

# PSI

# JOURNAL

**PSI Journal**

International Magazine

For Promotional

Products

March 2025

Volume 64

– Advert –

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# PSI JOURNAL

### Product Guide

Table settings, enjoyment to go, household Stationery, calendars

### PSI and GXN

Connections and synergies

### OMR Festival

A bar as a stage for haptic advertising

### Daiber Rebranding

A range of textiles under one label



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**PSI 2025**

**The market of unlimited opportunities**



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## Cold hard facts

### Editorial

The impact of advertising has never been as transparent as it is today. Programmatic advertising enables you to directly and precisely address target groups through transparent data on clicks, views, visits, sources and events. 87 per cent of marketers already use AI in their daily work. Advertisers can access performance data in real time and make adjustments to maximise campaign performance.

Even in the sports business, there are nowadays media analyses, social media monitoring, event tracking and brand lift studies. Traditional media such as print and television operate with reach analyses, tracking methods and extensive market research. These are all data that companies use to optimise their budget and resource allocation.

All these analyses and tools are on the rise. What is possible is being made possible. The days of gut instinct are long gone. Efficiency is particularly in demand in slowing markets, as advertising budgets are under increased scrutiny in many companies. Savings are being made, money is being pushed around and prices have rarely been handled as sensitively as they are today. This is understandable when the economies throughout Europe – with a few exceptions – are stagnating and trending downwards.

How can promotional products find their place in advertising spending? Yes, we know that the physical presence of this advertising medium can strengthen brand awareness and images more enduringly than advertising that whizzes by and is forgotten tomorrow. Haptic advertising works very well. But – and here it comes – we also have to prove it, especially when we are surrounded by data. The promotional products industry needs to open up and invest in market research and impact analyses again. In these times, competition with other forms of advertising demands this more than ever. The data and facts we have are good, but they are also outdated and insufficient for today's demands.

With our previous findings and market research, we can immerse ourselves into these analyses very confidently. Social media has not changed this. The impact of promotional products is almost unbeatable – we just need to be able to demonstrate this better and with more scientific accuracy. Associations with economic resources must lead the way in Europe in these times. If we pursue this path, companies and other market players will also get involved. It's about time!

On this note

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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Bruno - The sustainable

shopper with style!

Bruno is the functional and sustainable bag for everyday use. It is made from 70% recycled cotton and 30% rPET, it is characterized by high wearing comfort and robust design. With its dimensions of 50 x 36 x 23 cm as well as bottom and side gussets, Bruno offers generous storage space - perfect for shopping, university, sports or traveling.

The bag can be carried flexibly because of the short and long handles. With a grammage of 230 g/m<sup>2</sup>, Bruno remains stable and can still be stored in a space-saving way. With its natural look, it is ideal for logos and advertising slogans using screen or transfer printing. Bruno is GRS and OEKO-TEX 100 certified - for sustainable quality that inspires!



www.misterbags.de

YOUR EVERYDAY COMPANION!

No. 2369  
**Bruno**



**PSI 2025: Market of unlimited possibilities 10**

Europe's largest trade fair for promotional products, incentives and merchandising lived up to its name in 2025: Here you could find products, ideas and solutions for every marketing strategy – live and as a multi-sensory experience. On top of that, a wealth of innovations, the optimistic mood and good humour once again ensured the typical PSI trade fair feeling.

**From the kitchen to the road 28**

Promotional products from the areas of tableware, enjoyment to go and household offer unbeatable advantages for marketing. They combine practical benefits with emotional added value and leave a lasting impression on customers. They combine functionality with long-term advertising impact and reach the target group where it counts: in everyday life.



**A bar as a stage for haptic advertising 50**

With a unique bar project at the OMR Festival in Hamburg, the promotional products industry celebrates its collaboration and demonstrates the concentrated power of haptic advertising. The focal point is the stylish bar 'The Hapticologist', which presents itself as the 'Centre of Seven Senses'.



**Textile diversity under one label 66**

From two to one: Gustav Daiber GmbH is now combining all products from its two own brands JAMES & NICHOLSON and myrtle beach under the new Daiber brand, thus focusing on a clear, uniform brand image. The quality, functionality and versatility of the products and services remain unchanged.



## Ecologically sustainable everyday helpers

### Compact power source in a cork outfit

This solar power source with a USB-C connection is particularly handy and compact. The foldable solar panel fits in any bag and, when unfolded and fully exposed to the sun, ideally captures 5 watts of power – which is easily enough to charge a smartphone or power bank. The ecologically wise energy source for home, the office and on the go comes in a hard-wearing cork outer material that showcases its eco credentials.

Spranz GmbH  
www.spranz.de  
PSI 41462



### Energy from the sun and muscle power

The rechargeable LED lamp from Lumitoys doesn't just rely on the power of the sun. It can also be charged using a hand crank based on the dynamo principle. This doubly ecological form of power storage is particularly helpful when it is cloudy outside and charging is not optimal. Colourful and individually printed, it is a clever promotional product. Lumitoys GmbH  
www.lumitoys.de  
PSI 46095

Good-

bye battery – wel-

come **sunshine**: the growing

appeal of promotional products with

solar panels can be summarised with this

simple denominator. These innovative and envi-

ronmentally friendly everyday helpers have found

their way into almost every area of life. Whether

solar power banks, solar desk calculators, solar speak-

ers or solar garden lights, **solar promotional products**

offer several decisive advantages. They are more eco-

logically sustainable and environmentally friendly, as

they use renewable energy and therefore highlight

the positive image of the advertising company.

This makes promotional products powered

by the sun a popular option for compa-

nies that want to communicate their

values and commitment to

**sustainability.**



### Magnetic power reserve with radiant power

The compact power bank from promoteus supports wireless charging and supplies a wide range of electronic devices with fresh energy via USB. The 5000 mAh class A lithium polymer battery ensures a reliable power supply. Micro USB, USB-C and USB-A inputs/outputs as well as wireless inductive charging with 5 watts are available as connection options. The power bank also has a powerful LED torch.

Promoteus 1000KOZ, s.r.o.  
www.promoteusgifts.com  
PSI 49627

With the power of the sun

## MYRTLE BEACH 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.

You will find further information on the brand transition on our website:  
[daiber.de/en/nowDaiber](http://daiber.de/en/nowDaiber)

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Purchase from qualified specialist dealers

GROWING ADVERTISING SUCCESS

**Springtime**  
**Grow time**



**Horse droppings as organic fuel**  
The motto of ecobrands is “Brands with a story”. There is hardly any other brand where this is as true as with horse droppings. The effect of this booster or biofuel is particularly astonishing. The suppliers promise that plants will grow without “ifs, ands or buts”. That is why there is an Easy2Grow guarantee on all products in the range. According to

ecobrands, customers should not have to worry about getting plants to germinate, but simply enjoy the results.  
ecobrands respectful distribution gmbh  
ecobrands.promo  
PSI 60236

As soon as the first warming rays of sunshine hit the soil of the flowerbed, we long for colourful blossoms and growing greenery. Promotional products that cater to this desire in spring are therefore particularly popular at the moment. All products related to gardens and plants are attracting increased attention right now.

We are not only thinking of pure flower or herb seeds, but also of green cards or small pots with seeds. Particularly popular are easily distributed seed balls or small insect hotels, which are particularly useful for protecting bees. Gardening tools, garden aprons, solar lamps for outdoors and everything related to outdoor fun in spring also fit into this theme. It is important that all items are supplied in environmentally friendly packaging and made largely from natural materials or recyclable. rPET, organic cotton, hemp or jute are suitable candidates.

**A meadow for busy bees**

The small clay pot with a soil tablet and bee meadow seeds from Multiflower is flowery, sunny and fresh. The banderole offers a visible space for the advertising message on the front. The clay pot measuring 60 x 50 x 40 millimetres can also be directly pad-printed. The banderole can be designed in quantities of 250 or more.

Multiflower GmbH  
www.multiflower.de  
PSI 45974



**Guerrilla Gardening for a blooming environment**

“Guerrilla gardening” – the “wild” spreading of seed balls – really comes to life with the flower balls from emotion factory, which bring spring magic to gardens and parks. Whether as a colourful eye-catcher for people or insects, these small balls consisting of a harmonious mixture of wildflower seeds, soil and clay powder transform open spaces into a diverse oasis in no time at all. Simply throw them in, wait and enjoy the blooming surroundings. An advertising message can be perfectly placed with a colourful sticker.

Heri-Rigoni GmbH  
Emotion-factory.com  
PSI 4101



Light up unique moments.

**BIC**  
**EZ Reach**  
THE ULTIMATE LIGHTER

NEW!

Special moments begin when you light the flame of a BIC® EZ Reach™ Lighter.



## Market research



## ZAW trend barometer 2024: Growth despite uncertainties

The ZAW (Central Association of the German Advertising Industry) has also published preliminary figures on the situation of the German advertising market for 2024. The association expects the advertising industry to grow moderately to a total of EUR 50.21 billion in 2024, which corresponds to an increase of 2.9 per cent. Advertising investments have risen to EUR 38.36 billion (+3.73 per cent), while the media's net advertising revenue will increase by 4.48 per cent to EUR 27.03 billion. The disproportionately high growth in digital forms of advertising is striking. According to ZAW, these comparatively positive figures can be attributed to the special advertising industry circumstances of 2024 (such as the 'super sports year', lower inflation) and should not obscure the fact that the uncertainties in the market are enormous. (ZAW)

**2024 was a good year** for the German advertising market and 2025 is also expected to be a good year. This is the key message of the advertising market forecast by the digital and media agency JOM Group. In figures: Net advertising expenditure will increase by around 3 per cent despite the current difficult economic situation. For the coming year, the experts are forecasting growth of 3.2 per cent to a total volume of a good 30 billion euros. They recognise the trend topics of video advertising and retail media as growth drivers. According to JOM, out-of-home advertising grew by a double-digit percentage last year and will continue this trend in 2025. Advertising expenditure for TV and print media revenues continued to fall slightly. (absatzwirtschaft)

# 30

billion EUR

## 81 per cent of recipients use promotional items



A recent survey conducted by YouGov for VistaPrint confirms what numerous studies have already shown: Promotional products are extremely popular marketing tools. 62 per cent of respondents said they were happy to receive promotional items and 81 per cent use these products as a matter of course in their everyday lives. The positive response from recipients to these effective, likeable items, which is reflected in survey results such as these, can also inspire the industry in the new year.



# PSI ACADEMY AWARDS 2025

## BEWERBEN SIE SICH JETZT!

NÄHERE INFORMATIONEN  
FINDEN SIE HIER:





PSI 2025

# The market of unlimited opportunities

Europe's largest trade show for promotional products, incentives and merchandising lived up to its extended name in 2025. Here you could find products, ideas and solutions for every marketing strategy – live and as a multi-sensory experience. On top of that, a wealth of innovations, the optimistic atmosphere and good mood once again guaranteed the typical PSI trade show feeling.

**W**ell-filled halls, lively discussions and sound advice – the PSI 2025 again marked a powerful and positive start to the new promotional products year. Varied and full of highlights, it presented itself as a communicative and inspiring platform for the international PSI community. From politics to parties with innovations, networking, exciting discussions and learning activities in-between, the broad range of topics at PSI 2025 once again made the trade show a marketplace of almost unlimited possibilities. Exhibitors of all sizes and visitors from all over the world find their traditional home at the PSI. On the following pages, exhibitors tell us what they have to offer the industry, and we have once again captured special moments and discovered new things.

>>



## “Advertising ideas for well-being”

Bettina Püllenber, Ipa Cosmetics

What relaxes and is good for the body is also balm for the soul. We discovered the main ingredients for feel-good moments at the Ipa stand. They have an impressive range of body and face care products, as well as many tea and spice blends that have a beneficial effect from within – all in effective, creative packaging and

as ecologically sustainable as possible. Bettina Püllenber introduced us to her latest ideas, such as the Dead Sea bath salt, a purely natural product with a healing effect that varies depending on the additive. “Our new bath salt is available with rose petals, marigolds, lavender or camomile flowers. It is fragrant and can also be used as a scrub. Whether in a re-sealable bag or as a flat 35-gram package as a mailing booster, it is a door opener for sanitary companies or wholesalers, for example,” says Managing Director Bettina Püllenber. Spices, herbs, salt-herb mixtures and teas are also available in a wide range of packaging, including test tubes, and can therefore be customised for any purpose. A useful giveaway that is guaranteed to be used by travellers is the solid shower gel, which is purely vegan, biodegradable, small and yet very economical. Even though there was still a lot to see at the stand, we have just one last tip: new fillings have been created for the mini mills, which now also contain tiny figurines. They are small eye-catchers with a large effect.



## “As a manufacturer, we are quick and flexible.”

Axel Weimar, Herka Frottier

They may be in season all year round, but make a grand entrance in summer: the Austrian hamam towels from Herka Frottier, which – like all the items that Axel Weimar and Thomas Pfeiffer show us at the trade show stand – come directly from the versatile Austrian manufacturer’s own production facilities. The towels, which are available in many designs, are characterised by their high-quality terry towel-lining, pleasant feel and modern look. “Fortunately, the supply chains have returned to normal so that our raw materials are available again at short notice. This means we can once again offer short delivery times of around four to six weeks for all products,” says Axel Weimar, B2B Sales Manager for Customised Products for Germany. Thanks to its manufacturing expertise, Herka can realise custom-made products, such as individual jacquard weaving, even in very small quantities, adds company owner Thomas Pfeiffer.



## “It was another strong performance for our team this year.”

Hendrik Koemans, Inkcups Europe GmbH

PSI is always a great start to the new year for Inkcups, and this year has been another strong showing for our team, offering the opportunity to meet with existing customers and new prospects. As an equipment supplier to the promotional space, PSI allows us to showcase how our product portfolio can help promotional product distributors better serve their customers, and we have a number of positive success stories from the trade fair over the years.

For example, our customer The Branding Lab saw the Helix ONE® cylindrical inkjet printer in action at PSI last year, and committed at the show to adding the machine to its operations.



At PSI 2025, our Nano Pin Curing made its European debut, and received an excellent reception from visitors to our booth. Nano Pin Curing enables printing onto transparent cylindrical objects without the need for a UV-blocking agent, which is hugely desirable for drinkware printers. We brought a number of our UV inkjet direct-to-object printing solutions to PSI this year, including the XJET Switch, the Double Helix®, the Helix ONE®, and the X5-T.

In terms of trends, there was certainly a high-end, premium feel to many of the products at PSI this year, as brands increasingly aim to stand out amongst the crowd and offer something with the ‘wow’ factor. At PSI, we demonstrated how our direct-to-object printers can be used for items such as premium spirits bottles, luxury candle holders, stainless steel reusable drinkware, and much more, all ideal for branded items that make a real connection.

If the numbers of visitors to our booth and the activity in the PSI halls in general are anything to go by, 2025 is shaping up to be a wonderful year for our industry!

While Inkcups is a US headquartered business, our European operation (based in Freudenberg, Germany) is going from strength to strength, and that was certainly evidenced by the customers and prospects we spoke to at the show, as well as our growing European team.

Personalised and customised drinkware remains a hugely popular market that is still growing, and the ability to print on demand at the speed and quality of the Inkcups Helix® models remains highly desirable in the promotional space, so we anticipate interest in this equipment to continue to rise.

At PSI this year we also noticed a focus on reusable bags. The Inkcups XJET Switch is a pioneering technology when it comes to bag decoration, enabling seamless production of vibrant, high-quality prints directly onto a range of bags, and we certainly spoke to many companies interested in capitalising on the tote bag trend that was apparent at the show.

## CHOICE Group A Successful Opener to the New Year

At the CHOICE Group’s reception at PSI 2025, Armin Halfar welcomed the attending representatives of the press and, on behalf of the managing directors of sister companies Gustav Daiber, Fare, Halfar, mbw and SND Porzellan, expressed his thanks for their trusting cooperation. In the conversations which followed, the company representatives, including Kai Gminder and Christof Kunze from Gustav Daiber GmbH, Kathrin Stühmeyer-Halfar and Armin Halfar from Halfar System GmbH, Volker Griesel from FARE – Guenther Fassbender GmbH, Silke Eckstein from SND PorzellanManufaktur GmbH plus Jan Breuer from mbw Vertriebsgesellschaft

mbH, declared themselves extremely happy with the way the trade show went. The opportunity to generate valuable contacts, which made the start to 2025 a successful one, was emphasised in particular. The positive responses from the group’s representatives illustrate the importance of the PSI trade show as a major international platform for networking and developing business in the industry.



