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PSI Journal

International Magazine
For Promotional
Products

April 2025

Volume 64

— Advert —

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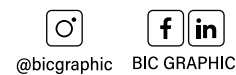
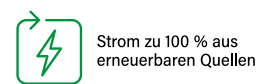
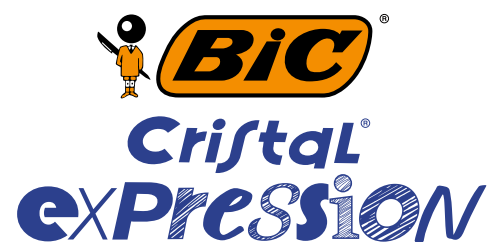
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PSI Journal

International Magazine
For Promotional
Products

April 2025
Volume 64

OMR Festival

Making the industry visible

Product Guide

Smart Living, Office Accessories
Travelling companions, bags,
leather

K-M Service

With momentum into the
anniversary year

REFLECTS Group

On the right track



Customer orientation
as a success factor
Always stay
positive

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Editorial

Showing our colours

Whe promotional products industry often likes to focus on itself. Trade shows are sometimes closed shops. The industry hardly ever makes an appearance at public trade shows, and impact studies only reach the outside world through direct customer contact. Only at the PSI do various media with a wide reach report on the diversity and many advantages that our marketing tools have to offer. We now set out to improve this.

Haptics go digital: The industry will be presenting itself at the OMR Festival, the largest trade show for the digital economy, media and marketing in Hamburg. To be precise, 13 partners will be appearing there together with PSI. Since 2011, the "Online Marketing Rockstars Festival" has developed into a business trade show for marketing entrepreneurs and decision-makers.

On 6 and 7 May of this year, the power of haptic advertising will be demonstrated there for the advertising world to see. On a large stand with a bar, great drinks and plenty of empathy, the courageous companies in the industry will show what promotional products are capable of. They will put their own brands and corporate interests on the back burner and instead will be doing educational work and loudly beating the drum for haptic advertising in the digital world. This all takes place at the "Centre of Seven Senses" and under the banner of "The Hapticologist" (see page 26).

What looks like a contradiction at first glance is highly clever from a strategic perspective. Where everyone who is anyone in the world of advertising and marketing meets, you are right in the centre of it all to feel that special "wow" effect. At your own stand, but also at the many side events or at lunch in the food hall, there will be numerous opportunities to make contacts, exchange arguments and make new friends for "advertising with all the senses". Only those who are in the middle of it can show what they are capable of.

The industry can be happy and proud that these companies have opted to participate in the event and are financing it themselves. Anyone who has the time and desire and who is motivated by the success of promotional products should also buy a ticket to Hamburg and the OMR. In this world, you will experience how the marketing clocks of the future tick – making it easier to recognise how promotional products can and must position themselves for the future. The key message there is that only those who underpin digital products with experienced senses will be a step ahead of the competition when it comes to branding.

On this note,



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



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EDITORIAL	1
CONTENT	2
FOCUS	
Customer orientation as a success factor	4
PRODUCT GUIDE	
Smart Living, Office Accessories	8
INDUSTRY	
OMR Festival	
Making the industry visible	26
Companies, events, markets	31
GWW: TREND Spring and the start of NEWSWEEK	36
PRODUCT GUIDE	
Travelling companions, bags, leather	38
COMPANY	
K-M-Service: With fresh impetus into the anniversary year	54
REFLECTS Group: On the right track	56
ARCHE: Aid concept with a win-win factor	58
Plan Concept: Harmony of 'hapticals'	60
PRODUCT GUIDE	
Innovative products	64
OPINION	68
PREVIEW – IMPRINT	72



MISTER BAGS®

A real allrounder

Our new **Kim & Kylie** zipper bags are perfect for travelling, short trips and is a real allrounder to store all items for everyday use.

The zipper bags are made from 100% Fairtrade cotton and have a high grammage of 390 g/m². Fairtrade cotton is characterized by sustainable processes and fair working conditions. The canvas cotton is a real hand flatterer, the zipper is in matching color and is available in natural or black.

Kim measures 23 x 33 cm with a wide bottom pleat of approx. 11 cm, while **Kylie** measures 18.5 x 27.5 cm and has a bottom pleat of approx. 9 cm.

Kim
No. 2373



Kylie
No. 2374



www.misterbags.de



Focus: Always remain positive and constructive 4

Customers have become more demanding, not only in terms of quality and delivery capability, but they also increasingly want competent and personalised advice. This means additional challenges for suppliers and retailers alike, as both want to serve their customers in the best possible way. A short course in 'customer orientation'.

OMR Festival: Making the industry visible 26

Under the brand "The Hapticologist", the promotional products industry presents a unique bar concept at the OMR Festival. As the 'Centre of Seven Senses', this cool bar will be a great stage for the industry to experience haptic advertising. This shows how indispensable it is in the marketing mix.



Three specialists pool their expertise 56

Five years ago, REFLECTS presented its new multi-brand concept to the public for the first time. On these pages, you can read about how the reorganisation of the Cologne-based company and the cooperation with subsidiary ADITAN and partner MYRIX has developed so far.



Harmony of the "Hapticals" in the Philharmonie 60

Although this was Plan Concept's 18th 'NEWSDAY' promotional products trade fair, the Essen-based promotional products specialist's customers were once again able to explore numerous new haptic products. We also spoke to Arian Reimann on the occasion of his appointment to the management board.



Customers have become more demanding, not only in terms of quality and delivery capability, but they also increasingly want competent and personalised advice. This poses additional challenges to suppliers and distributors alike, as both want to serve their customers in the best possible way – reason enough to support them in this endeavour. A short course in “customer-orientation”.

Customer orientation as a success factor

Always stay positive



Customer orientation is a principle that has been defined as one of the most important objectives in many corporate mission statements. Customer orientation is an art – the art of dealing with customers. Even in difficult situations, professionals know how to conduct positive, constructive and solution-orientated discussions that satisfy their customers and strengthen relationships with them.

Emotions drive decisions

A wide range of findings in neuroscience research confirms what sales professionals have been claiming for decades: 90 per cent of (purchasing) decisions are made on an emotional level. Just as interesting: Information is always stored in the brain together with emotions. And 80 per cent of what is essential in communication takes place on a non-verbal level. Seven per cent of our communication works via words, 38 per cent via voice and more than 55 per cent via body language. This means that the relationship with the customer is more often decisive than the price of the product, for example. It is therefore indispensable for companies to master the tools of customer orientation. This applies in particular to employees with customer contact, be it in sales, internal sales, service or customer advice, order processing or accounting.

After the PSI is the best time for acquisition and in-depth consulting. For the consultant, customer orientation means listening carefully to customers and putting yourself in their shoes. This is the only way to truly fulfil their wishes.

Good products are not everything

That makes sense – but what does it look like in practice? Many suppliers are still focussing too much on the product. They cling to the outdated belief that a good product that is constantly being improved is the main success factor. It is indeed the basis of success, but there are other factors that determine a company's success. Even a perfectly organised sales department is not necessarily successful if too little attention is paid to so-called “soft skills”. Especially in times of drastic spending cuts, too little emphasis is placed on training and behavioural coaching for sales staff in dealing with customers. This neglect may cost companies dearly. Once customers have been put off by inappropriate comments, inattentiveness, unfriendliness and carelessness, they are usually permanently lost. Rebuilding a relationship of trust requires plenty of effort and yet rarely succeeds. To prevent this from happening, we have compiled an array of concrete, tried-and-tested techniques, behavioural tactics and methods for all the situations that employees in every department experience in customer contact.

Negative messages, negative effect

“No, that's not possible. I don't know that. The colleague is only there until 3 pm. Call again tomorrow. It's sold out. You need to know what you want. You'll have to look for yourself.” Statements like these sound familiar to us. We have all heard similar things in the corner store, but also from salespeople, consultants or even at trade show. Everyone is familiar with answers like these – and the feelings they trigger. The employees who give these answers are apparently completely unaware of the effect they have on their customers and the consequences this has for the business relationship. Even the answering machine is programmed to fend off customers: “You are calling outside our business hours.” That sounds like an accusation. Anyone who communicates like this does not really value the customer and needs to take concrete action to change this as quickly as possible.

Unconscious defensive reactions

The list of negative examples is much longer. Why do we mention so many of them? They can make us realise what counterproductive statements we all make from time to time, often unconsciously and yet with a fatal effect. “We can't do that quickly. We can't do anything about it. That can't be. You'll have to be patient. But you should have told us. We've never had that issue before.” All of these are defensive statements lacking any trace of “the customer is king”, let alone a sense of how to build and maintain a relationship with the caller. Some people have experienced even more drastic reactions to fend off customers.



The mood here is tense, as signalled by the customer advisor's facial expression. Considering that 90 per cent of purchasing decisions are made on an emotional level, the chances of closing a deal are not good here.

The most important customer-orientation tools

Friendliness: no chance for negative feelings

- “Hello, Mr. Nice of you call.
- Thank you for enquiring.
- Yes, gladly. That is not a problem at all.
- Thanks for your patience.
- I will be happy to call you back.
- I will be happy to help you.
- Have a nice day and a great weekend.

Solutions: Offer solutions instead of emphasising difficulties

- “I'll enquire and let you know.
- I'll see what I can do for you.
- We'll find a solution for you.
- We'll manage that.
- We'll find a solution.
- What I can do for you in this case is ...
- I will make the necessary arrangements.

Get to the bottom of the matter: Signal respect and willingness to cooperate

- “What is the reason for your question?
- What do you mean?
- How do you see the situation?
- Why do you think it happened this way?
- What is the reason for your doubt?
- What prompted you to do this?
- Can you explain this to me in more detail?
- What are you trying to say?

>>

>> Damage to your brand and image

“You have to know what you want. Calm down now. I have already explained that to you. Yes, that’s a well-known fact. We cannot find your order at the moment.” The devastating effects on the customer’s mood and thus on his or her purchasing behaviour and willingness to buy are often not even noticed by managers and supervisors. It is not uncommon for stress and excessive demands to trigger agitated reactions. But even unfavourable circumstances do not excuse inappropriate responses. If the negative signals accumulate and are talked about among customers or in public, this can damage the image of the company or brand. When reading such responses, you could conclude that it must have been very aggressive customers or interested parties who triggered these fierce reactions. However, this is rarely the case. As experience shows, it is usually about quite ordinary questions or enquiries in day-to-day business, such as: “How much do you charge for ... ? Do you also have a ... on offer? You sent me the wrong invoice. Where is my order? Your colleague had promised me ...” These are simple questions from customers, who can at least expect polite answers. The important thing is that the customer always senses your willingness to provide service and be accommodating.

Taking the customer's perspective

So how do we take a customer-centred approach? To do this, we first need to put ourselves in their shoes. Then we will better understand how we can satisfy them. We will often realise that simply providing friendly and factual information is enough. Defensive reactions often result from

Forbidden words and phases

The following terms are often used as a matter of course, but are not very positive or convincing. They should be avoided in discussions with customers, as they give the impression of uncertainty.

- should
- could
- may
- I believe
- unfortunately
- not
- probably
- maybe
- I'll try

The bottom line: replace phrases such as “I could have a look...” with “I'll have a look...”

the fear of having to do something complicated or time-consuming that we don't feel up to in terms of time or expertise. However, instead of reacting defensively, it is best to remain friendly and find out calmly what is really expected of us. Then we can better assess the situation and everything will work out more smoothly for us. We can practise this attitude by increasingly using the words “you” and “your” instead of “I”. The simple question “How would I like to be addressed?” also helps in this context.



“There’s no such thing as impossible” is not just an empty phrase. Even if there is no immediate solution or suitable product, rejection is the worst idea. Instead: Stay positive and show the customer their options

Friendliness and responsiveness also open the door to customers on the phone, because you can sense moods even when you can't see the person you're talking to.



Enhancing communication skills

When dealing with customers, we need communication skills as well as professional expertise. Facts and information must be “transmitted” in such a way that they reach the recipient with positive emotions. Keeping in mind that only seven per cent of communication is about substance, it is evident that a positive attitude and friendliness are the “nutrient solution” for customer orientation. It makes sense that this is where “the tone makes the music”. Your voice is an important instrument that can actually be used to “set the mood” thanks to its many variations in pitch, emphasis, dynamics, intensity and volume. Experienced communicators know how to reach and persuade customers on a relational level, while placing less emphasis on factual arguments.

