products industry.

In the first few months, Marc Mombauer will intensively analyze the company and its internal processes in order to get to know the company in detail. Looking forward, REFLECTS® sees his expertise and passion as a valuable asset.

"I'm looking forward to joining the team in Cologne full-time and indefinitely and also getting to know the industry better," says Marc Mombauer about his return to REFLECTS®.

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



## Strengthens its full-service know-how

Since early November, Jennifer "Jen" E. Behrens is the new Key Account Manager at the Mainz-based full service agency Bartenbach Werbemittel. Behrens brings along about ten years' experience in the promotional products industry, and her professional career has already seen her living and working right across Germany. Behrens is a marketing expert with a passion: "You can persuade people of all educational backgrounds with words and pictures in marketing," she says. Following studies in International Management in Freiburg and Cambridge, she was process manager at Vector Versandhandels GmbH in Neu-Isenburg, working in DRTV marketing, and subsequently a freelancer in the e-commerce sector. As a sales and consulting specialist at Acar Europe and a key account manager at Braun & Company stationers, Behrens worked in marketing both in Germany and internationally. Most recently she was employed at cyber-Wear Heidelberg GmbH.

Reasons behind the switch to Bartenbach Werbemittel were, for one thing, proximity to her new elective home city of Wiesbaden; for another, it was the new challenges that appealed. "Behrens brings along comprehensive full-service know-how and will help to shape the growth strategy of Bartenbach Werbemittel in this area," states the company from Mainz.

"Bartenbach Werbemittel is now really launching into full service. I'm very excited to be a part of it," reports Jennifer Behrens. She is currently responsible for three Shop customers in the full service area of Bartenbach Werbemittel.

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



**Bartenbach Werbemittel**

Jennifer „Jen“ E. Behrens



Monika Stegmann and Christian Hauptfleisch

## Werbepräsenste Hauptfleisch continues its expansion

On 1 January 2025, Werbepräsenste Hauptfleisch GmbH, headquartered in Karlsruhe, will be taking over the promotional product business unit of xmedia Agentur für Markt-Kommunikation GmbH, which is located in Heilbronn, Germany. Werbepräsenste Hauptfleisch states that with this step, it is continuing to expand 'its position as a leading supplier of promotional products and innovative marketing solutions in the Heilbronn region'.

'The acquisition of xmedia's promotional product business unit based in Heilbronn is an important milestone for our growth and enables us to continue diversifying the personalised promotional product solutions we sell', explains Managing Director Christian Hauptfleisch. 'We look forward to merging the strengths of both companies so that we can offer our customers even greater added value'.

Monika Stegmann, Managing Director of xmedia, states, 'We could come up with an ideal solution for our customers through Werbepräsenste Hauptfleisch's acquisition. Due to our upcoming retirement, we wanted to hand over our promotional product unit to another company and ensure seamless customer service for our customers, which is our top priority. This is why we are delighted to have found such an excellent partner with Hauptfleisch'. As part of the integration process, Danilo Linoria, who was previously employed at Giving Europe Germany, will join the Heilbronn team on 1 January 2025 as Key Account Manager. 'We look forward to welcoming Danilo Linoria to our team. His expertise will help us work even closer together with our customers. [www.hauptfleisch.de](http://www.hauptfleisch.de) • [www.x-media.net](http://www.x-media.net)

### Werbepräsenste Hauptfleisch

## PSI joins the Global Executive Network

The Promotional Product Service Institute (PSI), Europa's leading network of the promotional products industry, is now a member of the renowned Global Executive Network (GXN), an international network for leaders in promotional products and related industries. With this strategic step, the PSI is emphasising its commitment to stronger global networking and the expansion of its market presence.

The Global Executive Network brings together decision-makers and executives from different countries to promote the exchange of trends, innovations and best practices. Membership enables the PSI to benefit from a global platform that facilitates the exchange of knowledge between industry experts worldwide.

"Our membership in the Global Executive Network is an important milestone for the PSI and its members", explains Michael Freter, managing director of the GXN. "In view of the ongoing internationalisation of the promotional products industry, it is essential to think outside the box and exchange ideas on a global level. The GXN offers the ideal platform for doing so, in order to strengthen the network and provide new impetuses."

PSI sees its membership in the GXN as a further step towards strengthening the innovative capacity and competitiveness of its members with a lasting effect. Topics such as ecological sustainability, digitalisation and future trends in the promotional products market will be increasingly addressed in joint projects in the future

[www.gxn-net.org](http://www.gxn-net.org)



Meeting of GXN representatives during the PSI Trade Show 2025.

## reisenthel: new Sales Director Promotional Gifts

Christian Lübbert is the new Sales Director for the Promotional Gifts Department at Reisenthel Accessoires GmbH & Co. KG. After working in the international hotel sector and as a project manager for classic promotional product agencies, the East Westphalian native most recently spent eleven years working for WMF/Groupe SEB. Here he was responsible for industrial customers as well as premium and promotional material customers in the B2B sector. 48-year-old Lübbert is driven by the motto: "I live and breathe service and am only satisfied when the customer is! With my many years of experience in premium brand distribution, I would like to contribute to reisenthel's successful rise to become one of Germany's top brands in the future."

Founded in 1971, the brand stands for innovative bags, accessories and lifestyle products that stand out for their design, high quality, functionality and sustainability. All products, from shopping and travel bags to business bags, can be customised with your logo or personalised individually for each customer. This makes them ideal employee or customer gifts and incentives that leave a lasting impression.

For trade shows and larger events, in addition to the general reisenthel portfolio for the promotional product sector, there is an exclusive collection of selected bags and accessories that are particularly suitable as giveaways.

Appointments take place in the 70 square metre showroom at the reisenthel headquarters in Gilching, where reisenthel's portfolio can be optimally presented and experienced by customers. In addition, customer appointments take place at trade shows in order to offer further brand touchpoints and to promote the range optimally in a live setting. reisenthel will also continue to be represented at the most important trade shows for the promotional product sector and will be available as a contact partner. Visitors to the nationwide Welcome Home Tour can look forward to meeting reisenthel as a new exhibitor from the 2025/26 season onwards.

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



## Two managers at the helm

GWW, the umbrella association of the German promotional products industry, recently notified its members that the management of the GWW will be performed jointly by Ralf Samuel and Ralf Uwe Schneider from 1 January 2025, "as part of a long-term succession plan".

Schneider already made the switch from the GWW board to the administrative office on 1 August of last year. "With this dual leadership, the association can rely on a combination of proven expertise and new perspectives, so that it can position itself even more effectively in the face

of the demands of a dynamic sector. The aim is to preserve continuity and simultaneously make room for innovative approaches that will continue to strengthen the association and its members in the long term," runs the association's announcement to its members.

It continues: "Bastian Hofsummer remains a crucial pillar in the administrative office. His role has been secured further by conferment of power of representation... He too will take on additional responsibility, in order to continue to drive forward the association's successful work, including at the operational level." Ira Kunert and Matthias Oehler continue to round off the team at the GWW office.