The CHOICE Group protagonists at the joint stand (from left): Kathrin Stühmeyer-Halfar, Kai Gminder, Volker Driesel, Armin Halfar, Silke Eckstein, Jan Breuer and Christof Kunze.

## “Making the world a little better.”

Maximilian and Dagmar Kornhaas, Maxx Factory

A likeable and extremely creative duo: Dagmar and Maximilian Kornhaas from Maxx Factory presented their innovative product ideas, which they develop with natural and ecologically sustainable materials in their own company in Bavaria. The infectious good mood of the mother and son and their conviction to make the world a little better with their products attracted many visitors. They were impressed by the collections made from fine natural wool felt or recycled felt (made from 100 per cent recycled merino wool), the washable leather alternative Papyr, PET felt or upcycled rPET felt. “From key rings as perfect giveaways to a variety of lunch boxes as high-quality gifts to sustainable backpacks, bags, laptop cases and much more, there is something for every purpose,” explains Maximilian Kornhaas. He also shows us his new fluffy bags, belt pouches and hot water bottles made of fluffy felt from recycled PET bottles. Bright or pastel colours, sophisticated design with witty details and outstanding quality made in Germany are the hallmarks of these functional products. Everything we saw reflects good taste and a sense for the essentials. No wonder that MAXX Factory not only produces the promotional items in the promotionMAXX product line nowadays, but also high-quality design items and home accessories for the distributors with its filzMAXX and papyrMAXX brands. They make the world not only better, but also more beautiful.



## Kalfany Süße Werbung – BIC Graphic Diversity Brought Together at the PSI Trade Show

The promotional products business brings together an enormous diversity of multisensory “hapticals”, and nowhere can this be so vividly experienced as at Europe’s leading trade show for promotional products, incentives and merchandising – the PSI. The widest array of product groups finds an ideal presentation stage here. That this usually proceeds extremely harmoniously – for all the robust competition – was also palpable at this year’s trade show. Everyone’s successes are celebrated. In our photo, the cuddly representatives of the “Bear Company” Kalfany Süße Werbung promote arm-in-arm with the logo mascot of specialist BIC Graphic, which presented its promotionally impactful range of writing instruments, lighters and notebooks at the PSI trade show.



## “Design globes inspire not only globetrotters.”

Uschi Kindlein, Troika

The whole world before your eyes every day – the design globe collection from Troika brings travel memories and anticipation into your home or office and invites you to playfully explore the world and plan your next trip. The globes are available in many variations and sizes: with reliefs, illuminated, colourful, with different coloured feet and even made of recycled plastic. “Our design globes inspire all travellers and, as beautifully shaped design objects, they set extraordinary tones in any interior, for example as a light source or bookend,” said Uschi Kindlein. “They are valuable, long-lasting gifts for many target groups that can be personalised in many ways.” The new trade show stand, which was thematically designed with a huge picture of the earth, was impressive and attracted attention from afar. Troika also presented many exceptionally innovative products from its gadgets line, including tech-savvy accessories, outdoor and travel items and new models of high-quality key rings. The new Blue Cycle collection made from recycled ocean plastic emphasises the company’s commitment to ecological sustainability.



## “The demand for environmentally friendly products continues to rise.”

Jacqueline Behr, tobra GmbH & Co. KG

The PSI 2025 was a complete success for us and emphasised the increasing importance of ecologically sustainable advertising materials made in Germany. The demand for environmentally friendly products continues to grow. We sensed this not only in the many constructive discussions with our long-standing customers, but also through numerous new contacts at the trade show. It was particularly pleasing that we were able to finalise the first orders directly on site, with more following in the first few days after the trade show.



Our trade show presentation focussed on innovative, ecologically sustainable products such as our peat-free organic seedballs, which we now also offer in glassine bags for low-budget projects. As a new product, we presented an FSC-certified egg holder in the shape of an Easter bunny, which was received as equally well as our new giveaways – including tic-tac-toe, tangram and magnetic puzzles. Our Floweregg in matching Easter packaging was also a highlight. For 2025, we see a positive development in the promotional products industry, driven by increasing demands for sustainability and quality. Topics such as resource conservation and innovative product concepts will continue to characterise the industry – and we look forward to contributing to this with our products.

## “Own ideas all around the kitchen.”

Yonas Holtkamp, Mykraut

What smells so appetising? That was the question asked by many visitors who stopped by the Mykraut stand in the Newcomer Area. “We offer decorative, ecologically sustainable spice blends in plastic-free packaging,” explained Yonas Holtkamp. What you could see and taste there were all the young company’s own product ideas and recipes: spices, herb and fruit toppings for sandwiches, salads or muesli – which not only inspire amateur chefs, but also provide many moments of pleasure in everyday life.





## “We start where the catalogue ends.”

Moritz Thamm, Know how International

“You can’t really exhibit what we offer, because we create customised products that are newly developed together with the customer,” explains Managing Director Moritz Thamm with regard to company’s core competence. The trade show stand showcases interesting examples of products that have been created in the course of various projects, such as moving figures for which a new, more flexible plastic skeleton was developed. Thamm and his team therefore realise completely new ideas and manufacture the products where the necessary expertise is available for the specific task. That not only sounds interesting, but also seems to require a lot of expertise.

## “We have been offering expertise in umbrellas for 35 years.”

Sönke Hinrichs, Inspirion

There was no mistaking that PSI Inspirion boss Sönke Hinrichs enjoyed himself again: “Our products were well received, we met old friends and also made many new contacts. I’m particularly pleased that our umbrellas are still attracting so much interest. After all, umbrellas are the traditional focus of our range of products; we started out with umbrellas 35 years ago,” says Hinrichs. He therefore devotes particular attention to this classic product and stocks large quantities of a wide range of umbrellas with a good price-performance ratio. He sees the future in digital printing and has perfectly set up Inspirion for this with its own print shops. The Ecovadis certification in 2024 is an important step towards ecological sustainability.



## Cult Squeezy Figures A Royal Eye-catcher

An authentically royal eye-catcher of the special kind was in store for visitors at the joint stand of the CHOICE Group in the sector of the company mbw. An oversized specimen of the cult, versatile, squeezy and anti-stress figure from the good-mood-products specialist from Germany’s Far North – His Excellency King Bert the First – animated prospects to visit the new collection. mbw marks its 45th year of existence in 2025. What began with “Blinkis” reflectors in Wanderup in 1980, developed into a diverse product universe that brings joy to offices, trade shows and households around the world. As also could be learned at the PSI stand, the jubilee is not only a retrospective, but also a look ahead into a future packed with creative ideas and high-quality products.



## “The trade fair was an inspiration for us personally.”

Alexander and Dennis Dirscherl, CD-Lux GmbH

The PSI trade show was a complete success for us. We were privileged to welcome many of our regular customers and were able to generate valuable new contacts, including in the exports sector in particular. For us, personally, the trade show was an inspiration and simultaneously the opportunity to network with colleagues, friends and market companions. Last but not least, our team enjoyed a great PSI party.

As one of the foremost manufacturers of customised Advent calendars, we now offer a full assortment of sweet promotional products for the whole year. We have massively expanded our programme of innovative products for 2025. The PSI trade show was therefore the ideal opportunity to present our novelties to a broad public.

We came away from the trade show in a very positive and confident mood and are looking forward to a strong start to the new year. We are all set for the future with our new whole-year range. Personally, we believe that the elections in February will be beneficial for the market and will take care of a new optimistic mood and positive vibes in the economy. From our point of view, the important topics will continue to be sustainability, health trends, digitisation and AI. We are looking forward to a successful 2025 and also wish our distributors a great kick-off to the year.



## Goldstar Rebranding: More Than a New Look

Goldstar presented its new brand identity at the PSI trade show. In the following interview, Global Field Marketing Manager Anna Purtselazde explains what’s behind the new slogan “Simply better”.

**Visitors heading to your stand are immediately struck by its new design and fresh look. What’s behind that?**

The new trade show stand is part of the overall concept of our rebranding process: it is open, brightly lit and inviting and makes a linear and “clean” impression. In doing so it reflects our new focus on simplicity and sustainability, which underlies our new brand presence. This way, we are enabling our business partners and brands to make more intelligent and more effective decisions.

**What aspects does the rebranding cover all in all?**

We have redesigned our logo, thus underscoring our brand identity. We have also realigned our strategy and are offering an even wider product range of thoughtfully designed products, including writing instruments, drinking vessels, bags and stationery. For the new collection we have placed particular importance on sustainability and are focusing on recycled materials and colours inspired by nature.

**What goals do you associate with the rebranding?**

For one, we would like to offer our many loyal customers new and exciting solutions. Its innovative products, straightforward all-inclusive prices, extraordinary finishing solutions and commitment to optimised ecological measures make Goldstar a trustworthy choice for distribution partners worldwide. However, with our rebranding we also have our sights on new, young and dynamic target groups who particularly value clean, young design and sustainability. The PSI trade show showed us that we are on the right path. A new era has begun!



Anna Purtselazde, Global Field Marketing Manager Goldstar, at the new trade show stand at the PSI.

## “There was a lot of interest in our new products.”

Stephan Horlebein, MAXIM Ceramics GmbH

For us, PSI 2025 was comparable with our last appearance in 2023, although the number of contacts was slightly smaller. To make up for that we had a higher number of high-quality conversations plus some new contacts too. Even though these did not always lead directly to new business compared with earlier years, we continue to consider the PSI trade show to be the sole European trade show platform that offers the opportunity to showcase oneself at this level.

Interest in our novelties was great, especially also in reference to our diverse decoration options combined with our wide array of dyeing techniques. Our new ceramic mugs with satinised surface, such as the models “Eden” or “Smart Supreme”, for example, were just as much at the focus the expanded portfolio for the product “Berg“. Also very popular was the possibility to opt for all models from our “Candlesphere” candle portfolio in lantern form as well, that is to say, without soya wax filling. We always try to combine colour trends with our novelties, and we have also received good feedback again with regard to that.

On consideration of the current economic situation at the national level and of geopolitical developments, it is hard to make a reliable forecast. Nevertheless, we are optimistic that, with plenty of dedication, we can continue to build on our successful 2024 as we go into 2025. In this context, the political realignment will certainly ensure the corresponding, positive impetuses. Especially in the automobile, energy, and agricultural sectors, it will be seen whether our industry benefits from the continued course or whether the growth areas will shift even further to other fields of industry, commerce and trade. In general, we are looking at the new year in a very positive mood and look forward to the many shared challenges with our distribution partners from the haptic promotion industry.



## “Personalised serviettes and paper design in the smallest quantities.”

Patrick Richter, Paper+Design tabletop

As a design partner and subsidiary of the well-known brand Duni we are a long-standing exhibitor at the PSI trade show – and generated many new contacts this year as well. We offer our customers a wide range of custom-designed products to do with tabletop decoration with a comprehensive service from design consulting through technical realisation to warehousing. A dedicated logo, images, texts or a design individually adapted to the customer's requirements from our extensive design database – those seeking to realise their ideas with us are in the best

of hands thanks to our many years of experience. We work using ultra-modern printing techniques and digital printing and are therefore able to custom-design even the smallest quantities. For example, personalised serviettes are available from just three packs! A particular eye-catcher with high attention value is toilet paper which can receive printing according to one's own ideas. A great gimmick – useful and promotionally impactful.



## PSI Photo Corner Place to be

Early in the year in Düsseldorf, there is regular evidence that the PSI trade show is an absolute “place to be” for European industry professionals. In order to record this attendance fittingly in visual form, the organisers arranged for a “PSI Photo Corner” – sponsored by the companies Richartz and Troika – to be set up at the entrance to Hall 9 under the motto, “Smile, snap, share – Your memories in focus!” Almost without a break, visitors and exhibitors made use of this opportunity to take witty snapshots that were posted in a variety of ways on social media.



## 125 Years of Klio: Jubilee Reception at the PSI Trade Show

As an opener to the jubilee year, Klio Eterna had invited customers and friends to a reception in the Community Café right next to the trade show stand on the second trade show day. Managing director Michael Gleich, who himself has been with the company for 40 years, welcomed the guests and thanked the longstanding customers for their loyalty and trust in the writing instrument manufacturer's top performance and innovative strength. “We are proud that our corporate history goes back to 1900 and we have since evolved into one of Europe's leading writing instrument manufacturers. Without you, our customers and our employees, we wouldn't be where we are today. I thank you all for your loyalty and also thank the PSI, which has opened many doors to us as one of the first PSI members.”

### New logo: An eye on the essential

2025 is set to be a very special year for Klio-Eterna, and the company wants the world to see it: a new logo has been developed that incorporates the ballpoint pen into the design again – an affair of the heart since, after all, every day is all about the ballpoint pen at the tradition-steeped company. The contemporary logo is already adorning the company's building and is in use on the website, the newly designed trade show stand and in the current catalogue.

### Proprietary production and responsibility

Under the motto, “Responsibly writing tomorrows' story”, Klio is launching into the jubilee year excellently equipped and with a new look. Proprietary refill production, a large proprietary injection moulding division, assembly and printing – at Klio-Eterna, everything is still produced in house. With currently the most stringent EMAS environment certification, the company underscores its sustainable acting on all levels.



The reception at PSI 2025 was a further milestone in the 125-year history of Klio Eterna. Managing director Michael Gleich thanked customers and his team for their loyalty.

## “The demand for European production and strict environmental standards is growing every year.”

Anna Nyhlin, TEKO TRYCK AB

When we summarized this year's visitors to our booth, we ended up with 220 contacts, of which 50% were new to us. We do not take orders at the fair since all the designs we print are created by our customers' customers. Therefore, when the fair ends, we cannot immediately determine whether it has been successful for us. It is only afterward, during the follow-up, that we can evaluate its impact. For us, PSI is the most important trade fair in the promotional products industry. With customers across the

globe and 85% of our deliveries exported, PSI allows us to connect with many of Europe's major promotional companies. Each year, the demand for European manufacturing and stringent environmental standards grows, and this was particularly evident at this year's fair. Our product range – Swedish dishcloths, kitchen towels, and velour towels – fits perfectly into this discussion as they are environmentally friendly, European-made, and printed in Sweden. We see a positive trend moving forward. Our European-produced products meet both high environmental standards and the growing market demand.

We look forward to PSI 2026!



## “PSI's reach is currently unrivalled by any other trade show.”

Christiane Nemetz, elxact Internationale Werbemittel GmbH

PSI 2025 was a resounding success for us. Our objective for the trade show was to generate new customer contacts from at home and abroad and we achieved that with flying colours. We were overrun with visitors to our stand on the first two days. Our estimate is that we handed out more than 500 samples – which is of course huge for a two-person stand crew. The coverage that the PSI is currently offering us is without compare at any other trade show. The focus of course was on our cube range with the well-known magic cubes and transformable cubes, in many variants from our own production, which continue to thrill all trade show visitors. New in our portfolio are dice made out of wood that are produced individually or as a set, puzzle cubes, and normal flat puzzles. Our flat puzzles are manufactured from FSC- and PEFC-certified 100 percent recycled cardboard. We also drew visitors' notice to our extensive international supplier network again: this makes it possible to realise special production even at smaller quantities and produce promotional items that cannot be found universally. Our outlook is positive for elxact in the new year and we are well positioned. I think the year will be shaped by many changes in Germany, Europe and worldwide. However, as a small company, we will be able to score points with our agility. Due to my sound expertise in the Product Compliance area, we are well prepared for everything!



## Finishing Ballpoint pens, wholly personally

The fact that the PSI trade show not only showcases countless creative “hapticals” for all kinds of marketing purposes, but also presents the current technologies for finishing and personalising these products for high promotional impact, makes it an integrated platform for the promotional products industry. While many specialists concentrated on the “Special Finishing Show” in Hall 11, there were numerous examples at smaller stands of how products can be transformed into wholly personal promotional gifts in a twinkling. Our illustrated example shows the automatic laser from uma Schreibgeräte Ullmann, at which visitors were able to have ballpoint pens made with the inscription of their choice.