Customer orientation can be so simple

A look at the customer-orientation toolbox (see overview on page XX) shows what simple and effective instruments can be used to cultivate relationships. Sometimes even the smallest nuances in wording can trigger a positive or negative sentiment. But how do we deal with situations when customers make false claims and accusations or are aggressive? There is also a solution to this: first ask questions to understand the situation and the concerns of the person you are talking to as well as the background. This way, you show them the respect they expect and that you take their concerns seriously. More importantly, this will make them willing to cooperate. All employees with customer contact should master the tools of customer orientation and continuously improve their skills. After all, it is all about continuous quality improvement – something that is taken for granted for products. This enables you to always be a little better than the competition. <

www.armin-marks.de

Always talk about the positive

If possible, avoid talking about what is not possible:

- I don't know
- I can't
- doesn't work
- is not possible

Instead, we should emphasise what is possible or feasible for the time being:

- We can do that
- That is feasible
- We can arrange that
- I'll take care of it
- I'll enquire and call you right away

We don't refuse, but give a positive response. In this way, we can minimise the fact that we cannot do something – at least at the moment – and signal that we want to help in any case.

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

The products in this category convey their promotional messages in an extremely smart way. Whether in the home or office environment – these items are **in constant use** and catch the customer's eye daily.



PSI 46596 • Polyclean International GmbH
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www.polyclean.com



A versatile promotional solution

The rPET GripCleaner® from Polyclean International unites functionality and design and can be used as a mousepad or as a cleaning cloth for spectacles and displays. The product cleans efficiently and simultaneously offers an ideal opportunity to move a brand into the field of vision. The special underside with thousands of micro-dots ensures a secure hold on various surfaces. Produced out of high-quality P-9000®microfibre made out of recycled PET bottles, the GripCleaner® convinces with durability and high quality. It is packaged in a glassine pouch made out of natural raw materials from responsible forestry, which can be fully recycled and conveniently disposed of with the waste paper. The GripCleaner® can be finished with a customised promotional message in word and image, and is realised in high quality, swiftly produced, and comes straight out of Germany. The manufacturer's express service additionally enables orders at short notice, ideal for spontaneous promotional campaigns and gifts in a hurry.

A perfect assistant

The About the Office promotional gift set from Römer Präsente brings order and smartness to the office: This gift set containing black sizzle comprises a practical cable organiser for tidy cabling with five holders in three different widths, a Rominox® smartphone stand for all commonly available smartphones and tablets, including audio amplifier for the smartphone speaker, plus a three-quarter litre bottle of Cabernet Sauvignon red wine. This perfect combination for the desk at home or in the office is part of the extensive range of culinary promotional gifts, which are all obtainable at Römer Präsente from one piece. Numerous finishing methods are completed inhouse, thus allowing the specialist to complete its orders quickly and reliably.



PSI 43892 • Römer Präsente
by Römer Wein und Sekt GmbH
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info@roemer-praesente.de
www.roemer-praesente.de

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www.athesia-werbekalender.de



A right-up-to-date eyecatcher

Promotional calendars are some of the absolute classics among haptic promotional message-bearers and enjoy maximum popularity year after year. With a high-quality branded calendar from Athesia, promoters are sure to stay within customers' field of vision for 365 days of the year. For 2026, the publishing house presents the novelty Cocktails from the brand Heye in wall-calendar format measuring 34 × 44 centimetres. The calendar is an eye-catcher in any home bar, illustrated for the wall with trendy cult drinks. There is a recipe for self-mixing every month. The calendar is a trendy product to match the YouTube channel "Here For The Drinks". All calendars are FSC certified and suppliable on request with financially supported climate project. A promotional message is possible from 50 pieces.

Memories on stone paper

The magic of erasable stone paper can be experienced in the notebook from Moyu, a memory aid that is made for eternity. It is the perfect business gift with the claim of setting a sustainability example and leaving a lasting impression with employees, customers and partners. The notebooks are produced out of 100 percent recyclable stone paper, without the use of tree wood, water or chlorine. The paper is waterproof and tear-resistant. It can be written on fluidly and no traces are left behind when the ink is erased. The pages are rewritable and last for about five years. That means that a Moyu notebook replaces countless single-use paper volumes and helps to save trees and valuable resources. In addition to that, the company from the Netherlands plants a tree for every notebook sold. Each notebook also comprises a Moyu pen, a pen holder and a wipe-clean cloth. The bindings can be fully configured in colour inside and out.



PSI 60439 • MOYU BV
Tel +31 621 962082 • hello@moyu.rocks
www.moyu-notebooks.com

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www.holz-frank.com



A customisable serviette ring

The serviette ring from Holz Frank is a promotional present with style, manufactured out of European, FSC®-certified beechwood which convinces with its natural aesthetic and high quality. Thanks to a free choice of laser cut design and customised laser engraving, each piece becomes an unmistakable messenger for the promoting brand. Whether at the restaurant, on celebratory occasions or as a high-value give-away: This serviette ring lends an elegant touch to any table decoration and leaves a lasting impression. Perfectly realisable as an unforgettable promotional product.



Writing instruments in pastel shades

The Qube recycling and Boa matt recycling writing instrument models from Klio-Eterna can now be supplied in six new delicate pastel shades as standard in addition to the fourteen vibrant colours up to now. The manufacturer therefore now offers one of the most comprehensive colour palettes on the market. Both barrel and mechanism consist of 100 percent recycled plastics. All recycled models bear the printed label "recyclingpen" as a means of identification. The "Made in Germany" products are manufactured under consideration of resource-conserving and energy-efficient production techniques, using green electricity in Germany. Moreover, Klio-Eterna holds the EMAS certificate, which underscores its future-oriented corporate leadership. Equipped with the Klio-Eterna Silktech L refill and their enduring 3,000 metres of writing length, all writing instruments guarantee lasting writing enjoyment.

PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co KG
Tel +49 7834 973-0 • klio@klio.com
www.klio.com

Stylish touches

Exclusive writing instruments in wood add stylish, sustainable touches in the office. The jewelled pencils from Reidinger unite elegance with an environmental awareness: Adorned with sparkling crystals or with an impressive crown, the promotional message-bearers become an unmissable eye-catcher on the desk. Produced out of the natural, renewable and FSC-certified raw material wood as well as with the Climate Partner Label financial climate contribution, they symbolise sustainability and environmental consciousness. Be it as a sophisticated gift or a personal statement at the desk: A jewelled pencil combines style, quality and responsibility in an exclusive design. In a few clicks, the useful companions for work and leisure are custom-created in the unique corporate design in the manufacturer's online configurator.



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Tel +49 9732 91050 • info@reidinger.de
www.reidinger.de



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

Foot mats for the office

No matter whether in a small office or an office share: washable and custom-printed logo mats are an indispensable part of the furnishing. Thus, the floor is protected, promotional surfaces are sensibly utilised and dirt and grime are kept outside. The logo mats can be provided with the customer's own logos, pictorial marks or slogans and also used as signs or office identifiers. Dirty mats can be washed in the washing machine with ease. Advantages of the Made in Germany products are printing in vibrant, hard-wearing colours, the realisation of custom measurements and special shapes as well as the use of sustainable, regenerated Econyl® yarn. Ideas can even be realised at short notice, and all of this from just one piece.

A gleaming powerbank

The MagGlow from MrDISC is a compact 5000mAh powerbank in ABS with MagSafe compatibility, which sticks securely onto the iPhone. The highlight: an individually engraved logo design which, on activation, gleams in a free choice of LED colour and represents perfect promotion and branding. With three charging options, wireless to 15W, USB-A as well as USB-C, it offers maximum flexibility. Its slim, black design and digital charging status display make it the perfect everyday companion. Ideal for corporate gifts, merchandise or promotional campaigns, the product can be custom-designed from 100 pieces. Scope of delivery comprises the powerbank and the charging cable, packaged in a white folding box.



PSI 20679
MrDISC, c/o Digistor Deutschland GmbH
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www.mrdisc.de

A SWEATSHIRT IS STILL A SWEATSHIRT

JAMES & NICHOLSON BECOMES DAIBER.

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

You will find further information on the brand transition on our website:
daiber.de/en/nowDaiber

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Metmaxx® Locate Tag SmartFind from Spranz is a smart, sustainable protector of personal items: for the SmartFind-Tag is a compact, environment-friendly tracker that locates selected valuables globally with precision via the Apple® system. Whether keys, bags or luggage: with the SmartFind-Tag, possessions always stay within reach. With a durable lithium battery it lasts for approximately one year and enables quick battery changing. Its compact construction and large promotional surface make the product ideal as a promotional item. Simple, reliable and modern, the smart everyday helper arrives with the customer in a recycled craft paper box.

Perfekt kombinierbar



A successful combination

How much function and format do you need? Bag expert Halfar® offers various felt-based solutions for the office: from the hyper-functional workplace bag to a practical inlay and a small zip pouch. Everything can be perfectly combined or used individually. The Professional organiser for laptops, cables etc. is perfect for working on the train or in a café, as the spacious bag made from sustainable recycled PES felt can be opened up together with the laptop to create a desk space with privacy for your A4 documents as well. Thanks to the wide, adjustable straps, the bag is comfortable to carry. And it can even be upgraded in terms of functionality with the additional Modernclassic inlay. With many compartments, elastic fastening loops and individually adjustable shelves, it organises desk materials or other small items perfectly. The handle makes it easy to lift out of bags or transport and set up on its own. The pouch with the practical hand strap keeps cards, charging cables, stationery or even lipstick and other items together. Like the inlay, it is an ideal addition to large bag solutions or can be used as a stand-alone bag.

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

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j.cai@reflects.com
www.reflects.com

Practical everyday assistants

Under the brand RE98® Classics & Ideas, promotional products multi-specialist Reflects® presents a series of handy everyday assistants with a carabiner: the RE98-Daily Helper series. This comprises Daily Helper Tool, Caddy and Parcel, made out of extremely robust stainless steel and strengthened by a colour anodised aluminium disc. The practical tools provide support in opening parcels, releasing shopping carts, or during minor repairs. All three helpers unite practical functions with high-quality materials in a compact design. The matt-black RE98 Daily Helpers are compactly packaged and the tool with the functions is protected inside. In this state the easy to operate clip carabiner enables easy fastening to bags, belt loops or on the key bunch. Equipped with various screwdrivers and a wrench, this tool is a handy solution for travelling. The RE98-Daily Helpers can be finished by means of laser engraving or pad printing on their matt-black exterior surface. Sophisticated gift packaging is included for all products.



Intelligent pens

In the age of dynamic technological development, the concept of smart living has become a major trend in many areas of daily life. Dreampen offers one of the latest innovative solutions in this field: pens that feature QR codes and barcodes. Although pens have been the fundamental writing tool for eons, their combination with modern technologies opens up new opportunities for the transfer of data such as links to websites, documents, presentations or forms. Barcodes, for instance, are suitable for the fast identification of products or services. Dreampen offers classic printing on a tube or clip and a personalised clip with an attractively depicted barcode or QR code. Thus, an everyday object not only becomes a work resource, but also a bridge to the digital world.

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Writing for epicureans

With its high-value Sommelier Edition, e+m successfully commended itself to the epicurean world. Now, the tradition-steeped manufactory has gone one better, presenting the Pipe writing instruments edition. The common feature of this rotary ballpoint pen and a tobacco pipe is the material. For Pipe, bruyère is used, the wood of the briar tuber root. It is very rare and cannot be cultivated, since it remains a wild natural wood. In pipe-building it is reserved for the choicest pieces, because it grows extremely slowly and is only available in small formats. Pipe-smokers are epicureans, while the haptics of the wood are a crucial component of the ceremony. With the Pipe writing instruments edition, all that can now also be experienced by non-smokers, while pipe and pen are also highly compatible: there is an astonishingly large number of writers among pipe-smokers. Pipe is available in various wood surfaces. Pipe Rough is the coarse version, which captivates with its lively surface.



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Shatterproof thermal cup

Reflects® has expanded its myNizza product family by a new proprietary design: the powder-coated thermal cup Retumbler-myNizza Ceramic. It is ideal for the office and home. A special feature of this shatterproof vessel made of recycled stainless steel is a ceramic interior coating. Due to this sophisticated insulation, drinks remain at a palatable temperature for a long time. As an option, customers can add a transparent lid for the cup available in four colours and configure the slide closure out of 17 different colours, thus enabling flexible adjustment to the customer's design. The ceramic interior coating ensures the beverages' unadulterated flavour and offers an appealing optic. Moreover it is particularly easy to clean. With the lid closed, the double-walled thermal cup keeps drinks warm for up to 4 hours or cold for up to 24. Unlike the traditional ceramic cup with an unglazed bottom edge, this thermal version has a base made out of TPR plastic. This protects surfaces against scratches and keeps the cup stable. The product can be finished by means of pad printing or UV printing. All the item's components are warehoused and finished on site at Reflects®. Individual packaging is inclusive.