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



At the beginning of January 2025, Schneider Schreibgeräte GmbH is taking over the long-standing company Peter Bock AG in Heidelberg, known for its expertise in nibs and complete writing systems. Schneider Schreibgeräte announced that the acquisition was notarised on 5 November 2024 “after intensive negotiations.”

## Schneider Schreibgeräte takes over Peter Bock AG

# “Closing the gap through acquisition”

**W**ith this acquisition, Schneider is securing its independence in manufacturing a key product component for fountain pens. Just as the tip of a biro is the heart of the writing instrument, the nib or writing system is the heart of the fountain pen,” reads a company statement explaining how the takeover came about. “For many years, Schneider’s management has been discussing how the production of this essential component, similar to the tips, could be set up internally in order to be able to control both the required quantities and the quality itself. Now the opportunity presented itself to close this gap through an acquisition.”

### Heidelberg site to be retained

The owning family of Peter Bock AG has not been operationally active in the business for years, but wished to place the company in qualified hands in order to preserve the Heidelberg site and secure jobs for its employees. Peter Bock AG employs 30 to 40 people at the Heidelberg site. The production and administration areas cover around 3,000 square metres and the company has its own tool-making facility. The legal independence of Peter Bock AG will be maintained, but the company will be integrated into the Schneider corporate group.

### “Positive synergy expected”

Peter Bock is a specialised supplier of nibs and complete writing systems. The nibs are made from stainless steel, gold, platinum, palladium and titanium. They are available with different surface finishes and customised grips, all made in Germany using traditional manufacturing methods. Schneider and Peter Bock share similarities in terms

of philosophy and production standards. “Production is oriented towards high quality and precision, so there is a high level of agreement in fundamental questions of action and understanding. Schneider will therefore benefit from the extensive knowledge and experience that Peter Bock AG has accumulated over so many years. The existing customer relationships and supplier structures will be continued, and positive synergy can be expected for both sides,” the press release continues. <



Schneider and Bock have much in common in terms of philosophy and facts. Image: Schneider Schreibgeräte GmbH

## Creative products on the topic of ‘Play and Knowledge’

The Heri-Rigoni GmbH – emotion factory, known for its high-quality promotional products and creative product solutions, is taking over the product range of WK Verlag GmbH – Werbeartikel Kreativ (Creative Promotional Products). Under the new “Spielen & Wissen” (Play & Knowledge) category, the emotion factory is launching an expanded range of innovative promotional products that combine playful learning with creative ideas and ecologically sustainable values.

The new category “Spielen & Wissen” offers a diverse world of products, which combine education, entertainment and ecological sustainability. The range of products includes colouring books, craft kits, educational games and creative promotional items that appeal to children, families and adults alike. The products promote logical thinking, creativity and environmental awareness – and are ideal companions for schools, companies or leisure activities.

“Our promotional products on the theme of play and knowledge are versatile. They not only encourage playful learning, but also offer companies an effective advertising opportunity to communicate their messages creatively and sustainably,” says Adrian Rigoni, Head of Sales at the emotion factory. The special thing about the “Spielen & Wissen” products is their focus on ecological sustainability. Many items are made from recycled and upcycled materials and contribute to the responsible use of resources. They stand for a conscious lifestyle and support companies in communicating their values in a tangible and appealing way. By acquiring the portfolio of WK Verlag GmbH, the emotion factory is not only expanding its offer, but also strengthening its position as a provider of creative advertising solutions. [www.heri.de](http://www.heri.de) • [www.emotion-factory.com](http://www.emotion-factory.com)



Heri-Rigoni

## Stage for haptic communication

On 19 March 2025, the “HAPTICA® live ‘25 – The Experience of Haptic Advertising” will showcase the latest product trends for the 13th time at the World Conference Center Bonn (WCCB). The product show will be complemented by inspiration and infotainment from the fields of promotional products and merchandising.

Visitors from “marketing, communication, HR, events and purchasing, as well as creative professionals from promotional and design agencies, promotional product consultants and print specialists” are invited to the trade show organised by Cologne-based WA Media GmbH. Exhibitors from all of the sector’s product areas will be presenting their latest trends and customisable highlights. Young companies and start-ups will present their ideas in the “Newcomer Area”. A series of lectures will provide keynotes on the topic of haptic promotion and its use in practice. Another item on the programme is the “Best Practice Show”, which presents examples of a good dozen current international campaigns. The “FACThibition” is dedicated to the topic of “Slow Fashion” and shows ways in which textiles can be produced and marketed in a more sustainable way than the fast fashion giants. Entry is free of charge, registration via the website is sufficient. [www.haptica.live](http://www.haptica.live)

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HAPTICA® live '25



The company succession for the promotional product shop Georg Abdallah from Flintbek near Kiel has been secured. A long-established company, ZERNISCH Werbung from Freienwill near Flensburg, has taken over the competitor.

## ZERNISCH takes over Georg Abdallah

# Growth thanks to AI and tradition

**W**hile our core business is strongly characterised by personal advice, modern technologies such as artificial intelligence are creating more and more digital potential for the e-commerce sector. By taking over Georg Abdallah GmbH, we are combining tradition and digitalisation here in Schleswig-Holstein for the long term,” says Lasse Petersen, Managing Director of ZERNISCH Werbung GmbH.

### Hybrid model for success

The team of ten experts from the north continues to grow. Its customers include well-known companies from all over Germany. The topic of full service is particularly interesting for companies with many departments and several locations. AI-supported data bases ensure convenience, time and cost savings for customers. “We’ve been successful with this hybrid model of digitalisation and customer proximity for many years. ZERNISCH Werbung also traditionally supplies regional customers with outdoor promotion, illuminated signage and vehicle lettering,” explains Lasse Petersen.

### Intensive networking in the promotional sector

One of the ingredients in their recipe for success is the intensive networking the north-German company does within the promotional product sector. This is also the case with its partner company and digital agency DAUSKONZEPT at their shared location. The founder of both companies is Carsten Daus, who spun off ZERNISCH Werbung (then still “gifts-on-point”) from DAUSKONZEPT in 2014 and now acts as a shareholder and investor. Following the purchase of ZERNISCH Werbung, which has been in existence for around 40

years, the company on the outskirts of Flensburg has been trading under this name for a few years now.

### Setting the course for the future

“The shift in the market towards greater sustainability awareness among customers, more centralisation of services in the sector and the opportunities that digitalisation offers us are creating both challenges and options for scaling. The course has been set for the future and we are looking forward to everything that lies ahead,” says Lasse Petersen. <



Company succession secured: Georg Abdallah (right) with Lasse Petersen.

The team of consultants at ZERNISCH Werbung (from left): Gabriel Schlegelberger, Marion Leese, Oliver Zernisch, Lasse Petersen and Wiebke Wannow.



On 12 December, this year's Welcome Home Tour came to an end at uma Schreibgeräte Ullmann GmbH's homebase in Fischerbach. The successful mix of new product presentations, a look behind the scenes and a relaxed atmosphere again contributed to the format's success.