## “PSI is gaining in importance for Secrid and Chipolo.”

Jörg Schachten, Secrid c/o Corporate Gift Germany

We are very satisfied with PSI 2025. Despite the trade fairs and customer visits of the past two years, we made many new contacts. Special mention should be made of foreign countries. PSI is gaining in importance for Secrid and Chipolo. A larger stand was booked directly for 2026. In addition to new colours and designs, the Chipolo brand with its Item Finder for IOS and Android was shown in parallel for the first time. These were also very well received. If you look at the large number of trade fair contacts, you would have to assume that 2025 will be a very good year. It remains to be seen how the general economy will develop.

## “There are people here who know their trade.”

Robin Stocksclaeder, WESTERWALD-BRAUEREI H. Schneider GmbH & Co. KG

The PSI trade show is always a highlight for us right at the start of the year. It is attended by people who understand their craft, who always come in with positive energy, driven by the quest for the latest trends. As an artisanal brewery with our 5l party kegs in a custom design, we have been in the promotional products industry for a number of years and really feel at home here. That makes us all the more thrilled, every time, by the opportunity to exchange ideas – new, cross-sector contacts are always generated at the PSI trade show. And visitors who call by at our stand once are sure to come back at least a second time – because as you know, the best way to chat and talk shop is over a good Hachenburg beer. Additionally, from our point of view, we have the perfect promotional product for every occasion. ;)

As we said, we have been concentrating for a number of years on solely marketing our customised 5l party kegs. The product is constantly evolving: since mid-2023, for example, our kegs have been manufactured out of sustainable bluemint® steel from thyssenkrupp Rasselstein and we are also repeatedly breaking new sound barriers in matters of design. Our customers and business partners greatly appreciate this focus, and our flexibility too. That is because, when it comes to purchase quantities and unitisation, we are constantly treading new paths, individually in step with the respective customers.

We are anticipating continuous sales growth in this supply segment. Beer promotes sociability and uninhibited, personal communication. Those are values that are not losing currency even in our fully digitised world of work. Quite the opposite. We are therefore starting 2025 with a positive outlook, also in the knowledge that we have fantastic promotional products distributors as partners who are always a real pleasure to work with.



## “Most distributors are optimistic that they will achieve their targets this year.”

Uwe Thielsch, koziol »ideas for friends GmbH

Overall, we are entirely satisfied with the response. Although we had slightly fewer visitors to our stand than last year, we were more than able to compensate for this with high-quality contacts. The third day also clearly exceeded our expectations. Many distributors, some of them in teams, came with their interested industrial clients, who were given detailed advice. We were pleased to learn that marketing budgets are not being cut and that there is still a willingness to use high-quality branded products that have a long and lasting effect. In addition to customer loyalty, employee retention and onboarding are also current issues. Despite still uncertain developments and overall conditions, most distributors are signalling optimism that they will achieve their goals this year. However, the industry is also aware that increased activities are necessary and that everyone needs to do a little more to fulfil expectations. Ecologically sustainable promotional products made from long-lasting materials in Germany are still important and in demand. Koziol continues to enjoy great popularity in these areas. The radiance of our brand was also clearly noticeable at this PSI. We presented colourful, versatile and cleverly combinable product concepts that signal a zest for life – which is particularly important in times like these.



# Politics and Industry in Dialogue

To mark the opening of the PSI trade show, it is a well-loved tradition to invite guests from the world of politics, familiarise them with the promotional products business and, on location, not only demonstrate the industry's innovativeness but also highlight where the tight spots are. For the opening of PSI 2025, trade show organiser RX succeeded in obtaining Markus Herbrand, member of the German Bundestag and FDP finance committee chief, for this purpose.

**W**in a relaxed opening round, Peter Beichel, managing director of Bensussen Deutsch & Associates GmbH, Kathrin Stühmeyer-Halfar, managing director of Halfar System GmbH, together with Petra Lassahn, director of the PSI trade show and Markus Herbrand, discussed the current challenges that are shaping the promotional products business in particular and the German economy in general.

## Bureaucracy the biggest challenge

A central topic of the discussion were the extensive bureaucratic obstacles entrepreneurs see themselves faced with. Stühmeyer-Halfar and Beichel emphasised that solo entrepreneurs especially, along with medium-sized companies, are suffering amid the growing bureaucratic complexity. "Bureaucracy is a competition disadvantage we urgently need to abolish," stated Stühmeyer-Halfar. Markus Herbrand comprehensively acknowledged this finding and commented self-critically on efforts in relation to breaking down bureaucracy: "The outgoing federal government, to which my party also belonged, hasn't managed to get a grip on rampant bureaucracy. It's common practice to constantly pass new laws without accordingly reducing existing provisions as a counter-move. The result is that demands on companies are constantly rising." Herbrand made it clear that the next federal government would be required to change this – and additionally convert European laws more simply and pragmatically into national law than had been the case so far. Despite the pressing

challenges, the politician took an optimistic view of the future: "With committed companies and a well-trained workforce, there is every chance that Germany will experience a resurgence as a nation that does business."

## Trade show tour: Innovative promotional products presented

Following up the discussion, the Bundestag member joined Petra Lassahn on a trade show tour, in order to gain an



**In dialogue: Peter Beichel, Managing Director of Bensussen Deutsch & Associates GmbH, Kathrin Stühmeyer-Halfar, Managing Director of Halfar System GmbH, together with Petra Lassahn, Director of PSI, and MP Markus Herbrand at the opening of PSI 2025.**



**Making mugs out of coffee grounds! This innovative concept was presented at the PSI trade show by the start-up Kaffeeform. An aha moment for Markus Herbrand, member of the Bundestag, and PSI boss Petra Lassahn, which demonstrates once again the innovative strength of the promotional products industry.**



**At koziol, Markus Herbrand, Stephan Koziol and Uwe Thielsch discussed the advantages of plastic as a material. Their summary: No sustainability without plastic!**

impression of the exhibiting companies' innovative products and entrepreneurial spirit. A particular highlight was the PSI newcomer Kaffeeform, whose founder and CEO Julian Nachtigall Lechner impressed the visitors with his environmentally friendly cups and mugs made out of coffee grounds. This concept was born in 2009. After three years, product designer Nachtigall Lechner discovered the unique formula. More than 400,000 cups manufactured out of recycled coffee grounds and sustainable raw materials have been produced and sold since then.

## Entrepreneurial spirit drives business

The next stop on the tour led to koziol, where Stephan Koziol, managing director of koziol and Uwe Thielsch, Sales Director koziol, showed the guests the range of the longstanding PSI exhibitor and well-known brand manufacturer. In this context, an in-depth dialogue developed concerning the pros and cons of plastic as a necessary



**Victorinox represents tradition and values – and Marion Quast convinced the visitor from the political world that these are also important considerations when promotional products are deployed.**

material. "Sustainability isn't a trend, but a necessity," as Stephan Koziol put it appositely in a passionate plea for plastic. The tour was rounded off with a stop at Victorinox, where Marion Quast, Head of Corporate Business informed Markus Herbrand about the challenges in the promotional products business. The versatile products by the tradition-steeped Swiss company are testament of innovative strength and quality which are deployed not only in classic promotion, but also in corporate branding.

The opening came to an end with a positive outlook onto the coming trade show days. PSI 2025 demonstrated that, despite bureaucratic obstacles, the entrepreneurial spirit in the promotional products industry is alive and dynamic – a message that was affirmed by both politics and business.

For its members, the PSI is the traditional forum for existing and new contacts, and the PSI trade show is a vital platform for new products and trends as well as being the yardstick for the new promotional product year. Reason enough for Europe's industry network to distinguish the jubilarians among its loyal members at the trade show, including at its latest edition.

## PSI honours jubilarians

# A sign of loyalty and cohesion



**W**ith its approximately 5,000 corporate members, the PSI is by far the biggest network in the European promotional products business. And the PSI trade

show, an international centre of convergence where common objectives are mapped out and new haptic promotional concepts are drawn up, is regarded as the "industry's heart", as RX Germany managing director Michael Köhler put it in his welcome to the celebration of the jubilarians on the afternoon of the first trade show day.

### Loyal members

With its history spanning more than 60 years, and its network, the PSI facilitates contacts for a thriving business where the human side most definitely comes first. Therefore, despite the changing times, the PSI has lost none of its attractiveness for its members – quite the opposite, in fact, since the network also brings about a special com-

munity feeling. The numerous manufacturers, suppliers and distributors who have stayed true to the PSI for many years are proof of this. And due tribute was paid to those "symbols of solidarity" (Köhler) on that afternoon.

### 5,430 years of PSI history

The figures alone are an impressive demonstration of the aforementioned aspects: in 2025 there are 140 jubilarians in total, together representing a proud 5,430 years of PSI history. All of them have contributed to the industry's evolution. The invitations and certificates were sent out in advance and the list of jubilarians, among other announcements, was published in the PSI

Journal. This list also leaves no room for doubt that the PSI has been bringing together companies from across the world from the very beginning.

### Thanks for loyalty and trust

Honours went to memberships of 25, 30, 40, 50 and even 60 years' duration. Of course, not all of the distinguished companies were able to send representatives to the Hall 10 forum. For all that, the loyalty pins handed out by PSI director Petra Lassahn and Michael Köhler as thanks for the longstanding members' loyalty and trust were no less joyously received by the honourees who were in attendance. Video clips featuring selected historical events from the jubilee years were played before the distinctions. <

In attendance via their representatives and receiving honours for 60 years of PSI membership were Senator GmbH, Hanbückers Werbung GmbH and Berendsohn AG.



Appreciative applause came from the audience for all of the jubilarians honoured that afternoon.



Exuberance among the representatives of CDH Computer Division Heinemann GmbH, Schorsch Hurler Werbemittel, TechnoTrade Import-Export GmbH and Römer Wein und Sekt GmbH over 30 years of membership.

Publishing director Bernd Dehn took receipt of the certificate for 50 years of membership on behalf of WALTER Medien GmbH from Brackenheim, flanked by RX Germany managing director Michael Köhler and PSI director Petra Lassahn.



# Memories

**Dino M. Wolter,**  
DINO GmbH

“I have particularly fond memories of one of my first PSI trade show – that must have been in 1996. At that time, the ballpoint pen manufacturer rou-bill from Bad Salzuffen was still represented at the trade show with a large stand. On my way to the exit I was walking past the rou-bill stand when a young man with a pigtail spoke to me and invited me to join him in drinking a Campari & orange. I gladly accepted the

invitation and sat down with numerous exhibitors and customers sitting together in a chair circle. I introduced myself as a newbie, and so we drank Campari & orange until late in the night, absorbed in exciting and stimulating conversations. Lots of anecdotes from the industry were told in this illustrious round – some insane, others heart-warming. I met some wonderful people that day and I am

still in touch with them. But the even more important thing: I fell in love with the industry that evening. Now, after more than 30 years, I can say with conviction that promotional products people – be they suppliers or distributors – are all “positively crazy”. And that's exactly what makes this industry so special and unique. In closing I'd like to thank Thomas Bölke for inviting me so warmly to drink Campari & orange back then. That moment not only influenced my view of the industry, but was also the beginning of many wonderful friendships.

**Roman Hasler,**  
bb trading werbeartikel ag

“Who remembers the times when you had to browse through PSI catalogues for hours to find the best products, and orders were sent off by fax? That's exactly the way our bb trading journey began in 1983 – fat indexes, lots of patience and always on the search for the best manufacturers for our customer projects. Today, one click is all it takes, and the digital PSI platform delivers results in seconds. PSI has looked after us from day one, and the strong partnership

helped us to level the path to success. Thanks, not least, to this solid foundation, we experienced constant growth and are privileged to be able to call ourselves the No. 1 on the Swiss promotional products market today.

### Peter Kaiser, Kaiser Promotion AG

While Kaiser Promotion AG was visiting the PSI promotional products trade show one year, the path naturally led to the stand of Elastoform (elasto today), where star guest Schäfer Heinrich was brightening everyone's mood. The stand was beautifully presented in wood and Heinrich's presence drew a large crowd of visitors. He drummed up enthusiasm with his humorous manner and a serenade, while visitors had the opportunity to admire the promotional products. The team from Kaiser Promotion AG took advantage of the opportunity for a group photo with Heinrich. Things continued in the evening with a trade show dinner, where a whole pig was prepared on the grill. The mixture of easy-going trade show visit and exuberant evening made that day an unforgettable experience for the team from Kaiser Promotion AG.

### Rainer Heck, WDW

When we opted to go independent back then, we were full of get up and go, but not yet a member of the PSI and its network. The supplier search concerning the desired products turned out to be difficult and the conditions were also not always the best. It was at least half a year before a supplier referred us to the PSI and we heard about the trade show. That was a fantastic event that wowed us with excellent networking. Today we are old hands and can enjoy our experiences.

### Annika Schönebeck, Römer Wein und Sekt GmbH

In the mid-1990s, Römer Präsente was still exclusively active in the areas of wine and its associated products (grappa, Federweisser). Then, in 1995, the Jasenskys came to visit us by the Moselle to pick up some Federweisser for their wine shop in Sankt Augustin. While Mrs Jasensky ran the wine shop, Mr Jasensky was responsible at the time for the industrial sector at a writing instruments brand in Cologne, so for the sale of promotional products. When Frank Jasensky saw our sophisticatedly decorated wine bottles featuring artists' labels, direct printing and sandblasting, we spontaneously came up with a whole variety of business ideas over a joint tasting of our Riesling. One of the things he mentioned was a special trade show in Düsseldorf, which was exclusively open to members of a promotional products association. Since, however, he was on the exhibitor advisory board and our product range had not yet been represented at this trade show, he was able to spontaneously get us access as exhibitors. That's how we became a member on the spur of the moment and we're still a member to this day.

We still remember our first trade show appearance, because we were in no way adequately prepared for it. Some exhibitor colleagues still chuckle over our apparent nostalgic revival of the very first PSI trade shows, because whereas others in 1995 were already presenting highly professionally planned stand concepts, Römer Wein & Sekt GmbH was exhibiting on pasting tables and handing out "brochures" that consisted of self-stapled colour photocopies of self-photographed bottles. Since, however, we served plenty of our own wines and sparkling Riesling, we nevertheless met with considerable notice among the visitors and our products were soon "on everyone's lips". To that extent,

the corporate history of Römer Wein und Sekt GmbH, respectively the brand "Römer Präsente" and today's "RÖMER FAMILY" is closely associated with that PSI trade show back then: Without the coverage and market penetration of the PSI trade show we would not be the foremost provider of culinary promotional gifts in Germany today. Accordingly, we look forward to many more years of successful membership.

Michael Köhler at the get-together afterwards with Sebastian Römer (CEO Römer Wein und Sekt GmbH) and Daniel Jeschonowski (MD Senator GmbH).



# Alpine receptions: Senator hosts Switzerland and Austria



A toast to the fruitful Promoswiss partnership.



Group photo with ladies: VÖW distributors at the Senator stand.

An established, almost ritual and always amusing part of the PSI trade show is the aperitif organised by Promoswiss, the Association of the Swiss Promotional Products Industry, for its members and other guests. Equally successful are the alternating hosts of this reception, usually a company from the Promoswiss supplier community. This time, the Senator team led by Managing Director Daniel Jeschonowski and Managing Director and Authorised Signatory Judith Fröhlich did the honours. As part of the campaign for Senator's latest writing instrument - the "climate-friendly" Evoxx Polished Recycled LC, whose clip is also available with a shiny gold finish - the stand was decorated with many glittering golden accessories. Promoswiss President Urs Germann welcomed the guests in his usual humorous manner, also mentioning his association's key upcoming events: The Swiss trade fair duo PromoSwissForum/TOUCH, which will take place on 24 and 25 September 2025 in the now traditional setting of the Umweltarena Spreitenbach near Zurich. The day before, the neighbouring Verband österreichischer Werbemittelhändler (Association of Austrian Promotional Distributors, VÖW) held a reception for its guests. This event was also hosted by Senator. The gathering turned into a lively get-together with sparkling drinks and delicious finger food. Association President Klaus Pohn welcomed the VÖW company representatives and other guests from the supplier community. <



VÖW President Klaus Pohn with his hosts, Judith Fröhlich and Daniel Jeschonowski (from left).



An enthusiastic welcome: Promoswiss President Urs Germann hosting.



Group picture with a gentleman: Swiss elegance with sparkling drinks.