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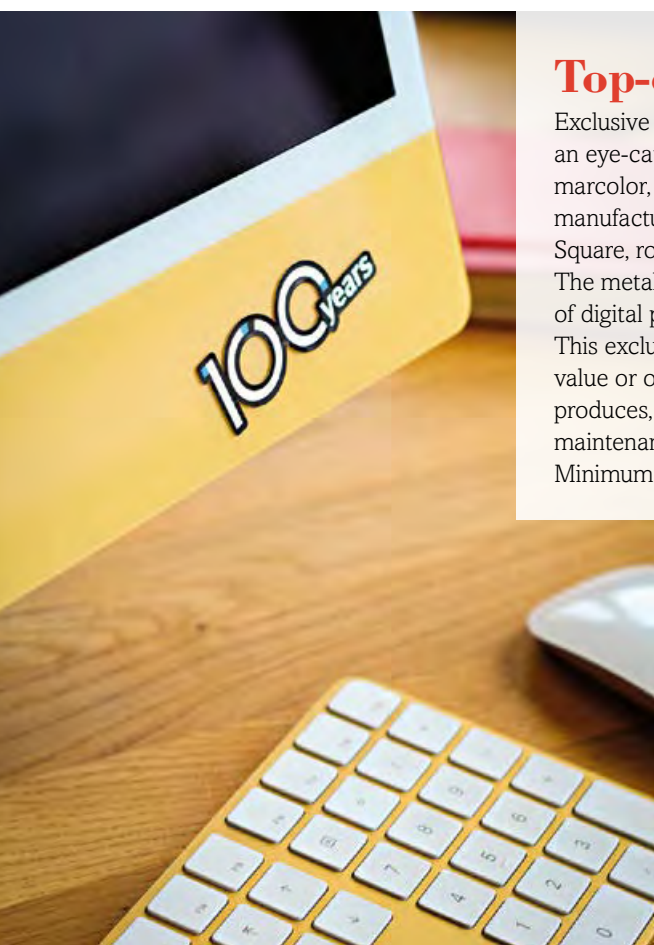
Light moments

The Woodiframe LED light trophy from Anda Present makes any space or any office gleam and is a reminder of dazzling successes. This trophy enhances any moment worth celebrating and makes achievements shine out more brightly and memorably. With its elegant wood frame and striking LED light, this product from Anda Present is the epitome of style and modern elegance. As part of the Be Creative collection it can be custom-designed by means of engraving or pad printing, meaning that every brand is placed in the spotlight. With the Woodiframe LED light trophy, every promotional achievement is made unforgettable.



No more tangled cables

The practical 3in1 charging cables from Lumitoys-GmbH make the logo gleam. Up to three devices can be charged simultaneously, for, in addition to customary USB connection, Micro-USB, Lightning and USB-C are also available. The housing is produced out of wood and makes a contribution that is simultaneously optical and ecological. The main USB cable is obtainable in two different lengths. On request, packaging is possible in a gift slipcase, which can also receive custom printing. The manufacturer now also offers its proven wireless charger in wood or in a combination of wood and tempered glass. The backlit logo is either countersunk on the wood surface or affixed onto the glass, according to customer desire, either inversely or in full colour. The wireless charger, obtainable in square or round, thus becomes an absolute eye catcher. The charger comes in both a round and square shape; various LED colours can likewise be chosen. It comes supplied in personalised gift packaging on request.



Top-class laptop stickers

Exclusive stickers made out of 0.5 millimetre-thick pure aluminium foil take care of an eye-catcher on laptop, tablet, monitor and the like. With the metal sticker from marcolor, logos can be skilfully put on display. In the proprietary printing house, the manufacturer shapes the laptop stickers perfectly as requested by means of plotters. Square, round or executed as a contoured sticker, a host of possibilities are on offer. The metal stickers are realised in UV offset, screen and digital printing. With the aid of digital printing, personalised names, barcodes or QR codes can also be realised. This exclusive execution in foil offers a perfect ground for underscoring the product's value or optically enhancing a logo. Based on the metallic sticker foils marcolor also produces, beside laptop stickers, striking device stickers that bear service and maintenance information as well as self-adhesive nameplates and much more. Minimum quantity is 500 pieces.

PSI 60675 • marcolor GmbH & Co. KG
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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.



PSI 43817
TechnoTrade Import-Export GmbH
Tel +49 3375 216050
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www.technoline-berlin.de

Smart ambient air control

High CO₂ values and poor air quality are often underestimated. At the same time, these properties have a strong impact on the health and performance of all persons to be found in the room. The air quality monitor WL 1025 from technoline offers the perfect solution for constantly maintaining an overview of air quality and guaranteeing a healthy working and living environment. The product displays current CO₂ values as well as trending CO₂ values, in order to detect changes early. The 24-hour history is depicted as a bar diagram, in order to visualise developments in air quality. If the CO₂ value exceeds a critical threshold, the alarm and traffic light function sounds an immediate alert so that measures can be taken in time. Moreover the monitor offers a possibility to calibrate the CO₂ measurement. Interior temperature and humidity with maximum and minimum values, quartz clock timekeeping and a settable alarm make this CO₂ monitor suitable for a variety of uses. With a personalised promotional message, the device genuinely boosts the image of the promoting company.

Snacking with a surprise

The sweet treats from Kalfany Süße Werbung are a welcome gift precisely at Eastertime. What is more, attractive advertising is promised by the promo cushion packaging, a white mini-box in a cushion shape with plenty of promotional surface. And the best thing: within the cushion packaging awaits an indulgence that surprises recipients with brand quality. The promo cushion packages are an attractive give-away at events, trade shows, functions, at the hotel bar or at any POS. In compliance with IFS standards, the cushion packaging is filled with single-variety Ferrero Küsschen eggs, Lindt Lindor mini eggs, Ferrero Rocher eggs, Kinder Bueno eggs, Lindt Lindor Lilliput Pralines, Knoppers Goodies or a toffee mix and customised all round.



PSI 42706
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www.ksw24.com



PSI 49294 • Lamy B2B Distribution
Tel +49 40 228679400
lamy@exclusive-gifts.com
www.exclusive-gifts.com

A smart special edition

Lamy logo all black is the B2B special edition exclusively for Lamy Business customers, which comprises a stylish ballpoint pen in rust-free stainless steel. Executed in matt black, the powder-coated writing instruments arrive with the customer with a black Lamy emblem. The sprung steel clip with push mechanism and the built-in clip-pusher unit are striking features that make the difference in the wide field of writing instruments. The black Lamy logo on the black barrel strikes a noble effect and exudes a touch of understatement and luxury.

A beautiful Easter surprise

Camilla XS takes care of a sweet Easter: The designer watering can from Koziol, exclusively obtainable from Multiflower, arrives with the customer filled with chocolate eggs for the Easter celebration. The container is multi-functional and is a welcome addition to desk and windowsill. A selection can be made from the standard colours White, Green, Yellow or Orange; desired colours on request. The wraparound banderol serves as a promotional message-bearer. The standard motif provides space for a printed promotional inscription. A custom design on the banderol is also realisable, from 250 pieces in each case. Pad printing directly on the watering can is possible from 100 pieces.

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

Evergreen display cleaners

Schmoozies® Evergreenies® from mbw® are the ideal promotional message-bearers, which never wilt. These small display cleaners with a soft microfibre underside take care of crystal-clear smartphone and tablet screens. A promotional message blossoms by means of a logo or personalised slogan on the promotional flag. Evergreenies® always stay fresh and green. With six different characters they make a delightful change in customers' and employees' everyday lives and are ideally suited as give-aways at trade shows, as a customer gift, or as a reward for employees. For all those not blessed with green fingers, they are the ideal solution for bringing freshness and colour into the office.



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www.mbw.sh



PSI 49948 • Myrix GmbH
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patrick.doering@myrix.de
www.myrix.de

Taking notes with an easy conscience

Myrix GmbH, a specialist in customisable notebooks and calendars, presents an innovative and environment-friendly notebook series, the new Myrix® Silphie Books. These are obtainable as soft and hardcover versions, produced out of sustainable cup-plant paper, which is made out of fibres of the regional cup plant and is thereby an ecological alternative to conventional paper. The cup-plant fibres are cultivated in Germany for the promotion of biodiversity. Insect-friendly and ecologically efficient, the material convinces with its natural haptics and warm, earthy colour nuances, which lend every notebook a special, natural optic. Production requires less water and energy, and the material is fully recyclable. The Silphie Books carry conviction as a combination of environmentally conscious product and individual design, optionally available with thread stitching, softcover or hardcover, customised cover colours and the widest array of branding possibilities. Further adaptations and features are possible on request. Due to their high quality and customisability the Silphie Books are perfect as sustainable customer presents, for employee events or as stylish everyday companions in the office. The minimum order quantity is 250 pieces.

A clean business

The smartphone and workstation cleaner from Sanders Image-tools brings new splendour into everyday office life. Going easy on the equipment, the spray removes grime from smartphone and tablet as well as all other surfaces at the workstation. The product is ideally suited to the quick and uncomplicated cleaning of mouse, keyboard, telephone, laptop and desktop: to that end, the cleaner is easy to spray on and wipe off simply with a cloth after briefly being left to take effect. The cleaner leaves behind a pleasant, fresh lemon scent and a matt shine. 20 millilitres of the spray can be supplied in a short delivery time from 100 pieces; 50 millimetres of the cleaner from 250 pieces. The spray is always obtainable with customised promotional printing both with or without bumper.



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Love at first wipe

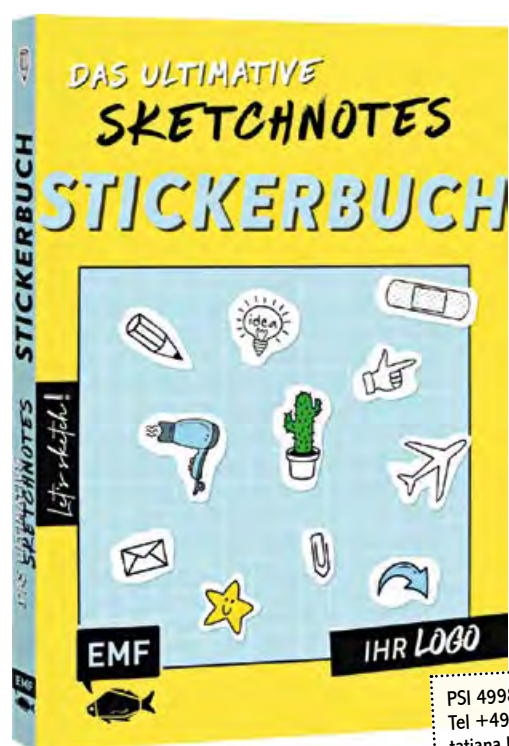
Smartphones and tablets are now an indispensable part of our everyday life. Schmoozies® display cleaners from the brand MiniFeet® from the range by mbw unite utility with charm and an effective promotional message. With their microfibre underside they clean smooth surfaces such as phone displays or screens at a flick of the wrist. Additionally, they offer the opportunity to position a logo or a slogan on the promotional flag, in order to lastingly incorporate the desired message into users' everyday life. Due to their practical added value Schmoozies® are ideally suited as ice-breakers, give-aways or employee gifts. Companies thus linger in the memory long after the conversation.

A stylish pen holder

The Metmaxx® FutureChargeDeskHub in the range by Spranz is the perfect combination of style, functionality and sustainability. Manufactured out of high-quality, recycled aluminium, this innovative pen holder not only offers an extensive promotional surface, which is ideal for engravings, but also practical additional functions for the desk, home, or office. Equipped with various ports such as USB-A and USB-C, the Future Charge Desk Hub enables the simultaneous charging of, and data transfer between, all devices. The foldout wireless charging pad with five Watt output keeps the mobile telephone constantly ready to hand and charged, without bothersome cables. The product come supplied including a metre- long cable in a craft paper box.



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



Optical organisation assistants

Sketchnotes from the range of Edition Michael Fischer are little assistants for all areas of life, which are not only useful when organising, planning, demonstrating and learning but also bring along a whole lot of fun. The more than 600 stickers are not only suitable for all kinds of calendars, but also for bullet journals, for stickering portfolios, for memo notes and much more. In reference to scope, design and features of the books, publisher EMF (Edition Michael Fischer) adapts to the customer's ideas and wishes. Moreover a logo can be positioned on the book cover.