## Welcome Home Tour 2024

# New Products in a Familiar Atmosphere



The aesthetic performances of the young elite air show were fascinating.

This year, the partner companies participating in the event were delighted by the many compliments their guests from the promotional product distributor sector gave them regarding their bestsellers, trends and new products. The participating companies included Daiber, FARE, Geiger-Notes, Halfar, JUNG, Koziol, mbw, reflects, SND and uma. The suppliers and manufacturers who hosted the event may have limited themselves to three dates this year, but it did not hurt the intensity of the events. At the three tour locations, there was a real 'big-family' vibe where visitors had enough time to escape the usual end-of-year hustle and bustle to be inspired by the promotionally effective products for 2025. This was reflected by a





There was plenty of room for in-depth discussions in the spacious event area at the Jochen-Schweizer-Arena.



This time, all exhibitors were focusing on sustainability for products and production.

visitor's statement: 'The Welcome Home Tour is a positive surprise year after year. The personal, family-like environment has added value for us distributors because we get an edge in terms of information and gain practical know-how for the production runs', says Boris Schwerdt, Managing Director Global Brand Concepts GmbH.

**Two 'home matches' – one spectacular 'away match'**

The tour started and ended with 'home matches' in Bielefeld at the promotional bag specialist Halfar System and in Fischerbach at the writing instrument manufacturer uma, where visitors also had the opportunity to gain exciting and enlightening insights into the production and finishing operations at the company in addition to viewing its new product show. The host in Taufkirchen, located south of Munich, was SND PorzellanManufaktur. For this event, visitors were welcome to an external location: the Jochen Schweizer Arena, an entertainment and culinary hotspot with highlight attractions, including 'bodyflying'. Visitors to the Welcome Home Tour could enjoy this indoor sky-



diving show twice: Young champions from the skydiving scene gave two fascinating, seemingly weightless performances during an air show in the air duct. Moreover, visitors also had the opportunity to win three body-flying vouchers. The exhibitor stands were placed in a large circle in the event area of the arena, where there was enough room for in-depth discussions. In the gastronomy area, guests were provided with delicious culinary cre- >>



In the festively decorated uma warehouse, numerous promotional product distributors could visit suppliers' exhibition stands and directly receive the first new, uniformly branded products of 2025.

»» ations. The day turned out to be a well-rounded, successful event – also thanks to the enthusiasm of the promotional product companies, some of whom were present with their entire team.

### 'Cordial get-together'

This year, there was every reason for the event organiser to come to the following gratifying conclusion: 'Welcome Home 2024 was a complete success: It was well attended, numerous inspiring discussions were held, it had a cordial get-together feeling, and there was fantastic feedback on the latest products for 2025. Every location won people over by the wonderful organisation, and the events went without a hitch, offering both suppliers and visitors a positive and inviting atmosphere. Particularly pleasing was the spontaneous attendance of drop-in visitors, which underscores the appealing nature of the event', stated the partner companies. Uma Managing Director Alexander Ullmann adds: 'The added value of Welcome Home is that it provides an opportunity to share experiences and information and facilitates communication between employees who are active in daily operations. For this reason, we also appreciate the enthusiasm of our distribution partners, who attended the events with their entire sales team.'

### Welcome Home in Transition: New Concept

Starting next year, the Welcome Tour will be undergoing a transition. The companies in the Group have revamped their event concept and promise that the new structure will facilitate 'twice as much inspiration but with the same quality and personal exchange'. One of the changes is the Welcome Home Tour will be held for the first time twice a year starting in 2025: At first, there will be several dates towards the end of the year and then several others in spring. To continue to boost the attractiveness of Welcome Home, the Group has also brought on board five new partners at the same time. The new members include the following renowned and important companies for the promotional product industry: Schwan-STABILO Promotion Products GmbH & Co. KG from Heroldsberg, Reisenhelfer Accessoires GmbH & Co. KG from Gilching, Kalfany Süße Werbung GmbH & Co. KG from Herbolzheim, POLYCLEAN International GmbH from Ahaus and Trendfactory Deutschland GmbH (B2B PARTNER RITUALS) from Berlin. The Group indicates that the goal of the new approach is 'to help the Welcome Home Tour grow as well as continue to expand its position as an innovative industry highlight. The focus is on offering new, attractive locations, providing more flexibility and attaining stronger customer loyalty'.



Some promotional product agencies came to the event with their full team: Here, the werbemax crew from Amerang with Managing Director Christian Höfling (left).



Uma Managing Director Alexander Ullmann gave insights into the latest finishing methods.



**For this, and any other questions...  
There is only one correct answer:**



**FYVAR**

***The only right way  
for the Iberian market***

info@fyvar.es - www.fyvar.com - fyvar@fyvar.es



As spring approaches, the perspective of the outdoors gradually opens up again. Here, Easter, gardening and craft activities offer great scope for products that are **useful, appealing** and have a strong advertising impact.



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

## Two compact ranges

Sweet promotional ideas for customers and employees always hit the spot everywhere they are used, as they are understated, likeable and available for every budget. Expressing your gratitude towards customers, employees and suppliers is important, especially this special year. CD-LUX, the advent calendar expert and specialist for sweet promotional products, is currently presenting the new full-year catalogue, which is full of exclusive new products, innovative product ideas and the right tasty products for any target group. Customised premium chocolate, promotional fruit gummies, promotional drinks, new sweet Easter products, new products related to promotional beverages, peppermint, many sustainable and vegan promotional ideas, and fresh summer products are waiting to be discovered. Up until now, there has been a separate catalogue for the two product lines 'Werbung mit Genuss' (advertising with pleasure) and 'Frühling & Ostern' (spring and Easter). To make things easier for CD-LUX distribution partners, all products can now be found in the complete catalogue 'Süße Werbemittel mit Augenleuchten-Garantie' (sweet promotional products with glow in the eye guarantee). This catalogue will also simplify data management for distributors. The company states, 'now, there is nothing standing in the way of numerous successful advertising campaigns'. Samples, a free layout suggestion and quotes can be requested from your personal CD-LUX account manager.

## Seed balls now peat-free

From today, the entire seed ball product line from tobra – just like the herb hearts – is completely peat-free. The company is thereby rendering a major contribution to the conservation of moor landscapes and the promotion of biodiversity. Seed balls are available in various shapes and models, from practical box sets containing up to five pieces through the star-shaped Flowerstars to the heart-shaped FlowerHearts. The line is completed by herb hearts containing dill, chives, basil and parsley. All products are manufactured in Germany using green electricity and come in FSC-certified packaging.

MADE  
IN  
GERMANY

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





PSI 48449 • Der Zuckerbäcker GmbH  
Tel +49 7131 8996146  
werbartikel@der-zuckerbaecker.de  
[www.suesses-schenken.de](http://www.suesses-schenken.de)

## Hot chocolate dreams

With its Do It Yourself bottle, Der Zuckerbäcker makes sweet chocolate dreams come true. A delicious mixture of choc drops, mini marshmallows and a sweet sugar carrot contains everything this is needed for a tasty cup of cocoa. The custom-designed round label on the front lends the promotional message-bearer a very special brilliance with a dedicated customer design. The mixture can be quickly and easily prepared with the aid of the instructions on the hanging card.