Promotional products from this category offer unbeatable advantages for marketing. They combine **practical benefits with emotional added value** and leave a lasting impression on customers.



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### High-quality helpers

Customers can make an ecologically sustainable statement with the high-quality and very effective wooden promotional products from Holz Frank: the high-quality kitchen and household helpers made from FSC®-certified cherry, oak or walnut wood are finished with organic linseed oil. The classics include spatulas, wooden spoons, honey lifters and more, which are robust, durable and can be perfectly customised thanks to precise laser engraving or 5C digital printing. This provides customers a promotional item that combines style, quality and environmental awareness – and remains in use every day.

### Space for your meal

The Big Mug Premium RVS Lunch Pod is a durable and stylish stainless steel food container that can keep meals warm or cool for hours. It is designed for everyday use, is easy to clean and eliminates the need for disposable packaging. With its durable design, it offers a sustainable alternative for meals on the go. Both the lid and the capsule can be engraved, making the box a unique and personalised gift or promotional item. As the product is available in small quantities, it is ideal for corporate branding.

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## NEU: Spielen & Wissen

### Malbuch-Set



### Upcycling-Set



### Gummitwist





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

## Spicy ambassadors

Truly spicy advertising ambassadors are currently available from the Henosa-Plantanas Group. It's all about spices: The company from Bellenberg in Illertal, Baden-Württemberg, offers a range of interesting, different spices, which are also available in a beautiful jar with a cork stopper. Starting from a minimum order quantity of 100, the customer has the opportunity to completely customise this promotional product with a personalised label and freely select the variety.

## Highlight for chefs

The gift set from Römer Präsente is perfect for aspiring and experienced chefs who want to take their cooking skills to the next level. The highlight of the set is the exclusive Scolpi carving set from Rominox®, consisting of a precise knife and a robust meat fork. The combination of sleek stainless steel and fine peach wood gives the cutlery an elegant aesthetic. The hand-crafted wooden handles provide a comfortable grip, while the sharp blade ensures particularly fine cuts. The set includes a bottle of Nero d'Avola, a delicious red wine, to add a touch of sophistication to dishes during preparation. For a professional look in the kitchen, the gift set includes a black kitchen apron to protect clothing from splashes and stains. Delivered in an elegant black gift box with an atmospheric sticker, it makes a perfect gift for any occasion.



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## Delicious breakfast snack

The tasty Müsli 2Go with around 30 grams of fruit muesli from Multiflower is a great way to start the day. It is a small portion of fitness that is also extremely effective for advertising, as the wraparound sleeve offers plenty of space for an advertising message. From a minimum order quantity of 250, the sleeve can also be customised. The ingredients include raisins, wholemeal oat flakes, wholemeal wheat flakes, wholemeal rye flakes, banana chip bits consisting of bananas, coconut oil and sugar, cornflakes, linseed, sunflower and hazelnut kernels as well as dried apricot, pear, peach, date, fig, apple and plum pieces. The product may contain traces of peanuts, other nuts, milk and soya products, sesame seeds, kernel, stone and shell parts.



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## Sparkling drinking pleasure

Colourful, delicious, sparkling: this book by EMF, Edition Michael Fischer, offers many innovative recipes with and without alcohol. It presents drinks for every occasion, such as pink gin with a sugar rim, ginger beer with lemon or grapefruit iced tea with thyme. Readers are provided with exciting recipes for creative and varied drink ideas for every taste and every occasion, ensuring surprising and sparkling moments for customers too. On request, the EMF team can place a logo on the cover and present selected customer products on the inside pages. The customer determines the features, design and content, which means that the product can be used for anything from a promotional gift to a high-quality product with a hard cover.

## Everything under control

Coffee or tea stays hot for longer with the Troika Cup-Uccino, which is made from 75 per cent recycled stainless steel. This is due to the vacuum-drawn, double-wall insulation of the ToGo cup with a capacity of 300 millilitres. The food-safe insulated mug with lid made of BPA-free plastic is not only environmentally friendly, but also stylish and practical. It is available in three different colours. Thanks to the rubber seal, the lid also prevents the liquid contents from spilling over. Both the mug and the lid are dishwasher-safe. The thermo mug in matt black is ideal for cappuccino, latte macchiato, coffee and other hot drinks.



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## Ecologically sustainable cooling

The Fridgebag Lunchbag is a sustainable bag made from recycled refrigerators, available from Dutch promotional product specialist Retulp Custom. It keeps food cool for up to ten hours and is easy to clean so that it can be reused every day. This eliminates the need for disposable plastic bags for transporting lunch. The bag measures 29 × 23 × 14 centimetres and has a capacity of nine litres. This container can also be printed if smaller quantities are purchased and is therefore perfect as a corporate gift or promotional product. This makes it a practical and environmentally friendly choice for everyday lunches. It is lightweight yet robust, making it easy to take with you wherever you go.

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www.marcolor.de



## Ecologically friendly set

An ecological sponge cloth and high-quality tea towel go together perfectly and marcolor turns them into a useful set of kitchen utensils. Quality and individuality are paramount: both the white cotton tea towel and the sponge cloth are made and finished in Germany. The sponge cloths are made from 100% renewable raw materials, namely wood cellulose and cotton, and are available in up to eight other basic colours in addition to white. Both cloths are custom-printed in your company's own design in the Eifel region. The printing inks used are water-based, vegan and palm oil-free. In addition, marcolor takes care of the customisation using printed banderoles made from recycled paper. Special requests, such as the number and folding technique of the cloths or the size and position of the banderole, can be taken into account. The result is a high-quality gift set with a minimum order quantity of 250 sets.

## Robust and durable

The leather Coaster from Gabriele Bühring and her team is 100 per cent handmade in Germany and embodies a rugged, yet elegant style that perfectly combines functionality and aesthetic appeal. Stamped from high-quality, thick full-grain cowhide, the stylish product offers excellent protection for sensitive surfaces. Each piece is unique, with a striking deep embossing that perfectly complements the roughly crafted design and goes wonderfully with special glasses. Whether as a set, in the catering business or in the workplace, the Coaster expresses rustic elegance. The robust, durable product is also easy to care for and reliably withstands the demands of everyday use. Gabriele Bühring produces this and many other coasters on demand in customised designs. Individual customisations are also no problem. The advertising logo is applied using blind embossing. The project is packaged loosely in a cardboard box.

PSI 40807 • Gabriele Bühring  
Tel +49 41 54 79540-0  
Vertrieb@Buehring-Shop.com  
www.buehring-shop.com



PSI 44186  
team-d Import-Export Warenvertriebs GmbH  
Tel +49 7181 989600 • info@team-d.de  
www.team-d.de



## Hidden sharpness

This wooden chopping board from promotional products specialist team-d Import-Export Warenvertriebs GmbH has an integrated sharp and versatile all-round knife. It is a very practical idea, allowing the user to simultaneously have the chopping board and cutting tool at hand when working in the kitchen. The set is perfect for preparing small snacks, for camping trips and, of course, for everyday kitchen work. The board measures approximately 30 × 20 × 1.5 centimetres and the kitchen knife has a sharp 13-centimetre blade.

– Advert –

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giftswithimpact.nl

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- HANDMADE
- FAIR TRADE
- SOCIALLY MADE



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



## Fresh supplies

The bag clip with a filler from Condedi is the perfect solution for keeping food fresh and making it easier to fill bags. The innovative combination of a clip and filling mechanism allows you to quickly open bags, fill them up and then close them securely again. The practical freshness holders are available in the modern colours white and anthracite, making the bag clip ideal for any kitchen and bringing order to everyday life. The product is custom-printed in various areas. A maximum advertising space of 30 × 5 millimetres is available on the clip.

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



## Opens doors and bottles

The innovative 2in1 key ring with a bottle opener from ants & friends is protected by design and utility patents. With its dual use, it goes beyond the function of a simple accessory. In addition to its main task of holding the most important keys together, the small, rather inconspicuous bottle opener effortlessly opens any drink with a crown cap. Material made from recycled PET bottles was used to manufacture the key ring. The rope is available in up to four colours based on Pantone and your own corporate design. Laser engraving on the metal bottle opener is just as feasible as an engraved QR code.

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

## Green Easter

The Easter Buddy from tobra, an FSC®-certified wooden egg cup, already impressed with its charming design at the PSI trade show. This ecologically sustainable product brings Easter cheer to the breakfast table and shows how environmental protection and style can go hand in hand. However, Tobra has much more to offer: The extensive range includes numerous festive items that are ideal for Easter – from decorative accessories to creative gift ideas. Another plus is the Easter Buddy's environmentally friendly packaging, which consistently supports the idea of sustainability. With tobra, Easter is not only a celebration of joy, but also of responsibility.

MADE  
IN  
GERMANY



PSI 49025  
Porzellanfabriken Christian Seltmann GmbH  
Tel +49 961 204-0 • l.anzer@seltmann.com  
www.seltmann.com

## Elegance in porcelain

The Sento series from Seltmann is tableware that is 100 per cent "made in Germany", dishwasher-safe and microwave-safe. Sento combines lightness and timeless elegance on the table. The minimalist design and harmoniously curved shapes give the porcelain a clear, timeless aesthetic. This series epitomises the art of celebrating the essentials in an elegant way for moments of pure enjoyment. Sento is not only available in classic white, but also in warm beige and lively green with an elegant ceramic look. The stylish designs create a harmonious atmosphere and set unique tones. At the same time, the tableware combines timeless aesthetics with a robustness that impresses both in everyday life and on special occasions.

## Popular bottles

The Kalfany Süße Werbung fruit gum series now includes two new top sellers from the Bären Company®: cola bottles, classic or sour with cherry. The popular fruit gum cola bottles have been impressing people for years with their unmistakable taste and are a perennial favourite for cola fans. The exciting combination of fruity cherry and sweet cola, refined with a tangy-sour coating, makes for a surprising taste experience. The two varieties, classic and sour, are now available in handy 18 gram and 20 gram sachets respectively. The confectionery specialist delivers within approximately 15 working days after print approval.

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



PSI 50967 • Römer Drinks  
Tel +49 6541 81290  
info@roemer-drinks.de  
Fehler! Linkverweis ungültig.



## Freshness on the go

The latte macchiato from Römer Drinks is guaranteed to give friends and colleagues the refreshment boost they need for a long work day in the office or on the go. The classic coffee drink contains semi-skimmed milk, skimmed milk and instant coffee in a ratio of 45 milligrams of caffeine per 100 millilitres of liquid. The practical 250 millilitre slimline can offers an ideal advertising space and can be individually designed with a desired motif from a quantity of 264 cans. Customers can choose between different labelling options from the drinks specialist.

## Delicious treat

A touch of creativity and sweetness is needed to stand out in the intensely competitive world of marketing. CreaLick lollipops from Anda Present offer a unique and memorable way to promote your brand. These delicious treats come with fully customisable packaging by full colour printing to put your brand centre stage. Perfect for trade shows, corporate giveaways or sales promotions, the lollipops add a playful but professional touch to any marketing strategy. Their versatility makes them suitable for use with all age groups and ensures that your brand leaves a lasting impression.



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

PSI 44531 • Indexa GmbH  
Tel +49 7136 9810-0 • info@indexa.de  
www.indexa.de



## Message perfectly staged

Ideal for children's rooms, hallways and stairwells: the NL04 LED night light leaves no one in the dark. The soft, warm white light ensures well-being and safety in every home. Thanks to the integrated twilight sensor, the light switches on automatically in the dark and switches off again in daylight. The LED light has a particularly long service life and can simply be plugged into a socket. With its flat design, the night light matches any decor. The white housing and the transparent illuminated surface can be customised with an imprint. This is the perfect way to showcase your advertising message.

## Trendy product for liquids

Created and manufactured at the company's site in the Allgäu region, the trendy plastic bowls and designer ISO2go cups from the promotional products specialist Adoma are perfect for indoor and outdoor use. The plastic bowls are available in two different sizes. The attractive containers and the designer ISO2go cup are the perfect ingredients for a modern lifestyle. Whether for your daily meal on the go or your morning coffee, you're perfectly equipped with these practical products from the Allgäu region.



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



## Scented decoration

The fragrance diffusers from Invame are not only practical accessories, but also stylish decorative elements for the table. With their elegant design and wide range of fragrances, these diffusers add a unique character to any interior. Personalisation by printing a logo or any motif on the bottle gives the customer the opportunity to highlight the brand in a subtle way. Placing the diffuser in the centre of the table creates a cosy atmosphere that is ideal for business or social meetings. Thanks to the gentle colours of the Invame diffusers, they can be easily integrated into the overall decoration. The right fragrances can additionally have a significant impact on the mood: Calming and refreshing aromas stimulate conversation and enhance pleasant feelings. Thus, a properly chosen aroma also impacts the marketing potential and recognition of the brand.



PSI 45720 • Invame Original Fragrance  
Diffusers c/o Dreampen  
Tel +48 68 4772232 • invame@invame.eu  
www.invame.eu

## Keeping delicious food fresh for a long time

The foldable Eco Lunchwrap from Retulp Custom in the Netherlands is an ecologically sustainable and reusable alternative to plastic packaging and bags. The product keeps meals fresh, is easy to clean and perfect for everyday use. With its flexible and foldable design, the Eco Lunchwrap adapts to different shapes of food, making it ideal for sandwiches, snacks and more. The Lunchwrap is lightweight yet durable, making it compact and easy to transport. The smart kitchen helper can also be customised when ordering small quantities, making this product a great choice for corporate gifts or promotional purposes. Eco Lunchwrap is a practical, environmentally friendly and stylish way to avoid waste while keeping food fresh.

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



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



## Function times five

The Global tool from Condedi sets new standards in terms of functionality and design. This multi-tool combines five indispensable functions in one practical device: the bottle opener opens your favourite drinks effortlessly and stylishly, while a screw cap opener puts an end to your struggle with stuck caps. The third feature is a can opener that precisely and easily exposes the contents of any can. With the can opener, sharp edges are a thing of the past. The de-vacuumiser makes it easy to remove the vacuum from jars and packaging. The ergonomic design and the colour variants in black and white and white and grey make the Global an indispensable companion for every household. It can be finished by printing.

## Second chance

The special lampshade from promotional product specialist Lumitoys-GmbH creates a second life for old bottles by turning used glass into an atmospheric decorative item with great benefits. The smart product is very easy to use: simply attach it to the neck of the bottle, switch it on and the bottle lamp is ready. The light can be dimmed continuously, has a touch sensor and can be recharged via USB. Suitable for all bottles, it is also available in recycled material on request. In addition, the product offers a large printing area and customised packaging is also possible.

PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 377545-0 • info@lumitoys.de  
www.lumitoys.de



## Stylish table accessories

Printed half-linen cloth napkins are available from marcolor. Half-linen cloth napkins give every table setting that little bit extra. The 40 × 40 centimetre cloth napkins are timeless, elegant and invite you to enjoy a dignified meal in a special atmosphere. They are made of 50 per cent linen and 50 per cent cotton and are screen-printed with the customer's desired motif. The textiles are produced in the EU and the high-quality printing takes place in the company's own print shop. The cloth napkins are washable and therefore can be used at the festive table time and time again. Depending on the intended use, they can be supplied either individually or in a set. The minimum order quantity is 1,000 and can be divided into several print motifs.

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



PSI 46613  
ZEGO Textilveredelungszentrum GmbH  
Tel +49 6021 590920 • info@zego-tvz.de  
www.zego-tvz.de



## For apron lovers

Aprons are an indispensable accessory in the household goods sector that combines not only functionality but also style. ZEGO offers high-quality aprons that have been developed for the catering industry, among others. However, companies looking for effective advertising materials can also benefit from these aprons. The textiles are available in various designs, for example as bib aprons or bistro aprons. All models can be customised using various finishing processes. Whether classically with a company logo or with special slogans for targeted advertising purposes, the ZEGO textile finishing centre offers flexible solutions to perfectly showcase your brand. These practical and stylish aprons not only cut a fine figure in the kitchen, but also make excellent gifts for employees and customers.