PSI 49982 • Edition Michael Fischer GmbH
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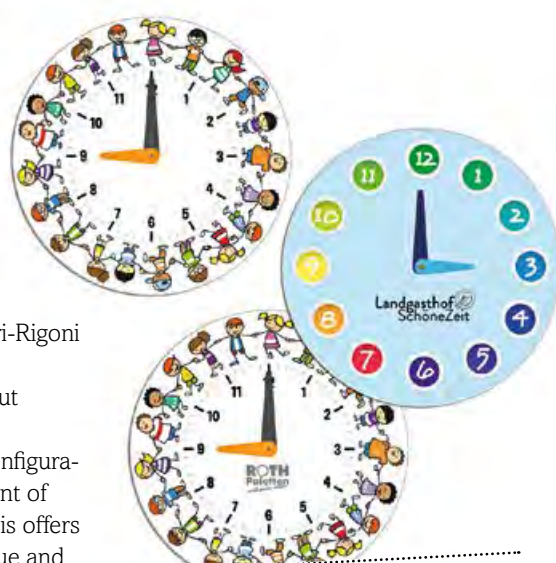
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Conservational and strong on writing

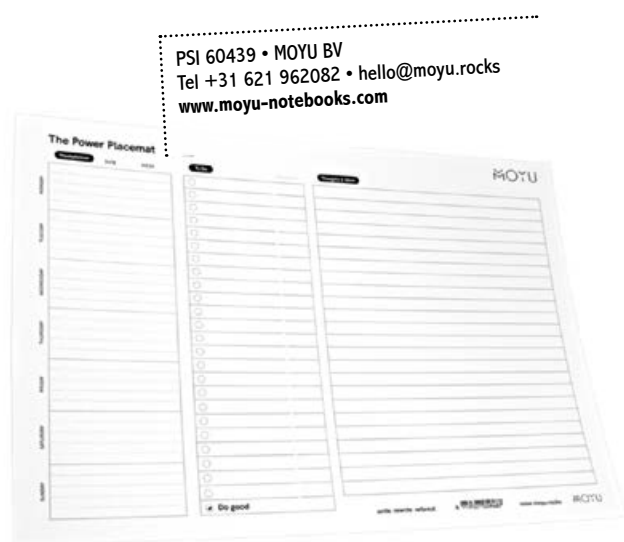
These days, it is more important than ever for companies to commit themselves to resource-conserving and sustainable promotional products. One opportunity for doing this is to use the Tokio ballpoint pen from WS Werbeartikel. The writing instrument is manufactured out of 100 percent recycled ABS plastic. The jumbo refill from Maximo offers a pleasant writing sensation and long-lasting writing performance, all at a fair price. Customers can request a free sample from the manufacturer, in order to convince themselves of the Tokio's qualities.



PSI 41016
emotion factory Heri-Rigoni GmbH
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www.emotion-factory.com

A learning clock for children

The new learning clock for children from the range of emotion factory Heri-Rigoni is the ideal opportunity to teach telling the time in a playful and joyful way. Produced out of fine white cardboard, it captivates with an endearing layout featuring clear numbers and an appealing design, which helps children to understand hours and minutes with ease. The opportunity for a custom configuration is particularly attractive: from an order quantity of 500 pieces, the front of the clock can be personalised according to the customer's own wishes. This offers schools, kindergartens or companies an ideal opportunity to create a unique and highly educational clock for children. The clock is also obtainable in its standard configuration ex-warehouse from 250 pieces. With this innovative learning clock, which combines education and creativity, telling the time becomes a pleasure.



PSI 60439 • MOYU BV
Tel +31 621 962082 • hello@moyu.rocks
www.moyu-notebooks.com

A robust underlay

With the Power Placemat in A3 format from the range by Moyu, planning can be taken to the next level with no frustration when scratching out mistakes. These can be simply erased. This underlay is made out of 100 percent recyclable stone paper, without using wood from trees, water, or chlorine. The paper is waterproof and tear-resistant. The product functions as an environment-friendly desk companion for colleagues who enjoy writing, and offers a good opportunity to reduce waste paper in the office. The underlay can be provided with a proprietary logo. Full custom design of a dedicated underlay is also realisable.



PSI 49758 • Brand.it GmbH
Tel +49 30 555 735 993 • info@brand.it
www.brandit-protection.com/de

A strong brand presence

Every day, employees reach countless times for smartphone, tablet or laptop. As they do so, a perfect opportunity for a lasting brand presence is opened up: Brand.it offers customisable protective sleeves that not only provide reliable protection against scratches and jolts, but also function as a stylish marketing means. Be it as a personalised corporate gift, a sophisticated customer present or part of the corporate identity: The premium sleeves by the promotional products specialist from Berlin ensure the brand's enduring visibility. Thanks to ultra-modern printing methods, logos and designs can be realised true to detail and the protective sleeves thus become effective brand messengers, whether in the office, on the move, or in daily use.

Cult figures with relaxation factor

Herr Bert® and his charming companion Berta are the ideal endearing figures for any occasion. Obtainable from mbw, they are part of a diversity that comprises more than 80 models, to be had in the form of "Busy Bert", "Super Bert" or "Dr. Bert": the right design can therefore be found for everyone here. These squashable figures made out of elastic polyurethane foam love to be squeezed, and always spring back to their original shape: perfect for taking care of relaxation, even in stressful situations. The good mood they spread is infectious and makes them ideal promotional message-bearers. Logos or slogans can be affixed prominently on the belly or back, meaning that the brand will conquer both hearts and minds.



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



The promotional product sector is showcasing a unique bar concept at the OMR Festival under the brand name “The Hapticologist”. As “The Centre of Seven Senses”, this trendy bar will be a great stage to experience haptic promotion and to demonstrate its importance in the marketing mix.

The Center of Seven Senses at the OMR-Festival

Making the sector visible



The Hapticologist” is the coolest bar in the world – of that, the eight innovative suppliers and manufacturers Halfar, Kalfany Süße Werbung, Karl Knauer, Mahlwerck, mbw, Prodir, Toppoint and uma, as well as the three creative promotional product agencies cyber-Wear, Global Brand Concepts and Kolibri and the experts from the PSI and WA Media are convinced. As “The Center of Seven Senses”, the bar will present haptic promotion on a completely new level at the OMR Festival in Hamburg on 6 and 7 May 2025. The realisation of this unique bar concept is in the hands of PSI Director Petra Lassahn, who also manages the legendary Bar Convent Berlin as an RX proxy. Petra Lassahn and some of the participants explain how the promotional product sector can benefit from the OMR Festival.



The promotional product sector at the OMR Festival: Three questions for PSI Director Petra Lassahn

At the OMR Festival, the sector is giving promotional products an exclusive stage. What prompted the PSI to actively support this initiative?

The OMR Festival is one of the biggest events in the online marketing and digital industry in Europe – a high-calibre platform for positioning promotional products as an important pillar in the marketing mix. As a network for around 5,000 companies in the promotional product industry, the PSI simply has to support this! After all, it has been our “mission” for over six decades to champion promotional products and promote the sector. Our presence at the OMR Festival is a new and important step that complements our other projects in a targeted manner: The PSI Academy and the PSI Academy Awards also help to familiarise marketers with promotional products as a powerful marketing tool – not least in terms of sustainability.

A total of 13 promotional product companies and partners represent the sector at “The Hapticologist” bar. With you as head of the renowned Bar Convent Berlin, this unique bar concept is in the best of hands. How did the idea for the bar come about and what is its underlying aim?



The idea was born last year in Hong Kong when we stopped off with retailers and producers at a bar recommended by bar professionals from Bar Convent Berlin. A bar stands for good drinks, but first and foremost for communication – an ideal environment to meet marketing professionals over a drink and discuss marketing strategies and promotional products. This idea was the basis of our concept, which we then developed further with our partners. The claim “The Centre of Seven Senses” clearly states what is important to us: The multi-sensory dimension in marketing is crucial for making brands tangible and creating memorable experiences.

What expectations and goals do you associate with the OMR Festival?

Promotional products demonstrably have great potential as effective marketing tools. Now is the time to present their possibilities creatively in a marketing-relevant context. I can well imagine that the sector’s presence at this prominent, forward-looking business event will have a signalling effect: On the one hand, haptic promotion will be experienced with all the senses as an indispensable component of marketing and will therefore be seen in a completely different light than before. In addition, the presence in Hamburg can be an incentive for the sector to go more public and seek communication with potential target groups. We see a good chance that the OMR Festival can become a contact forum and business booster for the sector, which can count on the support of the PSI as its traditional home base.

“Make the haptic advertising form tangible in its main role in the marketing mix.”

Florian Seidenberg, Prodir

As a brand that focuses closely on perception and the impact of haptic experiences on people, it makes sense that Prodir is part of this innovative concept. A multisensory experience plays a decisive role in brand communication – especially in an increasingly digital world. ‘The Hapticologist’ offers us the ideal platform to present the significance of high-quality, sustainable writing instruments as effective touchpoints in marketing. At our stand, visitors can experience how design, materiality and a writing feeling create an emotional connection between a brand and users. Our writing instruments stand for quality, longevity



and sustainability – tangible qualities in our immediate lives. We also demonstrate how custom-made writing instruments can be used for specific purposes to make brand messages more tangible. We look forward to an inspiring exchange of ideas with marketing experts, agencies and companies looking for creative haptic branding solutions. Moreover, we see our participation as a chance to expand our network so we can gain valuable ideas for the further development of our products and services, and especially so that we, as an industry representative, can make the haptic advertising form come alive in its important and central role in the marketing mix of the companies promoting themselves.

“Our goal is to act as a strong community.”

Steven Baumgaertner, Cyber Wear

Visitors can expect a one-of-a-kind experience: from bar keepers who create exclusive signature cocktails and our resident DJ who ensures the right vibe to cool merch that represents our expertise in haptic advertising. The biggest challenge with developing this concept was to come up with a strong umbrella brand that not only puts the individual companies or participants in the forefront but also pursues the common goal of gaining visibility for our industry through haptic advertising. We aim to clearly show that we, as an industry, are an indispensable part of the marketing mix, and we can become even more significant in the digitalisation age. We will use an exclusive VIP approach beforehand. To do this, we are inviting selected top customers to the opening.



As a highlight, we developed a creative VIP box that can be used either as an invitation or as a teaser later on – it is perfect for reminding people of our haptic strengths after the trade show. We have identified potential leads specifically and personally to ensure the customer can look forward to an unforgettable experience. In addition to VIPs, we are also inviting the entire industry to come to Hamburg. Our goal is to act as a strong community and to present the relevance of our industry in marketing mixes in a striking way. At the event, we will use a combination of directly addressing the customer, strong visual appeal and, of course, a fun experience in the bar – to show that we are ‘the center of seven senses’.

“The young audience we meet only knows promotional materials as merchandise.”

Boris Schwerdt, Global Brand Concepts

We visited the OMR Festival last year and were impressed by the dynamism of the event and the conversations we had there. We were delighted by the PSI initiative to do something together for the sector by familiarising younger audiences with haptic promotion. We also consider it important to maintain a close dialogue with our colleagues on the supplier and distributor side. It is of great importance that we can present the sector, products and our services to a young audience that only knows promotional materials as merchandise – if the campaign generates one or two leads, that will be a positive side effect. We are delighted to have Ullrich Klenke, CMO of Deutsche Telekom, as a marketing expert who will be involved in Olaf Hartmann’s masterclass on haptic promotion.



“Those who use haptic promotion can only win.”

Karin Jagersberger, Kolibri

We are involved because we passionately believe in the power of haptic promotion. In an increasingly digital world, sensual, tangible experiences are an absolute necessity. Haptic promotion evokes and touches our emotions, creating a powerful door opener to true customer loyalty. Our “Centre of Seven Senses” presents itself as a captivating bar with absolute professionals behind and in front of the counter. The aim is to make it possible to experience at first hand how much more profound our world becomes when we consciously utilise all of our senses. We want to create an inspiring setting that emphasises this: Those who feel more, experience more. And those who use haptic promotion can only win! Our aim is to make it possible to experience how much more sensual, memorable and effective the world becomes when we not only see it, but also feel, taste or grasp it. We want to inspire a new, digital generation for haptic promotion – people who have long since lost sight of the “promotional product”. Haptics create a connection – and this is exactly what we aim to redefine.



“We will increase our industry’s visibility.”

Jan Breuer, mbw

I am convinced that haptic advertising plays a decisive role in digital marketing. With ‘The Hapticologist’, we are setting an innovative example and underscoring our industry’s relevance by putting the focus on sensory experiences. It offers the opportunity to develop new ideas and put the promotional product industry on a future-oriented trajectory. Our stand is an interactive bar/lounge concept where visitors can enjoy our signature drink and exquisite finger food and where they can expect a multi-sensory experience. We want to make haptic advertising’s added value come alive through appealing presentations and personal discussions. I anticipate that we will increase our industry’s visibility by participating in ‘The Hapticologist’ and the OMR 2025 and can make valuable contacts that will lead to new business opportunities. Sharing ideas directly with top decision-makers and innovative thinkers will help us get new ideas for future projects and put the focus on promotional products.