PSI 2043  
FamousFood® c/o Kaldenbach GmbH  
Tel +49 9151 817850  
info@FamousFood.de  
[www.FamousFood.de](http://www.FamousFood.de)



## Sweet Easter greetings

The OsterSweetCard S from FamousFood® is an especially tasty Easter greeting in a handy format. With sophisticated offset printing and equipped with Fairtrade chocolate figures such as mini bunnies, choc chicks or little lambs, the card unites indulgence and sustainability. Practically presented on their matching trays, the cards can be simply taken away by customers, visitors or colleagues.





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

### Rural charm on a key chain

This key fob from Troika brings rural charm to city life: it contains almost everything one needs along the theme of urban gardening. It is adorned by wellington boots, a carrot, and even a mini spade. The motto here is Back to Nature for trendsetters and style gurus. The key fob consists of chrome cast metal with gleaming green/orange accessories.

### Valuables worn at the wrist

With Fibs, the mini handbag from FreeWings, the wearer has the most important valuables safely and stylishly close by. The watertight FingerBag is additionally suited, during exercise or other activities, as a container for small valuables. Fibs is simply attached to wrist or ankle and ensures that the logo of the promoting company remains in the field of vision. Naturally, small Easter surprises or snacks for travels can also be accommodated here.



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 Tel +43 6765 212866  
[free@freewings.net](mailto:free@freewings.net) • [free@fi-bs.com](mailto:free@fi-bs.com)  
[www.fi-bs.com](http://www.fi-bs.com)

### A shining egg greeting

The logo egg candle from my logo on food is now available in five, colourfully assorted, gleaming hues and is customised with monochrome printing. At six centimetres, the candle is exactly the same size as a hen's egg. It is "Made in Germany" and RAL certified. The RAL symbol guarantees high health and environment compatibility. Candles with a quality seal are eminently low on soot and smoke as well as free of toxins. What is more, they burn more evenly and do not drip. The logo egg candle comes supplied in crates of 30 and, from 200 pieces, can be ordered with a custom logo.



PSI 45384 • my logo on food GmbH  
 Tel +49 2861 9588888  
[f.fischer@mylogoonfood.de](mailto:f.fischer@mylogoonfood.de)  
[www.mylogoonfood.de](http://www.mylogoonfood.de)

PSI 46470 • B&B Promotions Sweets  
 Tel +48 22 7246165  
 office@promotionalsweets.pl  
 www.promotionalsweets.pl



## Home-made choc

The new DIY Chocolates Set from B&B Promotional Sweets offers a creative opportunity to make one's own chocolate bar. Each set contains: 140g milk chocolate with 33% cocoa, 5g freeze-dried strawberries, 5g freeze-dried apples, a chocolate mould (size 42×140 mm) and a wooden spoon. Other decorations are obtainable on request. The items in the set are presented on straw and packaged in kraft cardboard. A greeting card with one-sided colour promotional printing plus instructions are enclosed.

## Art Deco house for bluetits and friends

Under the name Titmice, ANDA Present offers its DIY birdhouse made out of wood. The promoting company thereby documents its active engagement in giving something back to Nature. The birdhouse is delivered with a watercolour kit, a brush, and six colours. Therefore, for every garden, the decoration offers a creative opportunity to show environmental consciousness and convey brand promotion in an intelligent and captivating way.



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



## A bunny to tackle everyday tasks

The ROMINOX® Key Tools from Römer Lifestyle are extremely practical multitools for the key bunch – especially on travels. The small and versatile mini tools, due to their size, weight and broad target group, are ideal mailing boosters and trade show scatter items. To match the upcoming Easter season, the manufacturer has taken up an Easter bunny comprising 16 functions into its portfolio. The tool consists of hardened tool steel. Due to the many functions such as a shopping cart release or a screwdriver, the all-rounder will frequently be in use.



PSI 43714  
Römer Lifestyle – ROMINOX GmbH  
Tel +49 654 181290  
info@roemer-lifestyle.de  
www.roemer-lifestyle.de



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

## Classic games for garden fans

Plants, garden inhabitants, weeds – the ultimate garden edition of the popular classic game is a must-have for everyone with a green thumb. Twenty-six exciting categories from the garden world ensure you will have lots of fun playing this game. The game includes easy questions and tricky categories, guaranteeing something for everyone! It comes with 50 pages and a practical rotating disc to prevent cheating. EMF-Verlag (Edition Michael Fischer) would be happy to place a logo on the cover and/or products or on the inside pages if desired. The number of pages, features and design can be individually adapted to a customer's wishes and the company promoting itself, which ensures the product is perfectly tailored to the target group.

## A habitat for wild bees

Natural habitats for wild bees are rapidly disappearing, emotion factory sends a signal in favour of species conversation in response to that. The new bee house offers wild bees a safe home and combines environmental consciousness with impactful promotional communication. The compact wooden module is provided with five differently sized drill holes, which offer various bee species an ideal nesting opportunity. Simply hang up on a screw or nail in a safe place out of doors – and the new habitat for important pollinators is ready for use. The circumferential paper banderol around the bee house can receive custom printing and turns each piece into a promotional message-bearer with added value.



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

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



## Healthy food for families

The Wilken publishing house for prevention brings together menu ideas and tasty treats for the whole family in this beautiful cookbook. Suggestions for tasty and inexpensive dishes for young and old answer the eternal question of “what are we going to cook tomorrow?” With recommendation pages, seasonal calendars and tips, the authors help to ensure a varied diet. The 40-page book is delivered to its recipient in a 125 × 200 millimetre format. Have fun cooking!

## Tea for tongue and eyes

The tea flowers from Henosa Plantanas are skilfully compounded out of green and white tea tips to make a ball. A marigold blossom can be found in their centre. This tea flower is placed in hot water and then unfolds into a splendid blossom. The tea's flavour is sweet and light and unmistakably fruity. The tea flowers are packaged in a transparent sachet with header card, in a 4c cardboard cube, or in a transparent cube with label. The items can be fully designed in 4c from 100 pieces.



PSI 47992 • Henosa-Plantanas Group GmbH  
 Tel +49 7306 926230 • coo@plantanas.com  
 www.werben-mit-tee.de





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



### Samples out of the box

The tailored “garden and manual labour” industry and theme box from mbw® offers promotional products distributors a carefully curated selection of promotional and gift items which are harmonised specifically with the needs of customers from the garden centre, flower shop, DIY stores and manual trades sectors. The items in the box have been selected in accordance with comprehensive research and industry findings, exactly to your customers’ taste. They can also be shipped directly to customers in neutral design and packaging.