## Innovations in glass

In order to meet the growing demands of the international beverage industry, the tradition-rich company Rastal has further expanded its overall portfolio. Harmony Lines is a modern further development of the flagship Harmony design from the Rastal brand. The result is an innovative series extension that reinterprets the bestseller Harmony in a modern and independent way. The visual highlight is the relief look on the inside. At the same time, the outside of the glass can still be printed with company logos. The vertical lines create interesting light refractions that direct people's attention to the glass and ideally showcase the drink. The series extension is currently available in three versions. The two stemmed glasses Harmony 35 and 53 Lines are perfect for serving white and red wines or seasonal mixed drinks. The new series is rounded off by the Harmony 40 Lines cup shape, which is used for serving soft drinks, cocktails and water.



PSI 41829 • Rastal GmbH & Co. KG  
Tel +49 2624 16-0 • brandnew@rastal.com  
www.rastal-promotion.com

## A useful and high-quality product

Igro GmbH is launching printed cotton tea towels as the perfect advertising messenger in this product segment. The high-quality cotton is particularly absorbent and durable. Special formats and colours are also possible. The cotton tea towels are Oeko-Tex certified and produced ecologically sustainably. With a full-surface print of a logo or slogan, the brand is always in focus. Companies can use the cloths as a sustainable promotional gift to delight customers and employees. Whether as a giveaway at trade shows or as merchandise for fans, the tea towels are a real eye-catcher. Igro offers full-surface printing starting in quantities of 1,000.



PSI 40940 • Igro GmbH  
Tel +49 6432 91420 • info@igro.com  
www.igro.com

## Clean advertising solution

Customers searching for a clean advertising solution will find it in the compact mini sweeping set from team-d Import-Export. This practical set consists of a handy, ergonomic shovel made from recycled PP and a handy broom made from bamboo. The duo is ideal for cleaning up crumbs on the dining table, for the desk, the car or even for camping trips. Ecologically sustainable, practical and stylish, it is a must-have for environmentally conscious lovers of cleanliness. It is supplied in individual boxes.



PSI 44186  
team-d Import-Export Warenvertriebs GmbH  
Tel +49 7181 989600 • info@team-d.de  
www.team-d.de

## Tailor-made box

The customised industry and theme box "Hotel and Gastronomy" from mbw® offers promotional product distributors a carefully compiled selection of promotional and gift items that are specially tailored to the needs of hotels, restaurants, cafés and catering businesses. One of the advantages of the industry and theme boxes is the target group-oriented product selection: The box contains popular gift and promotional items that have been selected through extensive research and industry knowledge to precisely meet the tastes of the target group. A further advantage is the simple sampling process, through which customers are presented with suitable samples using the box in a cost-effective and effortless manner in order to generate new sales. The boxes can also be sent directly and neutrally to customers.



## Pleasure in a duet

Made in the EU, the two small glass mills from Multiflower are a fine gift for any gourmet. The two mills make it easy to grind coarse sea salt and peppercorns. Refilling them, even with other spices, also contributes to ecological sustainability. Incidentally, the insert can be provided with your own logo or customised in quantities of 250 or more. The two spice mills are each filled with around 30 grams of sea salt and around 13 grams of black peppercorns.



PSI 45974 • Multiflower GmbH  
Tel +49 6226 92798-11  
m.vargel@multiflower.de  
www.multiflower.de



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

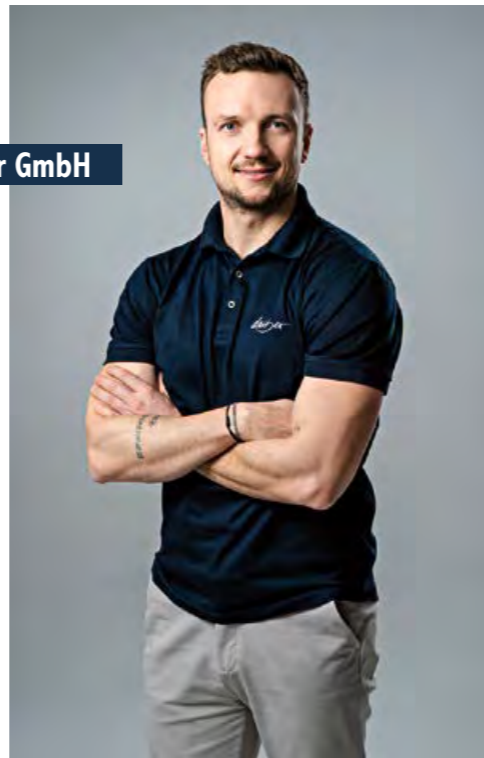
## Daiber strengthens its digital focus

Since January 2025, André Knaus has been the head of Marketing & Digital Operations at Gustav Daiber GmbH based in Albstadt. With his business studies focusing on marketing and sales and his part-time Master's degree in IT management for working professionals, he brings a deep understanding of the interfaces between marketing, technology and business processes. His many years of experience in IT-based digitalisation projects at an international automotive supplier are also an asset for Knaus' new role. As Head of Digital Operations at Daiber, he has successfully driven forward e-commerce and process optimisation since 2022.

A particular concern for Knaus is the continued harmonisation of Daiber's brand image, which has been undergoing transformation for a while; one of the results of which is the recent rebranding of the company's brands to the Daiber brand). The next focus for Knaus will be on the further development of the textile company as a corporate fashion platform where customers are given real added value through innovative offers, ranging from custom product design to data-driven solutions. 'I see ongoing digitalisation not only as a tool but also as a strategic business lever for guaranteeing long-term success and for offering our customers services that will make their work easier and drive it forward', says Knaus. In addition to the optimisation of digital distribution channels, Knaus wants to connect traditional and digital marketing strategies seamlessly, which will, in turn, continue to expand the company's position in the industry. The company's image will be reinforced on all channels during this process.

The Managing Directors of Gustav Daiber GmbH, Christof Kunze and Kai Gminder, warmly welcome Knaus to his new role: 'André Knaus brings the ideal combination of technological know-how, project experience and marketing expertise. With his extensive knowledge of digital and analogue processes, Knaus is the right person to drive our vision of a future-oriented company forward, which is prepared for today's challenges as well as the challenges we may face tomorrow', says Christof Kunze. [www.daiber.de](http://www.daiber.de)

### Gustav Daiber GmbH



## A breath of fresh air for Benelux

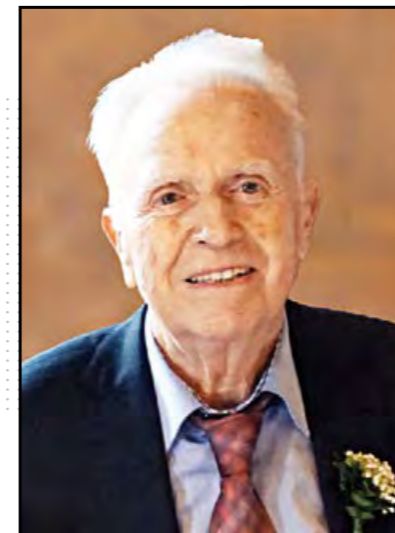
A breath of fresh air in koziol's Incentives Team: As new Key Account Manager, Leonie Jäger is now responsible for looking after key accounts and marketing partners in Belgium, the Netherlands and Luxembourg. Leonie Jäger successfully completed her Master's Degree and has already gained initial experience in the areas of sales promotion, marketing and sales optimisation at companies such as Fressnapf and L'Oréal. "We are delighted to have gained a motivated employee in Ms Jäger, who can optimally advise and support our retail partners in their creative projects," says Uwe Thielsch, head of the koziol Incentives & Promotions Team.

koziol »ideas for friends GmbH was founded in 1927 and is known worldwide for its innovative design products and award-winning customisations. The collection is aimed at design- and quality-conscious people who want and appreciate functional products with a unique style. The company is based in Erbach/Odwald and produces exclusively in Germany. They guarantee the highest quality as well as comprehensive ecological, social and economic sustainability. Since 2021, koziol's production has been climate-neutral.

[www.koziol-incentives.de](http://www.koziol-incentives.de)

### koziol »ideas for friends

Leonie Jäger



Herbert Rigoni in December 2021

## On the death of Herbert Rigoni

The company Heri-Rigoni GmbH from the Black Forest mourns the loss of its founder Herbert Rigoni. He founded the company on 1 June 1961 and managed it until handing it over to his sons Armin and Michael in 2002.

As an inventor and entrepreneur, he developed the first ballpoint pens with a stamp function in 1961 – a milestone in the company's history. Herbert Rigoni was a passionate inventor and mechanic who always had the well-being of his employees in mind. Numerous patents and industrial property rights bear witness to his innovative skills. He already joined the PSI (Promotion Services Institute) in 1975, laying the foundations for many years of cooperation with the promotional products industry. He passed on his values as a Black Forest businessman to his sons and his grandson Adrian – values that are still lived out in the company today.

Nowadays, the company presents itself with a wide range of writing utensils with a stamp function as well as innovative advertising ideas, which are realised by the "emotion factory". Creative product segments such as "Advertise & Grow", "Giveaways", "Play & Learn", "Promotional items for pets", "Easter gifts" and "Christmas gifts" bring a breath of fresh air to every advertising campaign.

With his entrepreneurial foresight and tireless commitment, Herbert Rigoni decisively impacted the company. His memory will be honoured at Heri-Rigoni GmbH. He died on 3 February in his 87th year.

## International sales team expanded

Olivier Chabal will be joining the growing international sales team at uma Schreibgeräte Ullmann GmbH as Sales Representative France from January 2025. The experienced industry and writing instrument specialist will take care of the needs of uma's French customers in future. He will also intensify personal contact with dealers by visiting local trade fairs and customers. 'We are very pleased to have an absolute industry expert and networker in our ranks, who will take the uma brand to a new level in France, above all through long-standing personal connections,' says CEO Alexander Ullmann.

With newly designed sales aids, especially for the French-speaking market, uma is focussing on even more service. According to the company, Olivier Chabal is looking forward to the first face-to-face meetings with customers on the OTP tour across France starting in January. He will be supported by Annaleena Markolf, who will be liaising with customers from uma's international export team. Further information can be found at: [www.uma-pen.com/fr](http://www.uma-pen.com/fr)

### uma Schreibgeräte Ullmann



Alexander Ullmann (left) with the new Sales Representative France Olivier Chabal. (Photo: uma Schreibgeräte Ullmann GmbH)



## “Take off” for fresh advertising material

The PROMOTIONAL PRODUCTS TRADE SHOW in Nuremberg Airport, organised by Schuelbe Promotion Service GmbH, rang in the promotional product specialist's year on 23 January 2025 with an impressive presentation of industry innovations and trends. Featuring 36 exhibitors, who displayed a diverse range from high-value brand products to cost-effective scatter items, the trade show offered a broad spectrum of creative inspirations. Once again, there was a palpable increase in visitor numbers compared with the previous year's event. Numerous visitors took advantage of the airport's inspiring atmosphere in order to get informed about the latest developments and products. “This illustrated not only the attractiveness of the event, but also the enduring interest in promotional products,” reports managing director Kathrin Harris.

### Schuelbe Promotion Service



36 exhibitors showed the diversity of the world of figurative advertising.

One of the highlights was an interactive talk on the topic of “Artificial Intelligence (AI) Meets Creativity”. Keynote speaker Timo Springer provided a practical illustration of how AI can be deployed in everyday marketing, getting the audience cleverly involved along the way. A further draw was the newly introduced “Connect Area”, which served as a lively meeting-point between the main area and the new “Newcomer Area”. Here, visitors were able to generate contacts and exchange ideas over coffee and snacks. In this area they were also able to receive comprehensive advice on full service and merchandise shops relating to promotional products. The exclusive trade show campaigns, which this year presented a great diversity – from clever key-tools in a promotional card to sophisticated writing instruments with custom printing – also found broad resonance.

As Kathrin Harris sums up, the PROMOTIONAL PRODUCTS TRADE SHOW in Nuremberg Airport proved to be “not only a stage for current trends and products, but also a platform for innovative ideas and sustainable concepts. The consistently positive feedback from visitors and exhibitors underscores the trade show's importance for the promotional products industry.” [www.schuelbe.de](http://www.schuelbe.de)

The ‘crew’ of Schuelbe Promotion Service GmbH awaits its interested visitors at Nuremberg Airport.



## E-invoicing: Do it yourself

CDH Computer Division Heinemann GmbH has been providing a range of sector-specific software for more than two decades and can support anyone wishing to implement electronic invoicing while benefiting from the latest technology. CDHWeb makes it easy: “Our latest version has everything companies need for efficient and flexible office organisation – including support for e-invoicing in UBL, CII, ZUGFeRD and Peppol formats. This ensures that you are ideally equipped for the current legal requirements for e-invoicing,” says Managing Director Martin Heinemann. “Regardless of whether invoices are created, sent or managed – CDHWeb makes it easy to implement legally compliant processes yourself. This not only saves valuable time, but also minimises errors and increases efficiency in your day-to-day work,” Heinemann continues and emphasises: “Design your everyday office life in the way that suits you best – flexibly, reliably and tailored to your individual needs.” Further information can be found at: [www.cdh.info](http://www.cdh.info)



2025 began with fresh vigour at Kalfany Süße Werbung. The specialists in sweet promotional products are stepping up with a new brand appearance and enriching their range with a chocolatey innovation.

## Kalfany Süße Werbung

# New look – new choc – new highlights



The new corporate logo is resplendent in a new and standardised look. The new appearance is in perfect harmony with the proprietary brands Bären Company® and new chocolate brand Choco Company®.

The relaunch was introduced to the industry public for the first time at PSI 2025. “A coherent expression of our manufacturing competence and our love for freshly finished confectionery,” comments Jenny Mangold, Marketing Director at Kalfany.

trade cocoa with mass balance – we insist on high-quality ingredients and a melt-in-the-mouth taste experience that makes promotional messages unforgettable. Whether individual shapes or promotionally impactful packaging, Choco Company combines indulgence with communication at the highest level,” Mangold explains.

### New in look and feel: The flip calendar

The practical flip calendar helps Kalfany customers to keep an eye on the entire year. Comprised with-in it are the year-round range plus the highlights for Christmas and Easter. Sources of inspiration here are delicious fruit gum creations, which thrill with creative flavour combinations, and sustainable packaging options that pep up any promotional message. Moreover there is an innovative Advent calendar concept featuring the popular Kalfany tea bears. <



Modern and harmonious: The new logos



### Chocolatey novelties for irresistible messages

For Kalfany, the introduction of the new Choco Company chocolate brand marks the opening of a new chapter in its sweet range. This premium chocolate is a winner with its very own, in-house developed whole milk chocolate recipe and is freshly poured in the company's IFS-certified production. “With at least 35 percent cocoa – Fair-

Already a runaway success at the latest PSI trade show: the new premium chocolate from the Choco Company brand is a winner with a specially developed recipe.

[www.suesse-werbung.de](http://www.suesse-werbung.de)

## Positive mood among exhibitors and visitors

Merchandise World once again heralded the start of the year for the British promotional products industry this year. The trade fair, which took place on 22 and 23 January at the CBS Arena in Coventry, traditionally brings together manufacturers and suppliers with retailers from the UK and Ireland. According to the organisers, the industry service provider Sourcing City and the British Promotional Merchandise Association (BPMA), visitors from the EU and the USA were also represented at the trade fair this time.

According to the organisers, the total number of visitors was only just below the record set before the Covid break in 2020. A total of 1,460 visitors from 574 distribution companies came to find out about innovations and trends from 174 exhibitors. According to the organisers, suppliers from overseas accounted for 20 percent of all exhibitors: 'Several of these exhibitors presented products or services that are not readily available from UK suppliers. Others offered services based in the EU that enable retailers to order and deliver directly in the EU.' The focus of the articles on display was clearly on new environmentally friendly products, to which a separate area, the 'ECO World', was dedicated, emphasising the trend towards sustainability.

According to the organisers, the mood among exhibitors and visitors was positive despite the difficult economic situation in the UK. 'We are delighted to see the show go from strength to strength and to hear compliments from exhibitors and visitors alike. Our team works passionately to make the event special and it's great to see that being recognised. We are also very proud of the quality and quantity of visitors, which is also appreciated by our exhibitors. It's great to see everyone getting value from the show and benefiting from the business opportunities that Merchandise World creates. Planning for the next show is starting now and we look forward to seeing everyone again next time,' concludes show organiser Ella Long. For more information visit: [www.merchandiseworld.co.uk](http://www.merchandiseworld.co.uk)

**Merchandise  
WORLD**  
Exhibition | Discovery | Networking  
A BPMA & Sourcing City Event



Inspirion presents their new PromotionTops 2025 catalogue – bigger, better and more versatile. This catalogue is far more than just a list of products: According to Inspirion, it is a valuable sales tool that helps you succeed in dynamic markets.