“Haptic Advertising makes brands come alive.”

Luisa Sepp, Kalk Knauer

At Karl Knauer, we know that in a digitalised world, we need more than just clicks to create real brand loyalty – it requires experiences that people can feel. This is exactly what we are bringing to the table with the OMR Festival 2025! Under the motto ‘The Hapticologist: The Center of Seven Senses’, we show how haptic advertising makes brands come alive on all levels together with another seven innovative suppliers and creative promotional product agencies. Our stand in hall A4, BO1 will be a real experience for the senses: signature drinks, top-notch coffee made by a barista and DJ beats will ensure the perfect festival atmosphere. We will present an exclusive merch collection and our brand new premium OMR-Box with must-have promotional products that demonstrate how brands can stay in people’s memory for a long time. What are our expectations of OMR? Enthral, network, inspire! We look forward to sharing ideas with marketing professionals and shaping the future of haptic marketing together with them. After all, one thing is certain: Promotional products are more than just giveaways – they are the key to real brand experiences’.



“We will be acting less as product experts and more as educators.”

Alexander Ullmann, uma Schreibgeräte

Studies have been providing us with clear data for years: Promotional products have a strong impact and reach, are appealing, long-lasting and offer excellent value for money. More and more companies are focussing on this highly effective form of promotion, which can compete with other promotional tools in every respect. Now it’s time to spread the word about the strengths of haptic promotion. The popular OMR Festival is the perfect setting for this. The audience is marketing-savvy, understands interrelationships and is of course fuelled by digital media. We think it’s a good idea to demonstrate the potential of promotional products in the interaction between suppliers, retailers, trade media and the PSI – in the interests of the entire promotional product sector. And as we like to act rather than simply talk, we will be there in Hamburg. It was and is important to us to emphasise that the participating companies take a back seat with their “own brands”. Haptic



promotion and promotional products, as well as advice on the optimal mix of promotional products, will appear under the brand “The Hapticologist – The Centre of Seven Senses”. Yes, the writing instrument is quickly and easily recognised as a classic promotional product, but we will be acting less as product experts and more as educators. We will of course also be showing examples of best practice and are sure to surprise one or two decision-makers with the effective impact of a promotional product. What I find very positive is that the sector is sending out a signal that, at the end of the day, progress can only be made together with suppliers and promotional product consultants. We have already achieved one goal: We are creating awareness for promotional products in a new environment and in an expanded target group.

“We show what is possible when we cooperate.”

Armin Halfar, Halfar System

Although we are familiar with the OMR Festival, we have never experienced it first-hand. We were inspired by the idea of being there this year with haptic promotional products in order to bring our industry and our company closer to festival visitors along with great colleagues. We will not be present as the Halfar company, but together with our supplier colleagues and three very well-known promotional products agencies. The products will be integrated into the joint stand by means of a coordinated collection in order to create a uniform and professional image. The joint appearance of three promotional product agencies with eight suppliers is a statement for our industry and shows what is possible when we cooperate. It is, first and foremost, an investment in our industry and only secondarily in us. Of course, we are hoping for a certain level of follow-up business, but we are also there to become familiar with the OMR. We will also take the time to immerse ourselves in the digital marketing world in one or two masterclasses and many discussions.



“Draw attention to haptic promotion as clearly as possible.”

Tobias Köckert, Mahlwerck Porzellan

We really like the idea of working together with colleagues to make a statement about promotional products, whose impact is often underestimated. The OMR is a major event and we would like to draw attention to haptic promotion as clearly as possible. This trade show will be very loud, and as a team of important market players we are well prepared for this. We're going to show that in our business, there is always one more sense in play than in any other form of promotion. And now we can communicate this in a way that benefits us and the entire sector. We are representing the porcelain and tableware segment of “The Hapticologist” team and will be showing some great product examples from our portfolio. We both want and expect attention – for the topic of haptic promotion itself and, of course, for our “porcelain of brands”. And we're looking forward to fruitful discussions with potential customers.



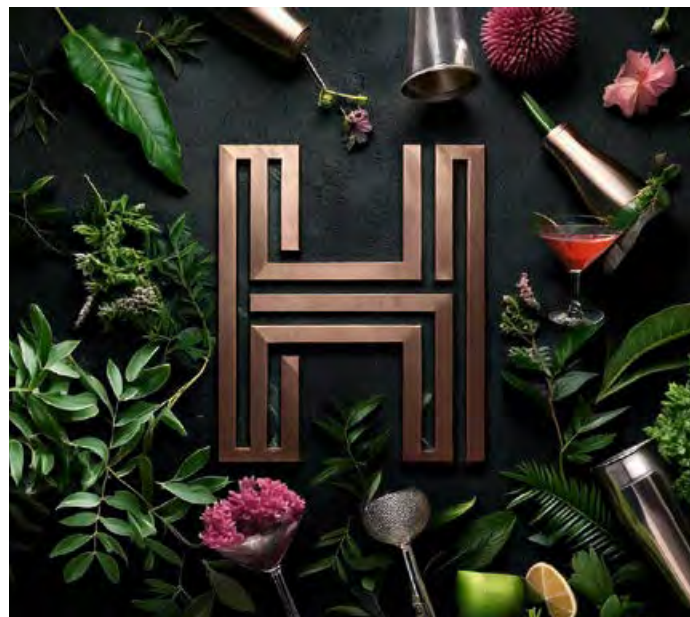
The Hapticologist

Participating companies

cyber-Wear
Global Brand Concepts
Halfar System
Kalfany Süße Werbung
Karl Knauer
Kolibri
Mahlwerck
mbw
Prodir
Toppoint
uma

Media Partner

PSI Journal
WA Media



Industry



Start on 11 September 2025 in Cologne

PSI Academy: the new PSI sector event

With their new PSI Academy, the PSI is launching a versatile event designed to prepare companies for business and competition. The date for the kick-off has now been set: This dynamic combination of training and networking, as well as the high-light PSI Academy Awards, will start on 11 September 2025 in Cologne. The venue is the Gürzenich, the banquet hall in Cologne's old city centre dating back to the 15th century, and well known from television and the carnival. In this unique setting, the European promotional product sector is coming together to

prepare for a successful future: “Cutting-edge presentations, discussions and workshops on sustainability and issues affecting the sector give participants the chance to play an active role in shaping change. The PSI Academy Awards also send a clear signal for quality and innovation, because they recognise companies that are leading the way with sustainable and future-oriented solutions,” says PSI Director Petra Lassahn. “I am very much looking forward to the personal exchange with our members and partners at the PSI Academy Conference and the PSI Academy Night in Cologne, the gala evening that will round off the event and bring the winners and nominees of the PSI Academy Awards to the stage.” More about the PSI Academy in the newsletter PSI Business News and in the PSI Journal.

SOXS woollen socks at Bosscher

On 1 January 2025, Bosscher International, based in Papendrecht, the Netherlands, officially became the exclusive distributor of the SOXS brand for the international promotional products market, the company has announced. The sock range promises ‘never again annoying cold feet’. Sheep's wool socks are treated in such a way that they no longer itch on the skin. The special elasticity of the wool gives SOXS a perfect fit, and the one-size-fits-all design makes them suitable for almost any foot size. The breathable woollen socks keep you warm in winter and cool in summer. Bosscher International has specialised in the manufacture of premium customised wearables. In addition to socks, the diverse range also includes Christmas jumpers, fleece blankets, warm hats, scarves, towels and much more. Information at: www.bosscher-international.com



Bosscher

WER Becomes Geiger

Since 30 January 2025, the former company WER GmbH is now known as Geiger GmbH.

The new company name of the promotional product specialist, headquartered in Senden, is part of WER GmbH's integration into the American promotional product distributor Geiger from Lewiston, Maine, USA,



which began in the middle of last year. According to a company statement from Senden, the Amer-

ican family-run business, Geiger, has extensive experience, and the merger opens doors to new opportunities for the world's largest supplier of haptic advertising. 'With this merger, we can offer our great customers even better service and a significantly wider range of products and services'.

The 'new' company, Geiger GmbH, will not change customers' usual contact persons at the company, whose contact information will initially remain the same. The company will continue to be run by three managing partners: Managing Director Alex Heinecke is responsible for general management. As Director of Finance, Marc Strickrodt oversees the financial management, and Mirco Häßlich, Director of Business Development, is responsible for the areas of M&A, supplier and partner relations. The logo is new, as well. During the year, all email addresses will be changed, but until then, they will remain the same. www.geigerpromo.de



On the death of Hans Theodor Walter

WALTER Medien GmbH mourns the loss of its senior partner Hans Theodor Walter. He passed away on 13 February 2025 shortly before turning 92.

He built up and successfully managed the company with his tireless personal commitment. The shareholders, management and employees have lost a senior director who was held in high esteem by everyone and who always had the well-being of all employees at heart: "We owe him our thanks for his impressive life's work and will honour his memory."

According to a company statement, Hans Walter was a fighter and a thoroughbred entrepreneur. He took his motto "Everything that moves is moved by something" seriously. From humble beginnings in a car garage in Lauffen am Neckar, his birthplace, he built up a printing and publishing company to its current size and regional significance. With foresight, professional talent, perseverance and diligence, he developed and expanded WALTER Medien GmbH. In 1949, he was the right-hand man of his father Theodor Walter, the company founder. In 1953, at the age of 21, he became the sole owner of the Walter print shop. In 1963, he founded the calendar publishing house and in 1975 the press publishing house for regional official journals and advertising papers. His entrepreneurial foresight and strategy were his recipe for success, while he kept an equal eye on social and economic developments.

In 1992, he brought his son-in-law Dr. Eberhard Nehl into the company. Hans Walter handed over WALTER Medien GmbH to his daughter in 2013 and retired from his responsibilities.

Today, the company is managed in the fourth generation by his granddaughter Eva-Christine Nehl, who will continue his life's work with great respect and in his spirit.



New Vice President of European Sales

Luis Calado is the new Vice President for European Sales at promotional product supplier Goldstar, which is based in Dublin, Ireland. He will be managing Goldstar's operations from Lisbon, Portugal. "With nearly a decade of expertise in this sector, a passion for responsible product sourcing and a track record of dynamic leadership, Luis Calado is the perfect choice to lead our European team into an exciting new era," reads a statement from the company.

"Sustainability has been a core focus throughout my career and I am particularly drawn to Goldstar's approach to responsible product sourcing and manufacturing practices. I'm eager to bring that mindset to a company already on a promising path," says Luis Calado and adds: "I want to come into this as a listener. Understanding the team, our distributors, and the unique needs of Europe's diverse markets is my top priority." Luis Calado also looks forward to leveraging the strengths of both Goldstar's North American and European teams. "The European side is ahead in innovation, particularly in product development and circular economy initiatives, while North America excels in pricing strategies and customer service. By combining these strengths, we can create a seamless and enhanced experience for distributors."

"Luis is an exceptional leader with the vision, energy and expertise we need to take Goldstar Europe to the next level," says Heather Smartt, Global Head of Goldstar. Goldstar is a global supplier of promotional products and provides a wide range including writing instruments, drinking vessels, bags and stationery with a new focus on simplicity and sustainability. More at: www.simplygoldstar.com



Goldstar

Luis Calado

Jorg Helmers new Sales Executive DACH

Premium Square Europe BV, Dutch supplier of creative, functional and sustainable products, is strengthening its team with Jörg Helmers as Sales Executive DACH. "With his extensive experience in sales and international markets, Jörg Helmers is the ideal candidate to further expand our activities in German-speaking countries," says Arthur Strijbos, CEO of Premium Square Europe.

Jörg Helmers brings with him a wealth of experience from various sales and business development roles, where he has proven his ability to recognise market opportunities and implement successful strategies. According to a statement from the Dutch company based in Moordrecht, Helmers will focus in his new role on strengthening Premium Square's position in the DACH market, expanding the customer base and generating sustainable growth.

"His expertise and international experience fit perfectly with our goal to further strengthen Premium Square's position in the DACH region. We look forward to a successful collaboration and the new opportunities he will bring," Arthur Strijbos continues. More information about the company at: www.premium-square.com



Jörg Helmers

Premium Square Europe

Generation change at KP Plattner

KP Plattner GmbH, a renowned family-owned business with more than 50 years of experience in wholesale for smokers' requirements and promotional lighters, based in Innsbruck/Austria, is making a generation change. Following Markus Plattner's retirement on 31 January 2025, Philipp Plattner has taken on the company as its sole managing director. In doing so he continues the family tradition and is leading the company with a clear focus on innovation and modernisation.