### An end to broken-off tips

Broken-off tips and smudges are a thing of the past with special pens and carpenters’ pencils from Reidinger. The pens and pencils, produced under a financial climate contribution, are genuine all-rounders, able to write on wet wood, raw metal or even stone. The custom designed writing instruments are the perfect promotional gift for amateur gardeners and manual craftspeople. Shape, colour and refill can be mixed and matched. As a complement, dip-moulded caps and decorative rings can be added to the end of the pen or pencil. Logo and promotional message can be applied by means of embossing, screen or pad printing, or all-over digital printing.

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





## Always one bunny-hop ahead

Easter is the ideal opportunity to score points with creative promotional products. mbw® offers a diverse selection of simpatico ideas on this theme. Sustainable MiniFeet® cuddly animals with accessories that can receive printing, colourful Schnabels® rubber ducks, practical Schmoozies® display cleaners and many more items are in the repertoire. All products can receive custom printing with a logo or slogan. A perfect way to get brands seen and leave behind a lasting impression.



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



## Set up for gardening happiness

The ideal tool for amateur gardeners and plant fans, even without green fingers, is presented in time for the season by team-d Import-Export Warenvertriebs GmbH. The set contains a handy shovel and a small rake, both equipped with robust wooden handles, for happy digging and potting in the garden, on the balcony, or on the terrace at home. The set comes supplied in a practical cotton pouch.

PSI 60742  
team-d Import Export Warenvertriebs-GmbH  
Tel +49 7181 989600 • info@team-d.de  
www.team-d.de

## Individually reflective stickers

The Do it yourself (DIY) trend is also receiving support from reflAktive with its reflective or also luminous "glow in the dark" films in an array of formats. With these blank sticker sets, users – such as kindergarten or pre-school children – can use a pen and scissors to draw on their own designed shapes and subsequently cut them out. On request, it is possible to combine different-coloured films in one set. The material used is ORALITE® 5510 or 5930, reflection class RA2. Thus, car drivers are able to spot the reflecting object from a distance of 250 metres.

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



## A calorie-free treat

Those looking to give something special for Easter need look no further than the colourful flower meadow from Römer Präsente. Entirely without calories, the plain-coloured sachet comes to the recipient with an Easter hanger and three large colourful seed balls containing a mix of wildflower seeds. When the recipient tips out the clay-encased seed balls, the blossoms will unfold after some rain, sunshine and patience. The surroundings will then become a bit more vibrant and bee-friendly.

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



## A bunny for Easter mailing

The “Hang On” felt fobs from Gabriele Bühring and team offer a creative solution for Easter mailing campaigns. Obtainable in a wide array of felts and colours, the fobs can be designed perfectly in a bunny, spring flower, or an original egg shape. In addition to the existing ones, custom motifs and corporate logos can also be realised in special production. A further plus point is responsible production in Germany in a choice of wool felt (5 mm) according to Oeko-Tex® Standard 100 or PET felt made out of recycled PET bottles.

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

Goldstar has revealed a bold new brand identity, marking an exciting milestone in its evolution as a leader in the branded merchandise. More than just a visual refresh, the rebrand reflects Goldstar's renewed focus on simplicity, sustainability, and thoughtful design.

## Goldstar rebranding

# Exciting New Look for 2025



logomark represents continuous evolution and partnership. Taking inspiration from nature, the refreshed colour palette includes Slate Grey for strength, Soft Sage for warmth, Glacier Grey for modernity, and Crisp White for simplicity – capturing Goldstar's approachable yet sophisticated personality.

### Exciting transformation

RJ Hagel (Manager of Global Marketing), Luis Calado (Vice President of Sales), Heather Smartt (Global Head of Goldstar) und Kenny Ved (Director of Global Sales).

As part of this exciting transformation, Goldstar has also redesigned its website to deliver a sleek and user-friendly experience, making it easier than ever for customers to browse products and access creative marketing resources. The platform blends style and functionality, offering both efficiency and ease of use. And the excitement doesn't

The innovative Irish promotional products supplier Goldstar presented its new brand identity at this year's PSI. This transformation is a response to the growing demand for purpose-driven branding solutions. With vibrant new visuals, a modern logo, and the inspiring tagline – Simply Better – the new look reinforces Goldstar's promise to deliver great value products and exceptional service while helping brands make smarter choices.

### A striking new appearance

The updated identity combines minimalist Scandinavian design with modern elegance, embracing the belief that "Less is More". Its redesigned logo features a stylised "O" with a leaf motif – subtle symbol of growth, renewal, and environmental responsibility – while the standalone "G"

Luis Calado,  
Duncan Christie  
(Country Manager  
D-A-CH) und Anna  
Purtseladze (Global  
Field Marketing  
Manager)





stop there. This year, Goldstar will continue to expand its product range, introducing even more designs made with alternative materials – building a cohesive message around responsible design and lasting impact.

### Telling stories, creating connections

Federica Gentile, Senior Brand Manager, who led the rebrand concept and design execution, shared: “For us, branded merchandise has always been about more than just offering the right product; it’s about telling stories and creating connections. That’s what we’ve always believed at Goldstar®, and this rebranding felt like the perfect opportunity to take a step forward. It’s about becoming the best version of ourselves, refining how we reflect the values and vision that inspire us. It’s not just about who we are today but also about where we’re going. We’ve grown, we’ve learned, and now we’re setting the stage for an even brighter future – one rooted in simplicity, sustainability, and the meaningful partnerships we’ve built along the way.”

### More than a new look

Echoing this excitement, Heather Smartt, Goldstar’s Global Head, added: “This rebrand is so much more than a new look – it marks the beginning of an exciting new chapter for Goldstar. As we continue to evolve and adapt to the changing needs of our industry and partners, this rebrand reflects our dedication to delivering amazing products, exceptional service, and complete transparency. Now, we finally look like who we truly are.” The rebrand highlights Goldstar’s ongoing commitment to purposeful design and exceptional service, reaffirming its role as a trusted global partner for promotional gifting. Goldstar invites partners and clients to celebrate this transformation and experience a new era of Simplicity®, thoughtful design, and customer-focused innovations – reinforcing its mission to create products that align with today’s socially conscious values.

<

For more than 15 years, Brand.it has specialised in customised mobile phone, tablet and, more recently, MacBook® cases, which can be finished to a high standard with company logos or individual designs, even in small quantities. We would like to introduce the company's latest collection.

## Customised quality and style

# Protect your mobile phone, tablet and MacBook



**A**t Brand.it, 2025 will be characterised by innovative products and the expansion of their product range for complete protection. The aim is to help companies extend the life of their mobile devices, minimise repair costs and strengthen their corporate image at the same time. With a wide range of customisation options – from department names to unique graphics – Brand.it offers tailor-made solutions for any company.

### Pure elegance

The robust MagSafe® case protects your iPhone® and is fully compatible with the MagSafe® system, allowing magnetic connection to chargers and other accessories. The case is made of resistant TPU and PC plastic for maximum protection and durability. In addition, the case can be finished with custom logos or graphics using UV printing, making it ideal for company logos and personalised designs.