## Inspirion launches PromotionTops 2025

# Ultimate Sales Tool

The PromotionTops 2025 catalogue stands for innovation, reliability and sustainability – combined in a comprehensive range: This is how the North German company characterises its new sales tool.

### Sustainability first

In view of the increasing demand for environmentally friendly options, the latest edition features more sustainable products than ever before. Made from recycled and natural materials, the items are not only eco-friendly but also perfectly in line with the values of modern consumers. From foldable drinking bottles to multifunctional cards, the PromotionTops 2025 catalogue offers a wide selection of lightweight, robust and practical products that meet the demands of fast-paced everyday life. For work, travel or leisure, these items fit effortlessly into everyday use. As Inspirion emphasises, their carefully selected products meet the highest quality standards and excel with durability and functionality.

### Modern customisation options

Brand messages can be personalised using 15 printing techniques. These techniques offer the opportunity to create high-quality, customised designs that resonate with target groups and emphasise their brand identity. The PromotionTops 2025 catalogue not only offers great products, but also a user-friendly and appealing design. Thanks to its clear structure, the right items for specific requirements can be found quickly.

### Important product categories

- > Environmentally friendly products: travel coffee mugs, power banks and pens made from recycled materials, 100% bamboo items such as board games.
- > Functional gadgets: portable chargers, multi-tools and innovative travel accessories such as neck cushions or foldable drinking bottles.
- > Customisable favourites: blankets, kitchen utensils, mugs, classic umbrellas or rucksacks – ideal for a personalised brand message.

Each product category combines creativity with practicality and has been specifically designed to inspire and accessorise customers.



The new PromotionTops 2025 catalogue features a wide selection of lightweight, robust, practical and sustainable products.

[www.inspiron.eu](http://www.inspiron.eu)

## Strategic partnership with British brands

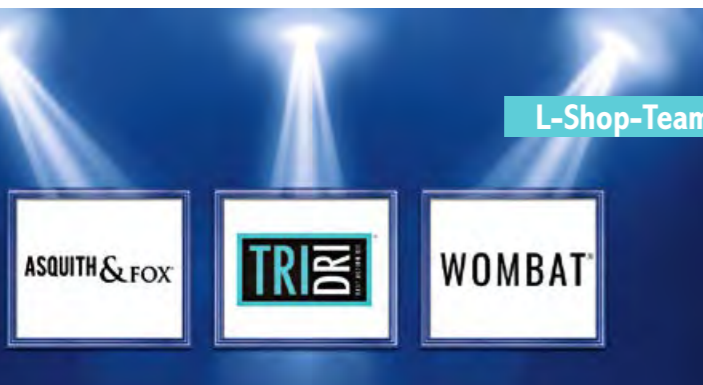
L-Shop-Team GmbH has announced that the three British premium clothing brands Asquith & Fox, TriDri and Wombat have entered into a strategic partnership with the German online textile wholesaler to expand their distribution network in Europe.

### L-Shop-Team GmbH

Starting in January 2025, L-SHOP-TEAM will be an official distributor, increasing the availability of these well-known brands alongside existing exclusive distributors Ralawise.com and Ralateam BV.

Asquith & Fox offers a sophisticated range of high quality leisurewear that seamlessly combines style and professionalism. TriDri is known for its high-quality sports and leisurewear that offers comfort and performance to active athletes and teams. Wombat's lifestyle fashion offers casual and versatile styles that are perfect for leisure and travel.

According to the press release, the collaboration with L-SHOP-TEAM "represents an important milestone for these brands," as it will provide B2B customers across the EU with better access to their collections and thus meet the growing demand for high-quality, fashionable clothing on the European market. For more information please see: [www.l-shop-team.de](http://www.l-shop-team.de) • [www.asquithandfox.com](http://www.asquithandfox.com) • [www.tridriactive.com](http://www.tridriactive.com) • [www.wombatclothing.com](http://www.wombatclothing.com)



Not the usual garage, rather a wine garage: Oechsle instead of octane, cutters instead of Mercedes and jugs instead of Porsche. It is the perfect meeting place to ring in the PSI trade show in a relaxed atmosphere amid 300 wines and 40 champagne brands on the evening before. The event was organised by PSI and Michael Freter's GXN network.

### Cooperation between PSI and Global Executive Network

# Connections and synergies



operation with you, Michael, and the GXN. We not only share similar values, but also complement each other perfectly in our approaches and perspectives and create synergies." Michael Freter added: "In view of the ongoing internationalisation of the promotional products industry, it is crucial to think outside the box and exchange ideas on a global level." These words were immediately put into practice at the social gathering in the "wine garage". After lots of hugs and many a kiss (they hadn't seen each other for a long time), several different languages dominated the cosy scene. Problems and possible solutions are often easier to discuss with a glass of wine in hand than at meetings in everyday business life. New acquaintances were made, old ones revitalised and strengthened. In other words, it was a place for lively networking.

#### Together for an international industry

In her brief speech, Petra Lassahn also emphasised that the European perspective had been significantly strengthened at the PSI Trade Show. Many international associations had committed themselves, including the relatively young European Association Corporation (EAC), which was represented at the trade show for the first time with a joint stand. Lassahn also highlighted the new subtitle of the trade show: "Leading European Trade Show for Promotional Products, Incentives and Merchandising". This is important because this expanded positioning shows that the trade show still has a lot of potential and can be proud of its importance, which extends far beyond the classic promotional products business. In future, PSI and GXN will also be increasingly involved in joint projects. It was a good start at an inspiring location: Nicole Schloemer and Holger Blomeier's "Weingarage" in Düsseldorf. <



**M**any of the top names in the national and international promotional products industry met in an exclusive setting on the eve of the PSI trade show. Petra Lassahn was there for PSI and Michael Freter for GXN with his network for decision-makers and managers from various countries.

#### An ideal addition

In their welcoming speeches, both had already hinted that the evening still had a surprise in store – and after the joint invitation, people could already guess where the journey would take them, namely into a "joint" future. Petra Lassahn commented: "I am particularly pleased about the co-

On the eve of the PSI, PSI Director Petra Lassahn and Michael Freter announced the cooperation between PSI and Global Executive Network. This was celebrated in an international circle at the "Weingarage" in Düsseldorf.



For this, and any other questions...  
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The promotional products industry is celebrating its collaboration and demonstrating the concentrated power of haptic advertising with a unique bar project at the OMR Festival in Hamburg. The focal point is the stylish bar “The Hapticologist”, which is being showcased as the “Centre of Seven Senses”.

### Promotional products industry at the OMR Festival

# A bar as a stage for haptic advertising



PSI Director Petra Lassahn, who also heads the Bar Convent Berlin, is overseeing the creation of the exciting bar project “The Hapticologist” at the OMR Festival. There, the promotional products industry will demonstrate the strengths of haptic advertising in marketing.

Visitors to “The Hapticologist” bar at the OMR Festival in Hamburg on 6 and 7 May 2025 can immerse themselves in a multi-sensory experience. “The Centre of Seven Senses” unites the seven senses and shows how haptic advertising connects brands and target groups on all levels. A group of eight suppliers and manufacturers, three promotional product distributors and the industry experts from PSI and WA Media have joined forces to present haptic advertising on a completely new level. This is where creative marketing meets the unique vibe of a real trendy bar. “The Hapticologist” presents an unrivalled cocktail of sensory experiences, design and branding power. Top bartenders create their best signature drinks, inspired by the seven senses, while a first-class barista serves coffee specialities accompanied by vibrant beats from a DJ.

[www.thehap.bar](http://www.thehap.bar)

#### Exclusive merchandise collection

The promotional products professionals will of course also be demonstrating their expertise in hands-on advertising. An exclusive merchandise collection can be admired at the stand or ordered online at [www.thehap.bar/shop](http://www.thehap.bar/shop). Steven Baumgaertner, CEO of cyber-Wear and co-initiator of the project, explains the motivation behind the initiative: “We want to show how relevant and forward-looking haptic advertising is for modern marketing. With our bar, we break down boundaries and mix creativity, ecological sustainability and branding opportunities into a cocktail that inspires brands just as much as their target groups.”

#### The industry demonstrates its strengths

Together with PSI, Baumgaertner called on the industry in summer 2024 to join the initiative and take part in the Online Marketing Rockstars festival. In the end, eight innovative suppliers and manufacturers (Halfar, Kalfany Süße Werbung, Karl Knauer, Mahlwerck, mbw, Prodir, Toppoint and uma) as well as three creative promotional product agencies (cyber-Wear, Global Brand Concepts and Kolibri) joined forces to show the marketing world the versatility and strength of their marketing discipline. Visitors to the OMR can also take part in a masterclass with multi-sensory expert Olaf Hartmann. PSI Director Petra Lassahn is responsible for the realisation of the bar concept. She also manages the legendary Bar Convent Berlin as an RX proxy and is a true expert when it comes to staging events and making brands come alive. <

**OMR Festival: With more than 67,000 participants and around 1000 exhibitors, the Online Marketing Rockstars in Hamburg is one of the largest events in the online marketing and digital industry in Europe. The Hapticologist is located in Hall A4, Stand B01.**

10 – 13 APR 25 Exhibition Centre Cologne

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The 26th Munich Promotional Product Trade Fair on 30 January this year was a complete success for the organizer – Promo Event GmbH. With 107 exhibitors and (according to the organizers) almost 13,000 inquiries on the following day, the exhibition once again proved itself a key annual event for the promotional product sector.

### Munich Promotional Product Trade Fair 2025

# A day packed with creativity and new ideas

Industry



The 26th Munich Promotional Product Trade Fair was a hub of keen interest for sustainable haptic promotion.

The event was organised by the five promotional product agencies admixx GmbH, Bensussen Deutsch & Associates GmbH (BDA), Company 4 Marketing Services, Holfelder GmbH and the Hagemann Group. It was held at the MOC at the Messe München exhibition centre and offered visitors from the corporate customer sector numerous highlights that not only provided creative impetus, but also impressively underlined the commercial relevance of haptic promotion.

### Numerous highlights

Known, among other things, for bringing promotional products to life, wmm once again had a lot to offer this year. In the Highlight and Bestseller areas, visitors received an overview of the latest and most popular products, while young companies presented their new developments in the Start-Up area. Behind-the-scenes footage of manufacturing and finishing techniques was presented in the new trade show cinema. In addition, 23 exhibitors made their debut at the



The wmm was yet again a day full of creative impulses, valuable contacts and productive talks.



Further service provided by a streamlined check-in system.



Young companies presented their new developments in the start-up area.

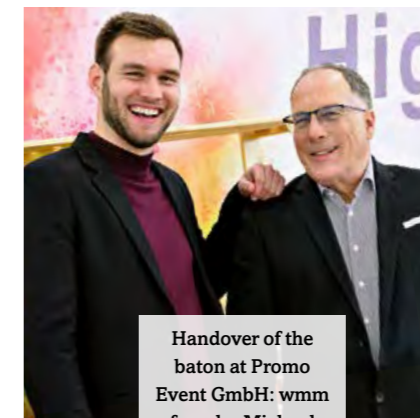
wmm with some completely new products. Particularly noteworthy was the visit of a group of students from the LMU (Ludwig Maximilian University) in Munich, who were given a guided tour of the show by GWW board member Frank Jansen and GWW managing director Ralf Uwe Schneider, who provided detailed insights into the sector.

### Impressive response

The feedback from the 821 visitors underlines the event's success: 94 per cent rated the variety of items on display as "very good", while 91 per cent emphasised the "excellent quality of the one-on-one information" at the stands. The exhibitors were also very satisfied: 97 per cent praised the high quality of the visitors and quite a few of the established promotional product manufacturers recorded a record number of leads, with particularly active companies registering between 200 and 300 enquiries. According to the organisers, wmm thus achieved new record figures for a one-day trade show planned by agencies in Germany.

### Handover of event management

A special moment on the previous day's exhibitor evening was the official handover of Promo Event GmbH to long-



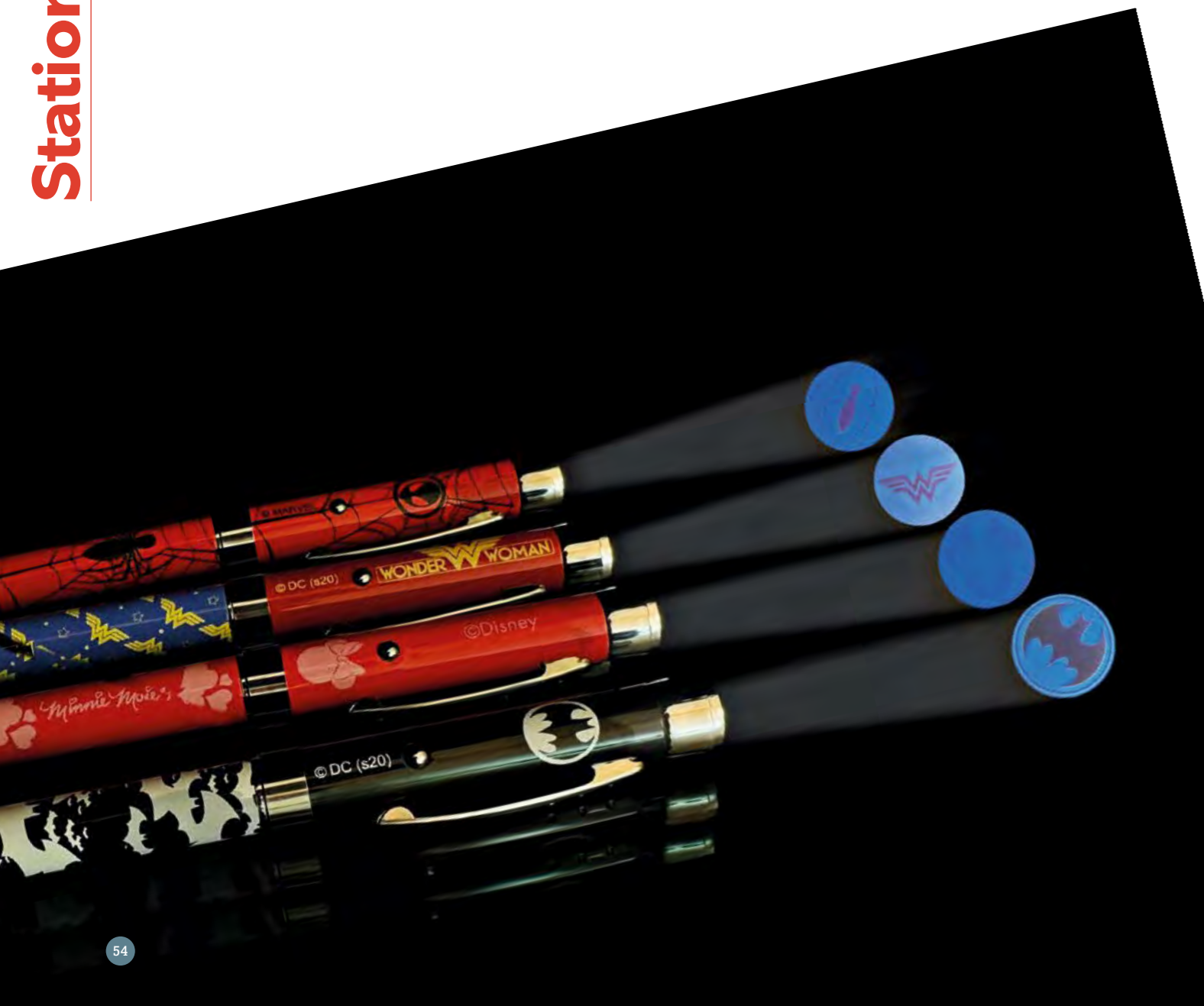
Handover of the baton at Promo Event GmbH: wmm founder Michael Hagemann (right) hands over the reins to long-time employee Sebastian Pfaffenzeller.

time employee Sebastian Pfaffenzeller, who is now taking over from Michael Hagemann as Managing Partner and thus organiser of wmm. Hagemann, who established and shaped the Munich Promotional Product Show over decades, will remain with the project for "another one to two years" and emphasised how much the continuation of this project is close to his heart. In his speech, Sebastian Pfaffenzeller emphasised his enthusiasm and passion for the event. He is proud of the first edition of the wmm that he was responsible for himself: "Despite many changes, such as the new trade show cinema or a streamlined check-in system, the organisation went extremely well. We also received incredibly positive feedback on the quality of dialogue at the event. I think it was probably the 'craziest' day of my life because of the variety of topics and the enormous responsibility."