Philipp Plattner takes on the sole management of the family-owned company.

The company was established in 1972 by Kaspar Plattner, who built it up with plenty of dedication and far-sightedness. After his son Markus, Philipp Plattner also ultimately joined the family-owned business. Philipp Plattner, already an experienced multi-entrepreneur at the age of thirty-two, has been working in the company for nine years and, for six years, as a member of the management, has been responsible for the company's continued strategic development. "I'm looking forward to continuing to advance the company and taking it into a modern future using innovative approaches," declares Philipp Plattner. His focus lies on digital transformation, the optimisation of internal processes, and the expansion of sustainable business models. Additionally, he is planning to continue to strengthen the market position of KP Plattner GmbH by means of new partnerships and innovative products.



KP Plattner

The company headquarters of KP Plattner GmbH in Innsbruck.

As Philipp Plattner goes on to say, he intends "to lead the company into a new era with a strong team and a clear vision." Having said that, he is remaining loyal to the family-owned company's values, while simultaneously banking on modern technologies and sustainable developments. "KP Plattner GmbH hence represents a combination of tradition and innovation, which will also secure the company's success in the future," explains Philipp Plattner. kp-plattner.at



Uwe Horstmann

Sales team strengthened with industry experts

Industry expert Uwe Horstmann joined ZOGI Europe GmbH at the beginning of this year as the new field sales manager for the northern region. According to a company statement, "with over 30 years of experience in the promotional products industry, Horstmann not only brings extensive expertise and a strong network, but is also valued far beyond the industry for his correctness and competence". At ZOGI, he will primarily be responsible for postcode areas 0 to 5, as well as other key accounts. "His focus will be on intensively maintaining and expanding the existing customer base, tapping into new potential and developing innovative sales concepts. He will also support special projects and develop customised sourcing solutions in close cooperation with our dealer partners. We are delighted to have such a professional on board," say ZOGI Managing Directors Jörg Herzog and Kay Eichenberger.

www.zogi.biz

ZOGI Europe GmbH

Cooperation at the European level

The two Dutch companies BrandCharger and Giving Europe are entering into a partnership for the European market. According to a press release, this is a "symbiosis of inspiring design and personalised service that creates perfect synergies to be successful in the European promotional products industry." The partnership was officially presented at the PSI Trade Show 2025.

BrandCharger's products are stored and printed at the factory in Bolesławiec, Poland. With an area of 21,000 square metres, this guarantees fast and high-quality delivery of the products. The company offers 18 modern printing techniques and has more than 125 machines. According to the statement, "more than 40 products from the award-winning BrandCharger range will be available from the start."

BrandCharger is known for its high-quality design products, which have won multiple awards. The company is represented in Asia, the Middle East, Europe and the USA. The company motto "Design to inspire" stands for products that are both beautiful and functional. Giving Europe is a European industry player. For over 20 years, the company has been developing products that leave a lasting impression. The motto "We take care" reflects the company's commitment to providing reliable expertise, high quality and service to its customers, whom it regards as partners. In the near future, Giving Europe and BrandCharger will present their products together at all trade shows and customer visits. Ethan Ung, Chief Commercial Officer of BrandCharger: "The only thing missing with regard to our products was stocking space and the ability to refine and deliver quickly in Europe. With this partnership, we are finally able to serve the European market in the best possible way by being close to the customer."

Arno van Helden, CEO of Giving Europe: "With the BrandCharger products, we are adding a high-end collection to our range in which we see many opportunities for further growth in our industry."

www.givingeurope.com – www.brandcharger.com

BrandCharger / Giving Europe



They presented the new cooperation between Giving Europe and BrandCharger at the PSI 2025 for the first time (from the left): Ethan Ung, James Ung, Adrie van Helden and Arno van Helden at the booth of Giving Europe.

Onboarding times two

On Valentine's Day, there was something to celebrate at the Hagemann GmbH advertising agency in Eichenau. Apprentices Jakob Hagemann and Zana Kumasin have now officially completed their training and will continue to work for the group of companies. The two have gained a lot of experience over the last 2.5 years, Jakob as a marketing communications clerk and Zana as an industrial clerk. During this time, they have worked in all departments and have been able to familiarise themselves with the full range of activities in the promotional products industry.

In November 2024, they completed their three-part written exams over two days. The apprenticeship was completed when they successfully passed the subsequent oral exams. This was the first time at Hagemann that two trainees completed their training at the same time and were taken on. This was celebrated with a suitable 'onboarding' together with all employees.

www.werbemittelagentur-hagemann.de

Werbemittelagentur Hagemann

Good humour at the onboarding of the two trainees (from left): Gertrud and Michael Hagemann from the management, Jakob Hagemann and Zana Kumasin.

Picture: Advertising agency Hagemann GmbH



GWW, the umbrella association of the promotional products industry, rang in its annual trade show events with TREND Spring on 12 February. The traditional NEWSWEEK also launched its tour of Germany the very next day.

GWW: TREND Spring and NEWSWEEK launch

Visitors flock to NEWSWEEK opener



The venue for TREND Spring and the NEWSWEEK opener was Hall 10 of Stuttgart Fair. Photo: GWW e.V.

On this occasion, for the first time, the venue for TREND Spring and the first NEWSWEEK date was the trade show complex in Stuttgart, where the two GWW formats, in partnership with Messe Stuttgart, took place under the EXPO 4.0 roof at the same time as the trade shows wetec ("International trade fair for signmaking, large format printing, light advertising & digital signage") and TecStyle Vision ("Europe's leading trade fair for textile decoration and promotion").

NEWSWEEK generates great visitor interest

As usual, GWW-TREND was a closed-shop trade show exclusively for promotional products distributors and advisors. According to the organiser, on that 12 February, 396 advisors visited the Paul Horn Halle, the venue for the two GWW events. The opener to this year's GWW NEWSWEEK series, at which promotional products distributors welcomed their industry customers as guests, turned out successfully for the association. Ten promo-



tional products advisors showcased themselves with creative and highly elaborate stands. On that day, the GWW recorded 716 visitors, who got informed about novelties and current trends in 3D promotion and were literally able to 'grasp' how effective they are.

The advisors' engagement

"TREND went down well with advisors in Germany's southwest, and visitors from Austria and Switzerland likewise made their way to us. NEWSWEEK, on the other hand, lives off the advisors' engagement and that was enormous this year, leading to the format's great success," runs the positive interim assessment by GWW managing director Ralf Samuel at the end of this trade-show double. Just one week later, on 19 February, the tour made a guest appearance with NEWSWEEK at the Cruise Center Steinwerder in Hamburg, where, according to GWW, 30 advertising media consultants – including six with their own counters – welcomed 600 industry customers. The tour continued on 12 March in Wuppertal and on 25 March in Frankfurt. The last two stops in May are Dresden (13 May) and Berlin (14 May).

New statutes adopted

The two days of the trade fair were preceded by the GWW's general meeting, the only item on the agenda of which was another vote on the new version of the association's articles of association. Following the failure of the first vote on 23 September last year, this has now been adopted with the required majority of 63 to 11 votes of the members present or represented by proxy and regulates, among other things, the remuneration of the Executive Board. However, key points remain unchanged, including the special role of the PSI.

Promotional products in these categories offer an ideal opportunity for companies to present themselves in a **stylish and sustainable** way. They are all loyal companions that appeal with their functionality, quality and style.



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

Stylish and functional

The TRYCYCLE bike backpack from the ZEGO textile finishing centre is the ideal (travel) companion. Whether on your way to work, an extended bike tour or a quick city trip, it offers enough space for all your important items with a volume of 30 litres. Made from water-repellent material and equipped with reflective elements, it is both stylish and functional. Thanks to the customisation options with logo or individual designs, the brand will be remembered.

Keeping cool in the car

Ecological sustainability is important for Clipy, which is why the car sunshades are manufactured with a high proportion of recyclable materials and are extremely durable. One of the most popular sunshades for car windscreens, the Compact, is made of cardboard. The foldable and small sunshade with a plastic fastening is available in various colours and measures 130 × 70 cm. It can be folded to 33 × 13 × 3 cm. The parasol can be produced starting in quantities of 250 with screen printing or in quantities of 1000 or more with offset printing on one or both sides.

PSI 45619 • Clipy Artur Begin, S.L.
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www.clipy.com



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Tel +49 6021 590920 • info@zego-tvz.de
www.zego-tvz.de



The cool travelling companion

With its hip design and robust materials, such as 80% recycled cotton and 20% recycled polyester, the Stanley/Stelsie canvas sports bag from the ZEGO textile finishing centre not only brings style, but also ecological sustainability to everyday life. The bag with detachable straps, a practical outer pocket and an inner pocket for odds and ends can be personalised by printing, reflective printing or with cool leather patches. This makes travelling even more fun.



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

Sweets for on the go

The fruit gum range from Kalfany Süße Werbung has been expanded to include two top sellers from the Bären Company® and now also comprises cola bottles, classic or sour with cherry. The popular fruit gum cola bottles have been impressing customers for years with their unmistakable flavour and are a real perennial favourite with cola fans. Both varieties are now available in handy 18-gram and 20-gram sachets. The company delivers within around 15 working days after print approval.



Belt bag from the sea

Troika presents the BLUE CYCLE BELT BAG made from recycled ocean plastic with two practical zip compartments. One compartment is equipped with RFID protection to protect cards and documents from unauthorised reading. It offers space for smartphones, tickets or passports. Thanks to water-repellent zips and an adjustable and removable strap, everything stays safe and dry even in adverse conditions. Functionality meets modern design.



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PSI 49982
Edition Michael Fischer GmbH - EMF Verlag
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tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

A must-have for travel enthusiasts

Even the most beautiful journey comes to an end at some point, but the memories remain. The best way to record them is in a travel diary from emf publishing house (Edition Michael Fischer). Here you will find many entry pages for the best travel moments, practical lists for preparation and budget overview, helpful travel tips and space for individual travel vocabulary. A logo can be placed on the book cover and there is the option of integrating your own texts, such as a foreword. The size and layout of the journal can also be customised. Everything is possible, from a flexible softcover to a hardcover with ribbon marker.

Storage space in a stylish shape

The camarc® Jeror from Kaldebach is a stylish courier backpack made from grey melange polyester with a genuine leather fastening. Its spacious main compartment, the front zip compartment and the hidden compartment on the back offer plenty of storage space. Adjustable shoulder straps ensure a high level of carrying comfort, while the red and white striped lining adds a special accent. With its dimensions of 38 × 28 × 15 cm and a weight of 0.55 kg, it is ideal for everyday use and when travelling. Special colours are available from a minimum order quantity of 1,000.



PSI 2043 • camarc® design group c/o
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PSI 44064 • Zito Lifestyle
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www.zitolifestyle.de • www.jutamo.de



Slim Wallet in a new style

The mini wallet Slim Wallet from Zito Lifestyle is super small and stunning in terms of functionality, design and quality. The flat and ultra-light design fits into any trouser or suit pocket and is not bulky. A convenient coin or zipper compartment on the back allows coins and banknotes to be stored without folding. RFID protection is a matter of course to protect cards from espionage. Customised embossing also allows for the display of the customer's brand image.

Quality bags made from recycled paper

Premium in look and feel, sustainable in effect – this is the new Pure product line from Bags by Riedle, which is currently being launched. The bags made from 100 per cent recycled paper meet the highest quality standards in terms of carrying capacity and finishing. What makes Riedle Pure so unique is the lightfast and bleed-resistant base material, which is also abrasion-resistant and carbon-free. It can be processed like any other paper. The colour range of the environmentally friendly collection includes natural white, black (dyed through) and pastel colours to start with. The double-reinforced edge and base protect against tearing and cuts. The range of sizes extends from the bottle bag to the XXL version and from landscape to portrait to square format.