### Practical complete protection

The protective glass for cameras was specially developed for iPhone® models and reliably protects sensitive camera lenses from scratches and knocks without impairing image quality. The iPhone®'s design is not significantly altered by the protective glass, which is particularly important for design-conscious people. The glass coating has a crystal-clear transparency and can be fitted precisely. Changing lenses on smartphones in particular can be costly. This protective solution allows companies



Creative design for customised mobile phone and tablet cases – easy to design online.







**MagSafe®-compatible iPhone® case now also available in black.**



**Protective camera glass for iPhone® – the complete, practical protection.**



to optimally protect their devices while emphasising their professionalism and attention to detail.

### Robust protection in a stylish design

The Protect.it Rugged Cover is a hard-wearing case. It guarantees robust protection for MacBooks® and protects the devices from knocks, scratches and other damage in everyday use. Thanks to the transparent design, the elegant MacBook® design remains visible while the cover offers additional protection. Ideal for organisations looking to protect their MacBooks® in everyday use, it has the option of added logos to reinforce corporate branding.

### Creative designs – easy to configure online

In the Brand.it configurator, customers can design their own customised cases. Logos, colours and slogans can be visualised independently and directly on various mobile phone and tablet cases. The process is child's play: Customers select a model via the Brand.it website, upload their logo, configure it individually and can even send a design preview by e-mail with just one click. Various processes such as UV printing ensure precise results. The quick price overview and simple ordering process make it easy to use personalised sleeves as brand ambassadors – an ideal, unique corporate image for the outer world and an ideal team bonding for employees inside the company.



**The Protect.it Rugged Cover for MacBook® – robust protection in a stylish design.**



The CEO of Karlowsky Fashion GmbH was a co-invitee on a delegation trip to Vietnam organised by the German state of Saxony-Anhalt. He utilised the opportunity to generate contacts for long-term co-operations in the textiles field and thereby open up new outlooks for the long-established company.

**Delegation trip to Vietnam: New outlooks opened up**

# Strategic partnerships in sight



A performance during the evening reception.

## A shared history

The company's interest in Vietnam extends far beyond business aspects. A close tie in the textiles field existed way back in the 1980s, due to the contractual workers' agreement between the GDR and Vietnam. Vietnamese workers rendered an essential contribution in East German textile factories and lastingly influenced the sector. As can be read in a press release, "to us, this shared history is not only an emotional point of refer-

**K**arlowsky Fashion GmbH, based in Saxony-Anhalt and a specialist in the field of innovative workwear for gastronomy, hotel industry, medicine and wellness, insists on quality, sustainability and global co-operation. At the invitation of Sven Schulze, the federal state's minister for business, tourism, agriculture and forestry, in late November CEO Thomas Karlowsky took part in a delegation trip to Vietnam, in order to generate new strategic partnerships.



Top: Delegation briefing by representatives of the embassy and the AHK.



Right: Evening reception during the delegation trip.



Left: Talks in the trade and industry ministry in Vietnam.

Bottom: Thomas Karlowsky with attendees at an apprenticeship fair.



ence, but also a spur to build up new, long-term relationships.”

### Three central objectives

Thomas Karlowsky explains: “The journey through Vietnam offered us a valuable opportunity to improve our knowledge of the country’s textiles industry and to create synergies. Three central objectives were at the focus for our company. The construction of new production sites: Our vision is to establish long-term partnerships with local companies that satisfy our high quality standards and social requirements. As we do so, we will be placing great value on compliance with globally recognised certifications and auditing standards. Thus, we intend not only to produce high-quality workwear, but also render a positive contribution to fair working conditions. The second objective – attracting specialist workers, and apprenticeship partnerships: In order to meet the increasing demand for specialised textile technicians and engineers, we see enormous potential in Vietnam. We aspire to build up co-operations in the field of apprenticeships that will secure qualified specialists for our company and the region for the long term. In this context, we are consciously building on the historical tie and Vietnam’s expertise in the textiles field. Objective three: In or-



Thomas Karlowsky with Ambassador Helga Margarete Barth.

Pictures: Karlowsky Fashion GmbH

der to make our activities in Vietnam sustainable and to be an on-site presence, we are exploring the possibility of opening our own office. This would enable us to intensify the collaboration with partners and to provide direct support in attracting specialist workers and in production.”

### A further step towards sustainable structures

A globally active company like his, Karlowsky says, finds itself under the obligation to assume not only economic, but also social and ecological responsibility. “The delegation trip to Vietnam is a further step on our path to creating sustainable structures and successfully doing business internationally. Vietnam offers us the possibility to expand our production at a high quality level and at the same time draw on a long tradition of shared val-

ues in the textiles field. Our focus lies on long-term partnerships and sustainable growth,” emphasises Thomas Karlowsky, adding: “With a clear vision and a deep understanding of the significance of co-operation and tradition, we are reliant on a strong tie between Saxony-Anhalt and Vietnam – a partnership based on quality, innovation and respect.” More detailed information at: [www.karlowsky.de](http://www.karlowsky.de)

Astrid Schulte has been CEO of Berendsohn AG since 2017. Berendsohn is a high-performance company for promotional products in direct sales. Berendsohn Promotional Products is currently expanding its range of products to include merchandising for large companies. We spoke with CEO Astrid Schulte about her milestones and visions for the company.

## Astrid Schulte on her milestones and visions

# Merchandising has enormous potential

Berendsohn promotional products is currently expanding its portfolio by merchandising for major companies. We spoke with CEO Astrid Schulte about her milestones and visions for the long-established company.



**Y**ou worked for Roland Berger, Cartier and Payback, among others, for many years and learnt a lot about how companies work. What has particularly shaped you?

Before I became an entrepreneur, I had many good, but also negative experiences. Born in '65, I started working in the early 90s and got to know many structures with dominance and subordination. In my opinion, people in these systems were too preoccupied with politics and self-promotion, so that both the content and the human element fell by the wayside. I myself worked 80 hours a week for many years and often felt exhausted and uninspired. I am sure that such systems do not get the best out of employees. I am more convinced of the opposite: if people are at the centre, their resources are the most important asset in the company, their strengths are seen and promoted and they are managed as equals, then the most important prerequisites for top performance are fulfilled.

**That sounds like an intense time. What finally led you to become an entrepreneur?**

At some point, I realised that these structures didn't suit me. I wanted to work differently myself and organise companies in such a way that people are strengthened and empowered to get the best out of themselves. At the same time, I started my 'inner career' and defined for myself what fulfilment and success meant to me. In combination with being a mother, I became an entrepreneur. After twelve years in my first career, I have now been an entrepreneur for 22 years.

### Can you tell us more about your first entrepreneurship experience?

With Bellybutton, I learnt how great it is to be able to create things yourself. Our team was made up of wonderful people who were all passionate about the mission of supporting women in the situation of pregnancy or motherhood to make life easier and more self-confident. It was liberating to focus solely on the employees and the challenges of the content. There was a flow, a magic that was felt by everyone involved with our brand. I led the way I would have liked to have been led in my first career. Bellybutton went well, we sold it and then I became an entrepreneur at Berendsohn AG.