### Valuable contacts, productive talks

With a day full of creative impulses, valuable contacts and productive talks, the event not only proved how important haptic promotion is as part of modern marketing strategies, but also that wmm is a place where the sector continues to develop. Preparations for next year are already underway.

Stationery and calendars are among the absolute **“golden oldies”** and therefore some of the most popular promotional products. Yet they are also being offered in ever-new variations and a wide variety of looks.



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



### Creativity in trendy colours

The creative ink pad from Heri-Rigoni has got a new addition: The new MAKE ink pads are impressive with their elegant white casing. They come in a carefully selected palette of 14 modern colours and two practical sizes. These water-based pigment colours made in Germany guarantee impressive covering and produce excellent stamp impressions on various types of absorbent surfaces. The carefully designed colour pallet offers a large selection of trendy shades such as fancy grey, noble blue, shiny pink, calm blue and many others. The ink pads are versatile and can be used for creative greeting cards, company stamps, bonus campaigns or other applications.

### Classics write the future

Sometimes it is the simplest things that make the biggest impression – as is the case with the Reidinger pencil. This promotional classic combines the useful with the sustainable, which makes it really appealing for responsible companies. Whether for sketches, notes or dazzling ideas, pencils are always welcome on any occasion, be it for school, work or leisure. The best thing about the classic, its provider reports: It writes not only history, but the future as well. The writing instruments consist of FSC®-certified wood and are manufactured in climate-neutral production. The nature-born writing instruments will thus be a hit with customers and the environment.

PSI 42938 • Reidinger GmbH  
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www.bicgraphic.com

## Room for one's own story

BIC Graphic Europe presents a collection of high-quality FSC-certified notebooks. The BIC® partner series is produced in Italy and unites traditional handicrafts with modern functionality. Each version is fully adaptable by means of debossing, hot stamping, screen printing and BritePix™. The three versions A5 Hardcover, A5 Softcover plus FruitCover – likewise an A5 Softcover – all offer room for the user's personal stories. All notebooks feature an elastic closure, a pen loop and a black bookmark.

## Promotional experience with upgrade

Every customer's promotional experience gets an upgrade with the Premium-Fineline STABILO driver. Optics and haptics alike are impressive from the start. A valuable writing experience guarantees frequent use and presence on the desk with the promotional message within view. The Premium-Fineline STABILO driver with its fine, blue refill measuring 0.4 mm for intensive writing is a winner with its elegant design and stable cap and viewing window. High writing comfort is guaranteed by the non-slip, soft rubber grip zone. Organic-based, ISCC PLUS-certified plastics are used to produce the pen's body and cap. This underscores the company's commitment to acting responsibly with regard to humans and environment. The writing instrument's striking shape prevents rolling away and the promotional message is always within view. The practical metal clip means that the pen is also close to hand, even on travels. Affixation of a promotional message is possible on the fineline's barrel using multi-coloured screen printing.

PSI 43287 • Schwan-STABILO  
Promotion Products GmbH & Co. KG  
Tel +49 911 5673455  
service@stabilo-promotion.com  
www.stabilo-promotion.com



PSI 43416 • Schneider Schreibgeräte GmbH  
Tel +49 7729 8880  
promotion@schneiderpen.com  
www.schneiderpen-promotion.com



## Vibrant springtime colours

Writing instrument manufacturer Schneider captivates this spring with three new, cracklingly vibrant colours. From March 2025 the pressure ballpoint pen Slider Rave is obtainable in addition to the nine existing standard colours in Light Green, Orange and Pink. Slider Rave is the most popular pressure ballpoint pen in Germany, and for good reason. The unique and patented Viscoglide® technology results in an incomparably smooth writing sensation that makes writing a pleasure. A special fluid paste combined with the Direct2Point nib ensure instant paste application with no omissions, mistakes or smudges. The ballpoint pen, with its rubbered surface, is a masterpiece of ergonomics and guarantees a pleasant and safe writing posture without fatiguing the hand. The casing is available from today in 68 percent recycled plastic. The indelible paste according to ISO 12757-2 is light-resistant, splash proof, fast drying and smudge proof. The Slider Rave can be refilled and therefore offers a sustainable solution for all writing requirements. The stable metal clip ensures that the ballpoint pen is always ready to hand.

## A blossoming calendar

The CreaStick Seed Combo Date from ANDA Present is a stylish and sustainable way to keep the brand in focus the whole year long. As part of the company's Go Green collection, this calendar made out of seed paper not only provides assistance in organising daily tasks, but also promotes environmentally conscious values. It can be fully customised with logo and design. Its lively and yet professional appearance makes it ideal for desks, offices or as a promotional gift for events. After use of the CreaStick Seed Combo Date the seed paper can be planted, thus transforming the calendar into a beautiful reminder of the promoting company.

PSI 45753 • ANDA Present Ltd.  
Tel +36 1 2100758  
export@andapresent.com  
www.andapresent.com



PSI 44546 • Athesia Kalenderverlag GmbH  
Tel +49 89 693378250  
katharina.ader@athesia-verlag.de  
www.athesia-werbekalender.de



## Calendars for young and old

Promotional calendars are some of the absolute classics among the haptic promotional message-bearers and enjoy consistent popularity. For example, the branded calendars from ATHEZIA also remain in customers' field of vision for 365 days of the year. For 2026, the publishing house at Weingarten presents "Jungle House" in 55 × 46 format. This contains unique photographs that are digitally transformed into composites. At Heye, "The Mouse" is a firm component of the publishing programme. New for 2026 is a conservation-themed planner, containing hints and tips for the whole family. All calendars come with FSC certification and selected titles are associated with financially supported climate conservation projects. Promotional messages are possible from 50 pieces.

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



## 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.



47570 • Hauser GmbH  
Tel +49 911 95649611  
info@hauser-writing.com  
www.hauser-writing.com

## Sustainability meets style

The H3010 wooden ballpoint pen from Hauser unites modern design, sustainable materials and a particularly pleasant writing sensation, promises the provider. The barrel consists of FSC®-certified birchwood, while clip and nib are manufactured out of robust metal. Clip holder and spring coil consist of recycled ABS plastic, and the pusher is likewise made of birch wood. The high-quality X 20 M refill containing blue ink, "Made in Germany", guarantees a precise writing experience. Model H3010 offers plenty of space for personalisation. The printable surface area on the barrel is about 65 × 10 millimetres large and is ideally suited to screen printing.

## The world's smallest event calendar

The customised MINI-Blister calendar from Kalfany Süße Werbung offers 24 sweet promotional contacts. Small though it is, it is attractive and smart in every respect. It is filled with Pulmoll pastilles (Lime & Mint, Orange & Cardamom, Berry mix & Acai), sugar-free and tooth friendly plus enriched with healthy Vitamin C or with colourful chocolate drops and additionally obtainable with colourful Skittles®. The little big hit in blister format with flavour seal makes an optimum impression at all times. Its suitability for mailing combined with its postage-friendly format (approx. 113 × 77 millimetres) and weight additionally make it a winner.

PSI 42706  
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www.suesse-werbung.de



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info@roemer-lifestyle.de  
www.roemer-lifestyle.de



## Make a statement with a felt underlay

In an era when sustainability and ethical awareness are becoming ever more important, statements are required. Therefore, Römer Lifestyle now includes an entirely new line of vegan felt products made out of 100 percent recycled PET in its range. Several bags and baskets are featured in the manufacturer's new catalogue, along with a desk underlay. A modern, dark anthracite is the colour of the large underlay, which matches any desk and comes with a practical non-slip underside. A sewn-in PU leather badge provides space for an engraving. Römer Lifestyle is a member of the Römer family and offers a wide range of lifestyle promotional products from the areas Room & Ambiance, Cooking & Preparing, Travel & Outdoor, Tea, Coffee & Wine and much more. All products are available from one piece.

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



## Setting smart precedents

Perhaps the most important discipline in everyday (office) life is maintaining an overview. And to make sure that succeeds effortlessly, there are practical tools such as the new, compact sticky set from promotional products specialist Karl Knauer. It contains everything one needs for quick notes, highlighting text passages or organising important documents. Sticky notes and small, colourful marker strips are made out of FSC®-certified materials. The sticky set can be custom designed and offers space for logos, slogans or direct customer address.

## Elegance for the most sophisticated demands

The writing instrument case Penna from Gabriele Bühring & Team unites elegance and functionality in one special design. Produced out of exquisite Napa leather, this case offers optimum protection for high-value writing instruments. The leather's noble sheen and pleasant haptics underline its exclusivity and create a lasting impression. The integrated magnetic clasp guarantees safekeeping for two pens. A diverse array of design freedoms opens up with the possibility to custom-adapt. Be it a stamped logo, specific colour variants or special interior features – the case can be perfectly tailored to the brand and individual needs.

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



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

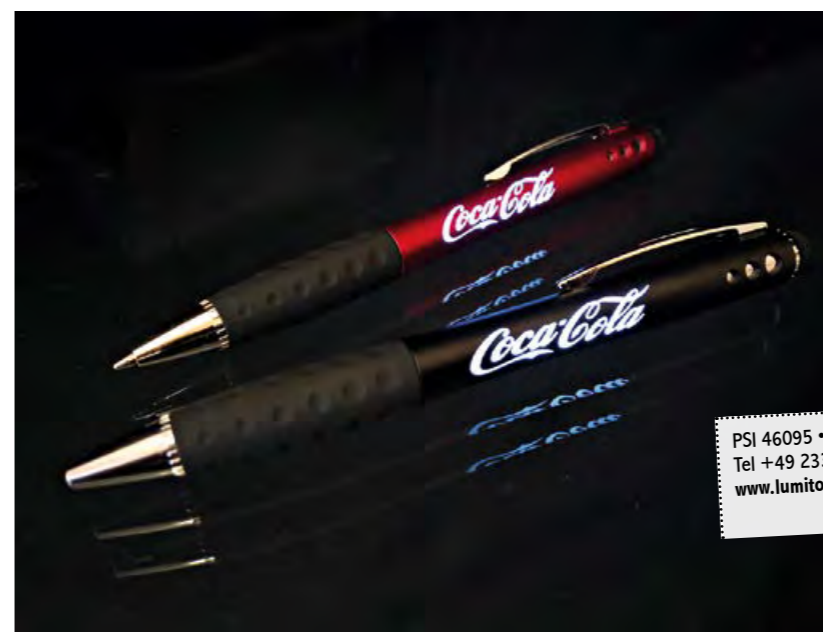


## An ever-present classic for 365 days

Everything was better in the past, but some things were really good. This is true for calendars, which used to be and are still in high demand. Despite all the digitalisation in our lives, calendars can still be found in almost every household and many offices. Karl Knauer KG from Schwarzwald knows why: Calendars offer customers a real benefit, and companies have an advertising surface that will remain in sight for twelve months. The extra flat post card table calendar that Karl Knauer recently added to its product range is a perfect example of this type of enduring marketing favourite, which has a small and simple format and is inexpensive to send. Every month's motif can be customised and aligned with a company's corporate design. Anything is possible: photos, slogans, tips or favourite recipes. Thanks to the perforation, the individual calendar pages can be turned into a postcard in no time and thus, the advertising message will be seen for even longer.

## A projector in the pen

Light will dawn with any user, promises the provider of the ballpoint pens from Lumitoys-GmbH. The new Beamer Pen is equipped with a built-in logo lamp, which can be used to project the promoting company's logo in enlarged form onto wall or desk. The pen's casing can be fully custom designed, but a monochrome exterior with printing is also possible. A further highlight is the Promo-Pen, in which the logo is countersunk and illuminated in monochrome by means of LED. Both ballpoint pens are comfortable to hold and provide a pleasant writing sensation. Refills and batteries are replaceable for a long duration of use.



PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 3775450 • info@lumitoys.de  
www.lumitoys.de





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

### Creative companion – Personal planner

Calendar, diary, date planner, notebook – this practical bullet journal unites all the important elements for maintaining an overview every day. Many of the pages are pre-designed and are merely waiting to be filled in: weekly overviews, to do lists, habit trackers and much more. Publishers EMF (Edition Michael Fischer) will be happy to adapt the design of the cover and the inner section to customers' desires and target groups. A logo can be positioned on the book cover in addition. Scope and features of the journal are likewise individually aligned according to customer request: from the flexible softcover to the hardcover with ribbon bookmark, many feature variants are possible.

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



### Beastly good communication

With the "Cow-rious Creatures" desktop calendar packed with fun animal puns, advertisers add a charming touch to any desk and Walter Medien finds the perfect stage for any promotional message. Twelve amusing monthly sheets combine witty wordplay with surprising visual motifs, which are guaranteed to put a smile on customers' faces. Elaborate illustrations created using ultra-modern technology lend a unique character to every month.



### Spick and span

The handy "Crumb Away" brush from Frank takes care of thorough cleaning of keyboards, thereby prolonging their duration of life. Dust and crumbs stubbornly stuck in the interstices can be effortlessly removed using the special brush measuring 95 x 25 millimetres. The plain wooden body, produced out of sustainably sourced beechwood from the Black Forest, is comfortable to hold and equipped with pure natural bristles. The brush not only offers a functional solution for clean workplaces, but also becomes an ideal promotional message-bearer. Logos and promotional messages are printed on in-house by Frank Bürsten in up to two colours.



PSI 41853 • Frank Bürsten GmbH  
Tel +49 7673 888650  
info@frank-brushes.de  
www.frank-brushes.de



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

### Eco-writing – naturally

The Boa family at writing instruments specialists Klio-Eterna has gained a new addition. The Boa matt eco + wood combines the popular pen with a new, natural material. The matte, pleasantly haptic barrel is colour-matched with a glittering upper section, resulting in a modern optic. The writing instrument is obtainable in five new nature-proximate colours and consists of sustainable raw materials, including wood fibre waste from regional sawmills. The ballpoint pen's particularly natural optic is owed to this visible share of wood fibre. The Silktech L refill which comes as standard carries conviction with a durable 3000 metres of writing length.

### Sustainable and practical

Sustainable, regional and sophisticated: The pen holder from Holz Frank consists of domestic spruce wood, is produced in Germany, and carries conviction due to short supply routes combined with top quality. With its timeless design it fits in ideally with every office setting and offers sufficient space for pens and scissors, etc. Thanks to modern 5C digital printing or laser engraving methods, this practical accessory is turned into a promotional message-bearer that remains daily in customers' field of vision and transports any promotional message to great effect.



PSI 49957 • Holz Frank GmbH & Co. KG  
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www.holz-frank.com



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Tel. +49 4971 923312 • info@reflaktive.de  
www.reflaktive.de



## Analogue safety and protection

The company reflAktive has been renowned for safety and protection in road traffic for decades. Less widely known, however, is its commitment to safety and protection in many other areas. Despite advancing digitisation, many still value the good old pocket diary as a back-up in order to quickly jot down appointments or make notes – and it is a tried and trusted method to secure oneself against forgetfulness, hacker attacks or an empty battery. reflAktive produces pocket diary covers with or without insert in many colours and materials, with printing or embossed with promotional messages. The same applies for covers for passes, vehicle documents, or lottery tickets. Mousepads, drivers' log books, books of condolence plus floating files complete the portfolio.



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



## Love at first wipe

Promotional products that are deployed in the area of smartphones and tablets are popular right across the board. The Schmoozies® display cleaners from the brand MiniFeet® by mbw combine utility with charm and promotional impact. With their microfibre underside they clean smooth surfaces such as smartphone displays or monitors at a flick of the wrist. In addition they offer the opportunity to place a logo or slogan on the promotional flag. Due to their practical added value the Schmoozies® are ideally suited as ice-breakers, give-aways or employee gifts.



## Walnut for busy writers

With the Construction endless walnut multitasking pencil made out of FSC-certified walnut, Troika redefines pencil technology. The promise is “no more sharpening”, since the sustainable HB tip takes care of up to 20 kilometres of writing length. It can be sustainably replaced and erased in addition. Moreover, the pencil possesses a centimetre/inch ruler and a 1:20 and 1:50 scale. The casing made out of FSC-certified walnut lends the pencil a warm, natural haptic and makes it a stylish everyday companion.