PSI 45202 • BAGS BY RIEDLE
Tel +49 7139 9315200 • info@riedle.de
www.riedle.de



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

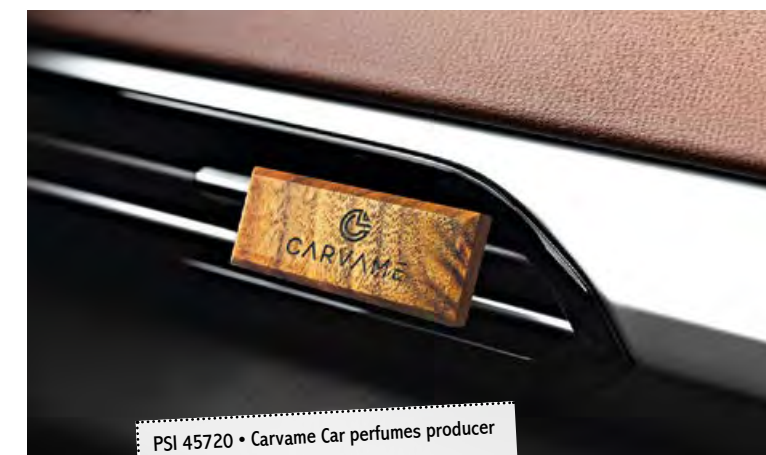


A customised approach for industries

With its customised industry and theme box "Travel & Tourism", mbw® offers promotional product distributors a carefully compiled selection of promotional and gift items that are specially tailored to the needs of tour operators, hotels, holiday resorts and tourism providers. The selection in the box ranges from practical travel companions to charming giveaways. The box can also be sent directly to customers in neutral packaging if desired. Other industry and theme boxes are also available.

A fragrant journey

With the amount of time we spend in the car these days, the desire for pleasant fragrances on the road is understandable. Deampen offers a wide range of car fragrances in elegant plastic, aluminium and new wooden cases under the Carvame brand. This effective and practical form of advertising material with the option of digital printing, engraving or hot printing is becoming increasingly popular, according to the supplier. Carvame offers a selection of nine unique fragrances for the next journey.



PSI 45720 • Carvame Car perfumes producer
c/o Dreampen
Tel +48 68 4772232 • invame@invame.eu
www.invame.eu



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

Organisation on the go

The practical On the Go organiser set from Gabriele Bühring consists of two high-quality cable holders, a magnetic camera blocker, which can also be used as a business card holder or money clip, and a compact, stylish bag for charging plugs etc. It offers optimum protection and organisation. The cable ties ensure that cables are bundled and tangles are avoided, while the camera blocker provides more privacy and security. This set is ideal for travelling, everyday use or the office and ensures that everything is always at hand and organised. Blind embossing is recommended for finishing.



Cowhide leather impresses with its feel

Spranz is presenting three accessories that are both visually and haptically impressive – the Blackmaxx® cowhide driving licence pouch, the key and bike fob as well as the key pouch from the CowDeLuxe series. While the driver's licence pouch securely wraps important documents in soft nappa, the key pouch stores keys safely and stylishly. The soft material protects both keys and other items in the bag. Finally, the key and bike fob perfectly combines elegance and functionality on the large 30-millimetre key ring.

A shiny appearance on every journey

The exclusive Travel Away shoe care set from Frank Bürsten combines functionality and quality in a compact form. With a high-quality cream and shine brush made from 100 per cent horsehair, a neutral shoe polish, a polishing cloth and a shoehorn, the set has everything you need to care for smooth leather shoes. Stored in a drawstring bag, Travel Away is a practical companion. Regular shoe care not only maintains the shine, but also extends the life of the shoes. Brushes or polishing cloths can be individually personalised.

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



PSI 46613
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www.zego-tvz.de



Colourful revolution

The ZEGO Textile Finishing Centre welcomes its customers to the future of personalised accessories with versatile artificial leather patches. What makes these patches truly unique is the revolutionary variety of colour combinations they offer. In addition to the classic brown, the new core layer colours red and blue in combination with the cover layers silver and black open up completely new design possibilities. Whether for a discreetly chic look or an eye-catching centrepiece, the possibilities are endless. Thanks to laser technology, logos and motifs can be applied to the patches in precise detail.

Animal advertising on tour

Your four-legged family members look forward to a trip into the great outdoors not only in spring, when the warm rays of sunshine appear. The foldable "Barnie" drinking bottles, the foldable "Coco" travel bowl or the handy water-repellent "Freddy" snack bag are practical advertising media from Condedi to accompany them. All products are supplied with a carrying fastener or cord, making them easy to attach to clothing. The Freddy snack bag is opened and closed with a cord, while the Barnie drinking bottle is used with a screw cap. All products can be customised with promotional print.



PSI 49729 • Condedi GmbH
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www.condedi.de

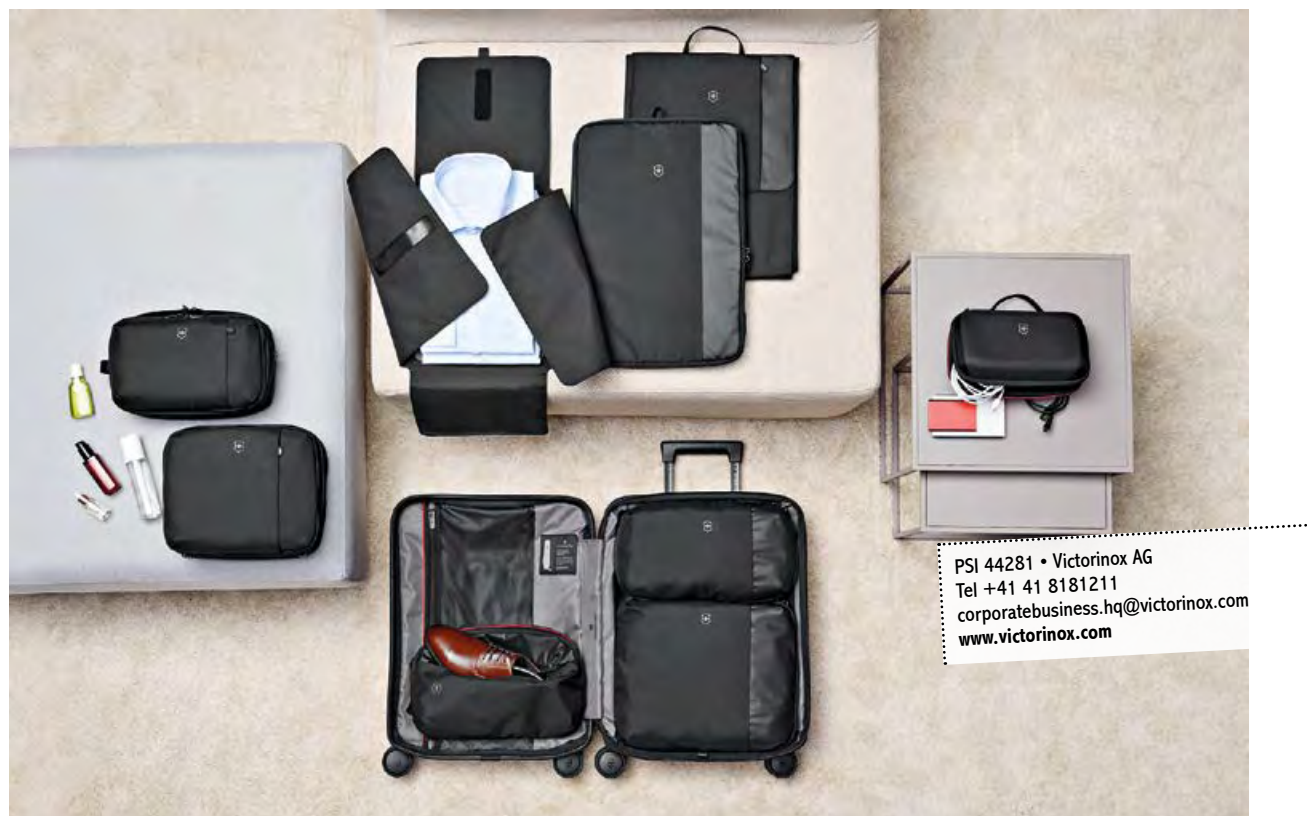


Taking the air out saves space

Once the air between shirts and laundry is out, there is more room for other things in your suitcase or backpack. The Blue Cycle Packing Cube from Troika uses a special trick: an additional compression zipper reduces the volume to just a third. This saves space and keeps things organised. Nothing creases, nothing slips and everything lies firmly and securely in its place. The travel compression bag set made from recycled marine plastic is available in three practical sizes, each with a mesh window and carrying handle.



PSI 46311 • TROIKA Germany GmbH
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https://business.troika.de



Well organised when travelling

The collection of travel accessories from Victorinox makes packing and travelling easy and, above all, safe. The packing cubes, organisers and foldable backpacks have a uniform and modern design and meet the requirements of demanding travellers with practical solutions. The functions of Victorinox travel luggage are as versatile as the demands of modern business travellers: whether for a short business trip, a conference lasting several days or a combination of work and relaxation, you are perfectly equipped with their sophisticated design and functionality. The luggage can be personalised by embroidery or thermal transfer printing.



Ecological smartphone garage

Troika presents a sustainable and stylish way to always have your smartphone and everyday items at hand – the BLUE CYCLE SMARTBAG. Made from recycled ocean plastic, the smartphone shoulder bag combines environmental awareness with functional design. The large main compartment offers space for a smartphone, while an additional compartment safely stores bank cards, keys or headphones. The bag adapts to your style with an adjustable strap and high-quality metal carabiners. Dark grey, durable and well designed, it is the perfect companion for on the go.

Organised with modern felt

As soon as a big event or an important conference is coming up, everyone wants to be well organised and have the most important things together and protected. The ROMINOX® Mobilo organiser made of vegan felt from 100 per cent recycled PET from Römer Lifestyle makes this possible. It is perfect for storing cables, external hard drives, USB sticks or other small items. Thanks to the black rubber fastener, the contents will certainly not accidentally find their way out of the organiser. With a practical size of approx. 16 × 14 × 2.7 cm, it fits in almost any bag. It can become an eye-catcher with an engraving starting in quantities of just 60.



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

Super thin and absorbent

Supplier BTR Reklamcılık Pazarlama ve Dış Ticaret describes its Huali Living Peshtamals as a perfect blend of luxury and practicality. Made from high-quality, ecologically sustainable materials, the Peshtamals towels are super absorbent but ultra-thin, making them ideal for holidays, beach days, spa breaks and outdoor adventures. Unlike bulky towels, they take up very little space in your bag, leaving more room for the things that really matter. Since they also dry quickly, they are always fresh and ready for the next destination or use.



Extension to the product family

With a new generation of the RETUMBLER-myNizza thermos bottle, the Cologne-based promotional product multi-specialist REFLECTS® is expanding the product family of the myNizza drinkware series. The 600 Ceramic and 420 Ceramic thermal drinking bottles can be configured in different colours with a ring and/or sleeve and impress with their high insulation performance. The high-quality ceramic inner coating is a particular highlight. A wide range of configurations and colours are available, allowing over 800 colour combinations. The drinking bottles are also suitable for carbonated drinks. Customised advertising can be applied to the thermos bottles by laser engraving, 2C pad printing or UV printing.



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

Around the world around your shoulder

The SuboBag Fiesta shoulder bag from ANDA Present is part of the BE CREATIVE collection, which enables full customisation through sublimation printing in full colour. Its compact design features an adjustable drawstring strap, a zipper pocket and a practical front pocket. It is made from recycled PET polyester and stands for ecologically sustainable practices in every company. With the SuboBag Fiesta, any marketing campaign can travel the world effortlessly.

Ultimate travelling companion

Recycle Bags is presenting the perfect backpack for every journey – the RB Underseater. It fits under the seat of an aeroplane and can therefore be carried as hand luggage free of charge. With a capacity of 21 litres, a padded laptop compartment (maximum 17 inches) and various storage compartments, it is also ideal as a work or school backpack. The padded shoulder straps, trolley loop and back panel provide additional carrying comfort. This bag is also made from recycled plastic bottles. The combination of functionality and comfort makes the Underseater the ultimate travelling companion. The company strives to be a leader in the use of recycled materials. For this reason, this is not limited to the outer material. The lining fabric and even the zippers, woven trims and mesh material are also made from 100 per cent recycled PET wherever possible.



PSI 48301 • Recycle Bags (By SL BAGS)
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PSI 46970 • reflAktive -
Eine Marke der safeReflex GmbH
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www.reflaktive.de



No more luggage chaos

A well-known problem at airports, when travelling by sea, coach or on other occasions is the difficulty of quickly identifying items of luggage. The luggage tags from safeReflex GmbH can be easily attached to the handle luggage items using an integrated loop. Their eye-catching appearance makes it easier to recognise them. In the standard model, the customer can fill out the supplied address label or insert a business card in the transparent compartment on the back. The use of certified reflective material makes it even easier to recognise and find at dusk or in the dark.

Sweet travelling companions for every occasion

The mix from Der Zuckerbäcker promises sweet travelling snacks. Hand-filled and lovingly packaged, these products bring personalised advertising messages straight to the hearts of their recipients. The practical companions are perfect for a quick snack on the go. Whether filled with classic gummy bears or a brightly coloured mix, this type of travel snack always is a hit. Items can be customised starting in quantities of just 50. Der Zuckerbäcker is also sure to have a solution for other packaging and filling wishes.