### How was the transition to Berendsohn and what changes have you made there?

Together with two friends, I bought the majority of Berendsohn and since then we have been transforming the 190-year-old family business. We weren't profitable for a few years before 2017, but we've been operationally profitable again since 2021. We have turned a lot of things 'inside out' in the company: a new vision/mission, an adapted business model, a new definition of cooperation and leadership. We have also digitalised a lot. We now have an expanded range of customers and not only sell analogue promotional gifts, but also entire marketing concepts with products for digital visibility (website, local listing, SEO, SEA and much more). We are also expanding a new business area.

### What is this new business area?

In the near future, we will take over the entire merchandising business for large companies. We have already on-boarded a major customer and another one is planned for this year. This step was very obvious, as we have mastered the entire value chain for many years; from product selection, design and purchasing to finishing and logistical services, we take care of everything for the companies. We are thus solving a major challenge for them.

»When the person is at the focus, the most important requisites for top performance have been filled.«

### What exactly do you offer this major company?

Every company has the challenge of managing merchandising articles. Employees or customers should receive welcome packages, for example, or gifts for birthdays or anniversaries. Items should be retrieved worldwide, employees should be authorised to retrieve them. Stocks of merchandising items also need to be managed and repeat orders need to be placed. We take over the entire process for our customers in a completely digitalised way, thereby reducing complexity, costs and work for them.

### How does this fit into your existing business model?

Our core business has always been the small customer business, and that remains the majority of our business. But merchandising has enormous potential – even for larger companies. We utilise the majority of the value chain already in use. Many companies have commissioned agencies or have their own warehouses full of branded items, which often leads to a lack of transparency. Branded products are important marketing tools that need to be managed professionally.

### Can you give us some examples of the complexity of merch management?

The aforementioned onboarding packages are a true classic. Everything has to fit together, from the product selection, the size of the textiles, the logo colour to the look and feel – often even individually personalised. The packages have to be assembled and dispatched worldwide at the right time. In many organisations, marketing or HR departments have to send these things manually.

### That sounds like a very comprehensive service. How do your customers react to this?

The response so far has been very positive. The ability to get everything from one single source and the extra transparency and cost benefits we offer are big plus >>

»» points. Customers appreciate no longer having to worry about the details and having professional, high-quality products.

#### How has your strategy changed since the acquisition in 2017?

We already had the strategy of making Berendsohn a hybrid marketing service provider for analogue and digital visibility for small and medium-sized companies when we started in 2017. New products have been added, such as an AI product for our customers, which we are launching this autumn. The new business area for key accounts was also not yet foreseeable in 2017. As part of our transformation, we are continuing to digitalise processes, always with a focus on our mission to be the 'best partner' for our customers. That's why we're sticking to our direct sales approach with conviction; we're on site if the customer requires it and provide advice with a lot of industry and process experience, just like a marketing agency, only cheaper and more specialised.

»Fully digitised, we take on the entire process on behalf of our customers, hence relieving them of complexity, costs and labour.«

#### How do you deal with those challenges?

A transformation is always a marathon and not a short-distance run. It's like a jigsaw puzzle that is put together piece by piece. Employees have to move and change in order for business models to actually change; transformation doesn't happen in PowerPoint presentations. I don't insist that everyone has to change everything immediately, it's always a journey and a process. It requires proximity and trust, which are an important part of our new culture. For example, it used to be said that the internet was the enemy of direct sales, but now we know that online visibility is essential. For example, customers expect to see products and prices on our website, even if they see someone from our team of consultants on site.

#### What exactly does hybrid sales look like in your company?

Customers can get advice where and how they want it. In other words, during a visit from our advisors or via Teams or by phone. We are digitally visible and active and can advise and sell cross-channel.

#### What does transformation mean for you personally and for your employees?

I know that a company transformation can only work if each individual is willing to transform themselves. We in the company management have the responsibility to create the framework conditions in such a way that everyone can unfold and develop according to their strengths. The aim is for employees to become the creators of their own jobs, not the victims of guidelines. We have an in-house coach who promotes the personal development of all employees. To promote this, we have made the organisation much more permeable and created spaces for design and feedback. I am convinced that the coherence that people feel in a company is the most important prerequisite for motivation and loyalty.

#### On the subject of New Work – what do you offer at Berendsohn?

The founder of New Work, Frithjof Bergmann, emphasises that work should strengthen people and not weaken them. We achieve this through individual and close management. Every year, we hold strengths dialogues to see and understand the people in our teams and to support them. Our in-house coach, and sometimes external coaches, help employees to reach their own next level.

#### How do you put the principles of New Work into practice?

New Work is often associated with external conditions such as remote working. We are very open to such solutions and try to offer every employee exactly what they want. It's about creating conditions that promote the individual needs and strengths of our employees. From my

own experience of 80-hour weeks in my 'first career', I know that 'life' has to be able to take place alongside work, otherwise we burn out.

#### **Do you also implement a remote concept in Sales?**

Our sales staff work very independently. We provide guidance and have reporting systems, but they have a lot of freedom in how they work with customers. We have around 80 employees in Hamburg and a fully remote concept. Everyone can work remotely if they want to, but most of them are often in the office, even I am there every day when I'm not travelling. We have a very good team spirit, a very nice and inspired cooperation. Many things are even easier to achieve with presence.

#### **What has the promotional products industry taught you specifically?**

Initially, the promotional products industry seemed a bit old-fashioned to me. However, I quickly realized how exciting the industry is; what could be better than creating an emotional bond with employees and customers?

It's about gifts that provide emotional value and enhance a brand. Additionally, I initially thought, out of ignorance, that promotional gifts had almost disappeared due to compliance restrictions. But the market is stable and huge. Almost all companies, big or small, heavily rely on promotional items as part of their marketing strategy. The potential is enormous.

#### **Are there any aspects that surprised you?**

I found it interesting how significantly the topic of sustainability is gaining importance in this industry. Based on a comprehensive sustainability strategy, we have adapted our range so that half of our products are already sustainable. Initially, I thought we also had to offer cheap items to stay competitive. But I quickly realized that it's more about the overall package.

#### **What does this overall package include?**

With us, you get comprehensive advice, usually on-site, curated assortments, and the possibility to buy not only our exclusive products but also market-standard products. However, we not only offer analog promotional gifts but also products for digital visibility. For employee and customer acquisition, it is essential for every company to

be active digitally as well. We are practically a marketing consultancy for small businesses that surpasses every local marketing agency and every online retailer for promotional gifts – we always aim to be the service leader in the market.

#### **How do you position yourself in the promotional products industry?**

Our positioning is clear: We are the 'best partner' when it comes to analog and digital visibility, for both small and large companies. That is our essence, and I am convinced that the overall package is right. We grow by at least ten percent every year, which confirms our positioning.

»For employee and customer acquisition it is vital for any company to be digitally active too.«

#### **One last question about depreciation limits in Germany: What dynamics have you observed since the increase of the exemption limit from 35 to 50 Euros?**

The sensitivity is definitely there, especially among small and micro-enterprises. Tax issues are often a stress factor, not only because of the lack of depreciation options but also because of the additional need to declare everything precisely. Our customers have always been mindful of this, and that's why we previously offered hardly any products above the old limit, as they were harder to sell.