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Tel +49 2662 95110 • d.geimer@troika.de  
https://business.troika.de

## A new purpose for old plastic

These days, it is more important than ever for companies to commit to resource-conserving, sustainable promotional products. One possibility for doing this is using the TOKIO ballpoint pen from WS Werbeartikel, which is manufactured out of 100 percent recycled ABS plastic. The jumbo refill from Maximo offers comfortable writing and long-lasting pen performance at a fair price.

PSI 45723 • WS Werbeartikel GmbH  
Tel +49 713595590  
team@ws-werbeartikel.de  
www.MAXIMO.de



## Cocktail bar on the wall

With twelve stylish promotional posters from past decades, the “Bar Time 2026” calendar from Ackermann brings the heyday of classic cocktail bars directly to your wall. Each design exudes the charm of bygone bar culture and recalls glamorous evenings full of drinks, pleasure and exuberance. Whether in the bar at home or in the kitchen, “Bar Time” is a genuine eye-catcher for fans of retro design, bar ambience and cocktail culture. Like all Ackermann calendars it is printed exclusively in Germany on paper that originates from exemplarily managed, FSC®-certified forests and other inspected sources. Transparent CO<sub>2</sub> compensation in partnership with NatureOffice. Printed promotional messages are possible from 50 pieces.



PSI 40604 • Ackermann Kunstverlag  
Tel +49 89 4512549273  
b2b@ackermann-kalender.de  
www.ackermann-kalender.de



From two to one: Effective immediately, Gustav Daiber GmbH is rebranding all products under its two own brands, JAMES & NICHOLSON and myrtle beach, under the new Daiber brand, thereby focusing on a clear, uniform brand image. However, the quality, functionality and versatility of the products and services will remain the same.

**Daiber Rebranding**

# A range of textiles under one label



Daiber is presenting its new brand identity and putting all JAMES & NICHOLSON and myrtle beach products under one label effective immediately: Daiber.

**A**s of January 2025, Gustav Daiber GmbH is putting all its products from its successful own brands, JAMES & NICHOLSON and myrtle beach, under the new Daiber brand. This means all new products and merchandise that are produced after the start of the new year will feature the 'Daiber' label. By taking this step, the company with a long-standing tradition will have a clear and uniform brand image without changing the proven products and services it offers. The products, with their quality, timeless designs, range of colours and sizes, and the company's comprehensive services, ranging from con-

sultancy to finishing, will remain the same. The only thing that will change is the brand label. Accompanied by an attention-grabbing campaign, Daiber presented its finely-tuned strategy for the first time at the beginning of January at PSI, Europe's leading trade show for promotional products, incentives and merchandising.

**Quality – Versatility – Service Orientation**

'We at Daiber have a success story that goes back more than 100 years and has been shaped by strong values. With our new image, we are underscoring what the Dai-



ber name has always stood for at its core and what our customers can expect from us: high quality, high production standards, versatility and, above all, service orientation. All of this is now bundled under the Daiber brand name', explains Kai Gminder, who is the fourth generation of the Daiber family running the company together with Christof Kunze.

**Less complexity for customers and partners**

The Daiber rebranding aims to reduce complexity in the worldwide production, logistics, retail stores and distribution over the long term and to strengthen the brand's image. With this step, Daiber is consciously taking centre stage. Using the company name as a product brand name establishes the link between its solutions and the company as well as its history as a service provider. This is how the corporate fashion producer will enable its customers to identify with the brand better and simplify the customer approach for its partners. 'Our distribution strategy will not be affected by the rebranding. We will continue not contacting end customers directly and will rely on our long-standing collaboration with our partners. Together with you, we will design expressive textile images that forge identities', stresses Managing Director Christof Kunze.

**Attention-grabbing campaign**

Alongside the rebranding, Daiber will express its focused strategy in a new communication campaign. The campaign motifs show different bestsellers from Daiber in a monochrome look and symbolise what will remain the same under the new brand label: timeless designs, durable materials and the customary high level of functionality and product variety. With claims like 'Jacket stays a jacket' and 'cap stays a cap', Daiber makes its customers and partners conscious of the fact that they can continue to rely on what the corporate fashion producer has stood for with its two own brands up until now. The rebranding to Daiber was announced publicly for the first time at the PSI Trade Show 2025. At the Daiber trade show stand, visitors had the opportunity to experience the new brand image live and discover the new products for 2025 in the first collection featuring the new Daiber label. <

All pictures: Gustav Daiber GmbH



The Amerang-based promotional product agency, werbemax GmbH, was honoured for the second year in a row with the German Marketing Award. The jury selected the winner from more than 160 submissions. Werbemax secured the top spot in the 'promotional product' category.

### Successful Best Practice Example

# Award-Winning Special Production



Werbemax's managing director Christian Höfling (second from left), idea generator Karin Rick (left), and the marketing team at Wolfsblut are thrilled about receiving the German Marketing Award.

The promotional product category of the German Marketing Award looks at a product's communication objective, idea generation and implementation of the campaign, as well as the special product itself. The company won the award for its customised special production for the Wolfsblut brand.

#### Dinner for two

This year, a special on-pack, i.e. bonus, campaign, was conceived by werbemax for 'Wolfsblut', which is a premi-

um German dog food brand. It was followed by a special production of a two-piece bowl set (each with a lid) with the motto 'For you and your four-legged friend', created in cooperation with the German brand manufacturer koziol. One bowl, designed as a food or water bowl, features a bone motif and the word 'Lieblingsessen' (favourite food). The other bowl with a heart motif is for the pet owner and can be used for müsli, yoghurt, etc. The bowl set was made in a special colour and is packed in a custom gift box. The two-piece sets were promoted on the wolfsblut.com on-line shop as an additional special version. A campaign was also held on social media channels where people could post a photograph of themselves and their dog having 'dinner for two'.

#### Durable and sustainable

The product's sustainability was particularly important. For example, the reusable bowl is produced climate-neutrally at koziol in the Odenwald region. The material is 100% recyclable, durable and free from harmful substances. The bowls were printed with the message 'favourite food' and Wolfsblut's Wolf icon. Logos, QR codes and website referrals were intentionally not placed on the practical bowl. Additional special packaging was developed for the bowls, communicating all information on the product's use and benefits to animal lovers. The German Marketing Awards jury awarded werbemax 47 out of 50 points for creative development. In their statement, the jury says the product idea is perfect for the target group and it links dogs with their owners. The company also succeeded in creating a durable and sustainable product with a presence on social media channels with the selfie campaign.



Werbemax's managing director Christian Höfling (second from left), idea generator Karin Rick (left), and the marketing team at Wolfsblut are thrilled about receiving the German Marketing Award.

#### Sixth award

The werbemax team is 'thrilled about this recognition and award'. The company celebrated at the award ceremony together with their customer. For werbemax, this German Marketing Award is its sixth international marketing award. In 2008, the creative heads at the company in Amerang, received the PSI Campaign of the Year award for a project for its customer Wacker Chemie AG. This was followed by the Promotional Gift award, which it won three times. In 2023, the company's merchandise product for Roland Kaiser was honoured with the German Marketing Award. 'This sixth marketing prize is a fantastic acknowledgement of the creative services our werbemax team provides. We were also delighted to be awarded the TOP COMPANY seal of the employer rating portal, kanunu', says Werbemax Managing Director, Christian Höfling.

#### Creative promotional products

Since its founding in 1991, werbemax GmbH has been dedicated to three-dimensional and haptic advertising. Werbemax sees itself as a creative agency for promotional products and materials. 'These advertising mediums are used purposefully and sensibly and have a strong and long-lasting advertising impact on recipients. This has already been proven several times by studies', states Höfling. Marketing decision-makers from companies can get inspired by the company's new products, brand name products and top-sellers in its 150m2 showroom in Amerang. The werbemax team, consisting of 16 employees, looks after 900 customers from regional, medium-sized companies and national industry clients.



In cooperation with koziol, a special edition of the two-bowl set was developed with the motto 'For you and your four-legged friend'. One bowl can be used as a dog food or water bowl, and dog owners can use the other for müsli, yoghurt, etc.



## Creative and sporty advertising

The people at Albene know that imprinted tennis balls with a logo or claim have a fixed place as promotional products. **The popularity of tennis** and the visual presence of the balls in different environments catch people's attention. It also has practical benefits that increase the likelihood that the desired target group comes into contact with the product and remembers the brand. Imprinted tennis balls can be used at sporting events, company celebrations, trade shows or as a part of promotional campaigns, which increases their versatility.

PSI 44533 • Albene GmbH Marketing Handel  
Tel +49 89 47078600 • info@albene.de  
[www.albene.de](http://www.albene.de)



## No more cold feet

Bosscher International, NL-Papendrecht, has announced that it officially took over the distribution of the SOXS brand for the international promotional product market as of 01 January 2025. It promises 'an end to troublesome cold feet'. These socks made from **sheep's wool** are treated in a way that they no longer cause itchy skin. Through the wool's one-of-a-kind elasticity, SOXS have the perfect fit and are one-size-fits-all, which makes them suitable for nearly everyone who wears them. They keep feet warm in the winter and cool in the summer. The socks can be ordered for a minimum of 120 pieces.

PSI 44755 • Bosscher International B.V.  
Tel +31 10 2651168 • roxy@bosscher-international.com  
[www.bosscher-international.com](http://www.bosscher-international.com)



## Mini home with a big impact

The mini greenhouse from TDJ Stadtgärtner is a creative DIY cultivation set that combines nature and brand messages. The set consists of a propagator made from paper, a hangtag, an instruction card and a cultivation cup with a packet of seeds and a coir pellet. The entire outer surface of the mini paper house, the hangtag and the instruction card offer **lots of space for individual designs** and creative messages. Thanks to the diverse selection of seeds, ranging from colourful flowers to fragrant herbs, the set can be adapted to every taste and occasion.

PSI 49090 • TDJ Die Stadtgärtner GmbH  
Tel +49 5921 8183986 • werbemittel@diestadtgaertner.de  
[www.diestadtgaertner.de](http://www.diestadtgaertner.de)





## Feel good factor for home

The best place to be is at home, right? Whoever wants to treat themselves to a break from everyday life and let their soul unwind will have just what they need with the trendy XXL blanket Feel from Römer Wellness. The large 220 × 240-centimetre blanket (quality: 275 g/m<sup>2</sup>) made from **Jacquard flannel** will be an absolute eye-catcher in your living room with its modern waffle patterns. It is also certified under the STANDARD 100 from OEKO-TEX® and is in stock in grey and beige colours. The textile specialist attaches a logo using elegant embroidery on the blanket.

PSI 46887 • Römer Wellness  
Tel +49 6541 812950 • info@roemer-wellness.de  
www.roemer-wellness.de

## Carefree through the world

The special features of the luggage from Victorinox are just as versatile as modern business travellers' requirements. Whether for a short business trip, a multi-day conference, or a **combination of work and recuperation**, business travellers will be perfectly equipped for any business trip with Victorinox's well-thought-through design and functionality. The Mythic collection sets new standards. It features eleven practical versions of business bags and hand luggage. The pocket knife shell can be personalised using pad printing.

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



## Pure seeds without a plastic bag

Sow Easy, a pioneer in environmentally friendly promotional products, has developed plastic-free seed packaging. These innovative packets offer companies that want to promote themselves the opportunity to support sustainability through customised, 100% recyclable seed packets. They come in various sizes and are made from **fresh fibre pulp**. They can be customised and imprinted with full-colour digital printing. A large selection of seeds are for sale. The product underscores Sow Easy's commitment to environmentally conscious and innovative solutions in the promotional product market.

PSI 90034 • Sow Easy  
Tel +44 1 753644588 • hello@soweasy.com  
www.soweasy.com



## Upcycling for the whole family

Sustainability and creativity go hand in hand. With the upcycling sets from emotion factory, both the young and old learn how to turn old things into creative treasures using simple materials. The sets combine the joy of crafting with the important idea of reusing things and teach people how to creatively use everyday items in a fun way. The centrepiece of the sets is a 20-page notebook, which wins people over with **lovingly designed illustrations** and easy-to-understand instructions. The sets also include a box with 6 coloured pencils and a book-shaped folder to keep everything organised. The upcycling sets are available in three exciting themes.

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



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## Knowledge as a advantage: The PSI Academy

**W**he PSI Trade Show 2025 has shown that our promotional products industry is not only innovative, but also willing to learn and oriented towards the future. The lively discussions, the inspiring products and, above all, the many encounters made it clear that knowledge is the key to progress. And this is exactly where the PSI Academy comes in.

I am delighted that we will be relaunching the PSI Academy in summer 2025 – with a clear vision, new partners, an independent jury and clear, transparent criteria for the awards. Our analyses have confirmed what we also sensed at the trade show: Suppliers and distributors as well as industrial and commercial customers want a platform that bundles cutting-edge knowledge, shares best practices and recognises exceptional achievements. This is exactly what the PSI Academy will offer.

The new PSI Academy is more than just a traditional learning platform – it is THE European platform for training, certification, awards and networking and therefore our central industry meeting point. With its well-founded and focussed transfer of knowledge, the PSI Academy supports the promotional products industry in actively promoting sustainable developments. The PSI Academy complements the PSI Trade Show every six months and will take place as an independent event at different locations in Europe each year. From the PSI Academy Conference, which opens up new perspectives with lectures, panels and workshops on the promotional products industry and ecological sustainability, to the PSI Academy Certification for sustainable promotional products, the PSI Academy Awards, which recognise outstanding sustainable products, companies and campaigns, to the PSI Academy Expo and the festive PSI Academy Night, we set the stage for knowledge, quality and creativity.

I am convinced that this is a big step into the future. Let us – suppliers, distributors, industrial and commercial customers, politicians and sponsors – learn together, discover new perspectives and continue to advance the promotional products industry with knowledge and quality. I look forward to embarking on this journey with you!

Yours truly,

Petra Lassahn  
Director PSI



# PSI ACADEMY AWARDS 2025

## BEWERBEN SIE SICH JETZT!

NÄHERE INFORMATIONEN  
FINDEN SIE HIER:







## Trusty Companions

Promotional products in the areas Travel, Bags and Leather offer companies an ideal opportunity to present their brand stylishly and sustainably. Practical travel companions such as suitcases / tags or neck cushions ensure convenience on the move and make the brand visible on the go. Wash bags and document folders are also useful companions, taking care of tidiness and making everyday life easier. Bags – in shopper, rucksack or laptop bag form – are indispensable everyday assistants and, due to their regular use, guarantee high promotional impact. Leather goods – either real or “vegan” – elegantly underscore the brand image due to their high-quality processing and durability. Moreover, leather accessories make for a stylish appearance in day-to-day business life. With all of these products, customers associate the brand with functionality, quality and style – and the brand stays positively remembered for a long time. – Our second topic features products from the areas “Smart Living and Office Accessories”.

Please start giving some thought today to the product presentations in the May 2025 issue of the PSI Journal, which are devoted to the topic areas “Incentives und Merchandising” plus “Fashion, Workwear, Caps and Accessories” and send your proposed products (image and text) by **21 March 2025** at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

## New Concept Set for Success



Five years ago, REFLECTS presented its multi-brand concept to the public for the first time. In the upcoming issue, we will report on developments in the Cologne company's restructuring and co-operation with subsidiary ADITAN and partner MYRIX within the new REFLECTS Group.

## Companies, Events Markets

At this point, in brief, concise form, we keep you updated about current developments, events and novelties and inform you about the activities, campaigns and personnel-related changes at our network's member companies. This rubric thus paints a colourful picture of an industry that's always vibrant and inventive.



## Imprint

**PSI** Built by **RX** In the business of building businesses

**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

**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.

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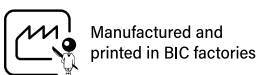
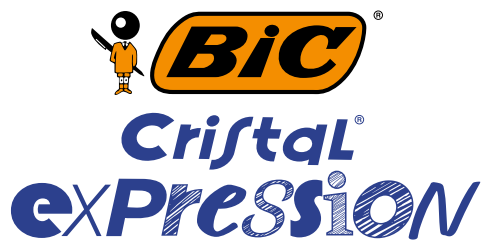
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