#### **And now, after the increase of the limit?**

We now offer more products above the new limit and see that they are well received. <



## Opens doors and bottles

The innovative 2in1 key fob with bottle opener from ants & friends is protected by design and utility patents. With its twofold usefulness, it goes beyond the function of a mere accessory. Alongside its principal task – to keep together the most important keys – the small, rather inconspicuous cap-lifter effortlessly opens any drink that has a crown cork. Material **made out of recycled PET bottles** was used to make the key ribbon. The cord can be supplied in up to four colours according to Pantone in line with the proprietary corporate design. Laser engraving on the metal bottle opener is possible.

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



## Flavour that sticks

The spice pack from von emotion factory promises to spice up promotional campaigns. The paper sachets, filled with high-quality spice blends, combine culinary indulgence with a sustainable promotional message. Suppliable in **three delicious variants** for some unforgettable moments. Steak Power: A potent blend for meat fans – full-flavoured, smoky and savoury; Herb Magic: Fresh garden herbs for exquisite, aromatic touches; and Pizza Joy: Mediterranean flair for Italian taste experiences. A custom-designable promotional tag turns every spice packet into a promotional message-bearer.

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## 50 years of quality class A

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

PSI 42332 • Prodir  
Tel +41 91 935 5555 • sales@prodir.de • sales@prodir.ch  
[www.prodir.com](http://www.prodir.com)



## Reading and writing

ecobrands presents the upcycling pencil made out of newspaper. Every pencil is a one-of-a-kind and has the following features: 'Made in Europe' – equipped with high-quality HB refill – a 0.5 × 10 cm printing surface for logos – specially designed attachable card – easy to sharpen. **The upcycling pencil is as sustainable as possible.** It is made from returned newspapers and features a non-hazardous adhesive made from pure corn starch. The recycled product can be discarded in paper waste bins. The pencil is available as an individual pencil or coloured pencil, as a 6-piece set with a specially designed attachable card, as a set with a colouring book, or as a rollable pencil holder made from recycled textiles. To manufacture the upcycling pencil, Ecobrands processes newspapers from the region or its customer's local newspapers.

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# With one another and for one another



For me personally, PSI 2025 from 7 to 9 January was a special trade show. Not only because we saw impressive innovations and exciting trends, but above all because you – our exhibitors and visitors – placed your trust in us. Embarking on new paths after years of uncertainty was a daring step for us all. Yet you dared to take that step, and for that I thank you sincerely.

It was particularly impressive how the topics of sustainability and Artificial Intelligence shaped the trade show. Whether in the Trendschau, in the talks or directly at the stands – these focuses demonstrated how we as an industry can combine innovation and responsibility. The presentation of resource-conserving products and the debate around the role of AI in production and product sourcing made it clear that we are not only reacting to challenges, but also actively influencing them.

PSI 2025 was also pioneering in another regard: with more than 11,000 visitors from across the world and the close collaboration with the “European Association Corporation” (EAC), the importance for our industry of Europe and networks around the world was underscored once more.

What moved me deeply was the new quality of dialogue and cooperation. The conversations with you – whether exhibitors or distributors – were characterised by openness, respect and the shared will to drive the industry forward. Despite some natural competition, which spurs our industry on, I felt how close-knit we have become and how much we can benefit from one another. This feeling of community, mutual respect and support is, for me, the biggest highlight of PSI 2025.

For the future I would like to see us continuing on this path – with one another and for one another. The PSI trade show is a place where trust grows, innovation is sparked, and common goals are formulated.

Thank you for filling this place with life and accompanying us on this path.

Yours,

Petra Lassahn  
Director PSI



# PSI

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## From the Kitchen to on the Road

Promotional products from the categories of fine dining, food to go, and household goods offer unbeatable advantages in marketing. They combine practical benefits with emotional added value and leave a lasting impression on customers. In the fine dining category, elegant glasses, cutlery or coasters win people over with their high quality and make every meal a stylish experience. Products to enjoy while on the road are the perfect companions while you are out and about and foster long-term brand loyalty with their suitability for daily use. Promotional products for the household, such as innovative kitchen aids or practical organizer boxes, are very versatile and in our field of vision every day. With these everyday helpers, advertising messages or brands can be perceived positively. They combine functionality with long-term advertising impact and reach target groups where it matters: in their daily lives. – Our second product theme includes new versions of the classic promotional products, 'writing instruments and calendars'.

Please start thinking now about your product presentations for the April 2025 Edition of the PSI Journal that fall under the themes 'Smart Living, Office Accessoires' and 'Travel companions, bags, leather' and send us your product suggestions (image and text) by **21 February 2025** at the latest: Edit Line GmbH, Editorial Office PSI Journal, Email: [hoechemer@edit-line.de](mailto:hoechemer@edit-line.de)

## PSI 2025: A Colourful Review of the Trade Show



Europe's leading trade show for promotional products, incentives and merchandising heralded in the new promotional product year for the industry full of confidence. While the event will have been two months past in March, there were so many impressions, events and remarkable campaigns that we want to share with you in our colourful trade show review.

## REFLECTS Group on Course for Success



Five years ago, REFLECTS presented its new multi-brand concept to the public for the first time. At PSI 2025, the protagonists from the group, comprised of REFLECTS, the subsidiary ADITAN and the partner company MYRIX, provided information about the new concept that was developed from the original multi-brand concept.

## Imprint



**Published exclusively for the promotional products industry by PSI Promotional Product Service Institute,**  
RX Deutschland GmbH  
Johannstraße 1, 40476 Düsseldorf  
Tel.: +49 211 90191-0  
Fax: +49 211 90191-180  
Internet: [www.psi-network.de](http://www.psi-network.de)

**Publisher:** Petra Lassahn

**Management:** Rachel Travers, Michael Köhler, Ivo Sklenitzka

**Editing:** Edit Line Verlags- und Produktions-GmbH  
Dekan-Laist-Straße 17, 55129 Mainz  
by order of PSI Promotional Product Service Institute –  
RX Deutschland GmbH

**Editor-in-chief:** Manfred Schlösser

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**Design:** Edit Line GmbH, Mainz  
by order of PSI Promotional Product Service Institute,  
RX Deutschland GmbH

**Layout:** Stephan Weiß, Judy Frey, Hannah Schreck

**Photos:** Lars Behrendt, Ursula Geppert, Martin Höchemer,  
Anke Zimmermann. Title theme: Adobe Stock. The editorial content  
include the use of photos from Adobe Stock.

**Translations:** Translanguage, D-40885 Ratingen

**Printing:** MEO MEDIA – MEINDERS & ELSTERMANN GmbH & Co. KG,  
D-49191 Belm

Advertisement price list no. 55 of 1 January 2023 applies.

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability). For members of the PSI, the subscription price is included in the membership fee.

**RELX** produced according **RELX Sustainable Paper Policy**

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