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PSI 45666 • Halfar System GmbH
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www.halfar.com



Everyday life meets adventure

The ACTIVE travel backpack from Halfar is suitable for short holidays and business trips alike. Its big plus is the 2-compartment principle. Like a suitcase, it has two separate main compartments with their own zipper and is therefore ideal for separating business and personal items – clothes in one compartment, meeting documents, tablet and notebook in the other. The volume extension creates additional space. Many compartments inside keep everything organised. When travelling, the ACTIVE combines the advantages of a backpack with the compactness of a suitcase. Padded, adjustable straps offer freedom of movement, while the handles on the top and sides make stowing easier.



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On the go with bright colours

The functions of the Victorinox Business Travel luggage are as versatile as the requirements of modern business travellers. Whether for a short business trip, a conference lasting several days or a combination of work and relaxation, you are perfectly equipped for any business trip with their sophisticated design and functionality. The new Gold-Yellow and Forest-Green colours bring two bright aspects to the collection. This is aimed at travellers who are looking for lightweight, high-quality luggage with modern functionality. It can be personalised by pad printing on the pocket knife shell of the ID tag.

Perfect travel memories

Take a piece of your holiday home with you: It's easy with a souvenir from mbw, because these memories of your last time away often last longer than many a digital holiday photo. As a souvenir of a wonderful time or as a lucky charm when travelling, Schnabel's® squeaky ducks, the anti-stress figure Herr Bert® or the Minifeet® cuddly toys always come in handy and bring a smile to every visitor's face. Printed with a logo or slogan, they are the ideal promotional and gift item and will be remembered for a long time.



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PSI 45649 • D&K GmbH & Co. KG
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www.dk-id.com

Safe and individual on tour

The D&K ID Group promises worry-free travelling with high-quality travel accessories. Whether it's a sturdy luggage strap made of woven material or a durable luggage tag with a name tag, this practical duo ensures that travellers can reliably identify their luggage at all times. The aluminium luggage tag can be individually coloured and is attached with a robust metal loop. Customised engraving or printing is also possible starting in quantities of 300. The case straps are available in different versions with a metal buckle, combination lock, plastic fastener or made from sustainable rPET material.



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

High-quality protection with style

The genuine suede wallet from Holz Frank not only impresses with its elegant design and pleasant feel, but also with its reliable RFID protection. Thanks to precise laser engraving, every wallet becomes an unmistakable brand ambassador. Whether as an exclusive promotional gift or as a special gesture for long-standing customers, it makes a statement that perfectly combines security and individuality. This way, the advertising message is always visible.

Relax on every journey

The Relax to Go gift set from Römer Wellness promises relaxation when travelling. This includes a cork cosmetic bag with a handle, filled with special aloe vera feel-good products. It contains a 260 ml shower gel, a 260 ml bubble bath, a 100 g salt scrub in a tin and a practical bath sponge for massaging. This spa set will relax all your senses, while the delicate aloe vera fragrance has a relaxing and refreshing effect at the same time. The cosmetic bag can be customised with a laser engraving, a tag or a sticker on the packaging in quantities of 60 or more. Römer Wellness, formerly "Kundenpflege", is a member of the RÖMER FAMILY.



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The bottle becomes a bag

The BOOGIE company presents a new collection of bags made from recycled polyester felt. This is another rPET felt in its range of ecologically sustainable materials. It is made in Europe from recycled PET bottles and characterised by excellent quality and beautiful melange colours in line with current trends. Combined with natural recycled leather, it is the perfect combination of materials for customers who value sustainable development. The material is certified in accordance with the Global Recycled Standard, OEKO-TEX Standard 100 and REACH.

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

Sweet indulgence in mini format

Nutella fans take note: Three new, customisable promotional products from the emotion factory ensure moments of indulgence and offer companies a charming advertising space. The handy 25g jar of Nutella is perfect for in-between meals. With Nutella To-Go, the popular nut nougat cream is available in practical packaging including a wooden spoon. This makes it easy to enjoy the sweet treat wherever you are. The customisable packaging makes the set a special promotional item. It is perfect for companies that want to give their customers a special moment of indulgence.

Take away and enjoy warm

The Cologne-based promotional products multi-specialist REFLECTS® has added the 600 ml RE98-myNizza thermal lunch pot to its myNizza product family. The food container made from recycled stainless steel keeps food warm or cold for hours. This makes it the perfect solution for anyone who does not have access to canteens or break rooms with facilities for heating food. It can be configured in any colour to match the myNizza concept and blends harmoniously into the design of the entire product family. Advertising can be applied to the thermal lunch pot using laser engraving, 1C pad printing or UV printing. REFLECTS® also offers the new finishing option of 360° or 180° printing for this item.



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With its recent well-attended in-house exhibition, K-M built on its decades-long tradition of hosting exhibitions and celebrated the founding of Karlsson + Mannhardt KG 100 years ago, which is the origin of today's company. With its in-house exhibition, the family-run business set the stage for its continuity and forward-looking approach.

The K-M-Service GmbH In-House Exhibition

Fresh Momentum for the Anniversary Year



Looking forward together with fresh momentum: Tim, Julia, Stéphane and Lena Hennig at this year's in-house exhibition.



The third generation: The star of the day was little Ella, seen here with her mother Lena Hennig and a fan.

The in-house exhibition was held in Obertshausen again. In keeping with the tradition, the Hennig family invited and welcomed 58 exhibitors and 267 visitors to Obertshausen for the product showcase event in February. More could be discovered there about pioneering trends as well as new and tried products. Moreover, customers could contribute with their own creative ideas. It was an exciting day in a relaxing and warm atmosphere, which was palpable from the very first moment, especially since the exhibition had been cancelled for several years after the pandemic.

Various programmes

Both teams started the exhibition day highly motivated after the traditional get-together the evening before, where the exhibition team and entire K-M-Team had the opportunity to become acquainted and share ideas. At the event, they offered customers professional, solution-oriented concepts for a wide range of needs and an array of products focused on sustainability and innovation. At Pottkorn, visitors could try popcorn with adventurous flavours, and Landgarten invited them to try their tasty organic snacks. Jura-Textil even brought an embroidery machine, which could be used for visitors to embroider their socks. The painting campaign at Selftmann-Weiden offered visitors a chance to try out porcelain painting. At Senator, visitors could configure their own pen with numerous components under professional guidance. Many visitors were amazed about how many components go into a single pen and the designs they could make from them. At the electronics expert Nester-matho, Stefan Auer gave useful tips for optimising the use life of mobile devices and selecting the right powerbank. Informative lectures on the topics of safety and quality rounded off the successful exhibition day. The testing institute Qima was present, too.

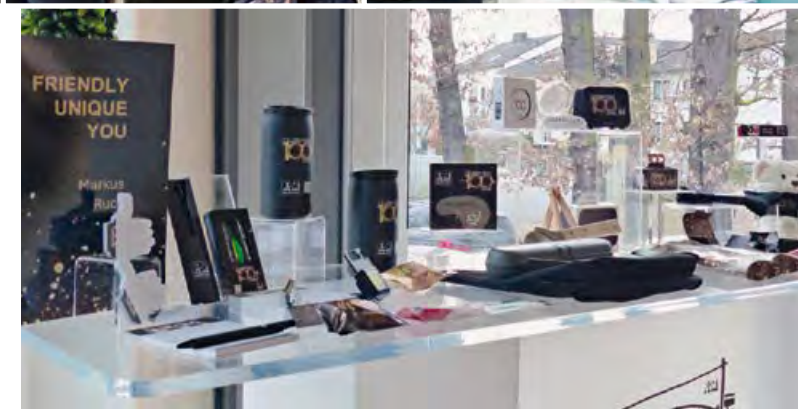


Good reasons to celebrate

Black and gold always look classy, and usually, there is something to celebrate whenever these colours are used. At the K-M in-house exhibition day, the entire team was dressed in a black and gold outfit, matching the room's interior design and decorations and fitting for the company's 100th anniversary. The team and attendees celebrated the founding of the trading company Karlsson + Mannhardt KG 100 years ago, which is the origin of today's company. The company's service portfolio was expanded with the establishment of the promotional product company K+M Werbemittel GmbH in 1972, and in 1995, K-M-Service GmbH was founded to focus on fulfilment. Keeping the two companies separate turned out to be a stroke of good luck. When K+M Werbemittel got into difficulties during the pandemic through no fault of its own, the entire operation was transferred to K-M-Service, thereby avoiding negative consequences for employees, customers and business partners. This positive solution and the good resonance to the invitation to this first in-house exhibition since the pandemic were definitely more good reasons for the optimistic mood on this winter day.

Continuity and a forward-looking approach

Managing directors Stéphane and Julia Hennig, were approachable throughout the day and well prepared for any questions. They were joined by the family's next genera-



At its in-house exhibition, K-M celebrated its anniversary, setting the stage for the continuity of the family-run business.

tion, Tim and Lena Hennig, who both see their future in the family business. 'After a difficult time, we found our footing again and are optimistic about the future. I would like to thank our suppliers and customers very much for their loyalty and support. I am especially delighted that the next generation is on board, too. Tim tackles everything with vigour and is very dynamic – it reminds me of how I used to be', says Stéphane Hennig. The exhibition was a milestone in the company's 100-year history and also set the stage for its continuity, forward-looking approach and spirit of partnership in a powerful industry.

Five years ago, REFLECTS presented their new multi-brand concept to the public for the first time. At the PSI 2025, the protagonists of the three companies making up the REFLECTS Group provided information on how the realignment of the Cologne-based company and the cooperation with subsidiary ADITAN and partner MYRIX have developed so far.

Three specialists pool their expertise

On the right track



Group photo of the protagonists at the PSI stand (from left): Anna Bunde, Jiaxuan Cai, Peter Leseberg, Meinhard und Marc Mombauer (all REFLECTS), Patrick Döring (MYRIX), Dirk Haynberg (ADITAN).

With their flagship brands RETUMBLER® and REEVES® as well as the addition of the RE98® brand, which features classic and trendy promotional products, REFLECTS has further developed its concept and taken it to a new level. The cooperation with subsidiary ADITAN has also been restructured and strategically integrated into the REFLECTS Group. Together with partner company MYRIX, the trio now forms a strong, future-orientated group of companies that focuses on synergies and innovation.

Promotional product expertise through and through

The REFLECTS Group uses its many years of experience and innovation to develop high-quality promotional products that leave a lasting impression. "Our mission is to give companies a stage where they can present their messages in a loving and sustainable way. We excel with customised solutions, modern finishing options, short delivery times and top-quality products. As a conscientious com-

pany, we endeavour to act sustainably. We work together to make our processes and products environmentally friendly and socially responsible," says REFLECTS Managing Director Meinhard Mombauer, outlining the essence of the three specialists represented in the group. "In the REFLECTS Group, we pool our expertise from several areas to increase efficiency and achieve outstanding performance together. Our teams work closely together and mutually enhance each other. At trade shows, such as here at the PSI, we exhibit as a group and present ourselves with a uniform trade show concept.

This enables our customers to obtain comprehensive information about our diverse range of services and find the right contacts for their needs directly on site."

The multi-specialist

Parent company REFLECTS GmbH has been dedicated to the design, production and marketing of high-quality promotional products for over 35 years. From in-house design and sourcing in Asia to production and finishing at the headquarters in Cologne: REFLECTS has all value-adding processes in its own hands. As a recognised multi-specialist in the industry, the company focuses on selected product groups, including drinkware, electronics, office accessories, household and leisure. For more individuality, the Cologne-based company offers tailor-made solutions that are developed and produced according to customer requirements. REFLECTS specialises in configurable promotional items, which can be combined with coloured components and offer numerous design options. In this way, the company gives customers maximum creative freedom.



At trade shows like the PSI, REFLECTS Group members present with one uniform concept.



The REEVES®-myConvertics 6-in-1 cable set made from recycled plastic or bamboo was honoured with the Red Dot Award 2024 for exceptional product design.



ADITAN's new DESIGN watches integrate distinctive symbolic elements directly into the watch face.

Quality-conscious – durable – flexible

"With our exclusive brands RETUMBLER® – Best of Drinkware, REEVES® – Smart Electronics and RE98® – Classics & Ideas, we focus on selected product groups and long-lasting promotional products that leave a lasting impression. As a recognised specialist in the sector, we stand out with the highest quality, innovative in-house design and maximum flexibility. From in-house design and sourcing in Asia through our partner REFLECTS Hong Kong to production and finishing at our headquarters in Cologne: we have all value-adding processes in our own hands," explains Peter Leseberg, Head of Sales and Marketing.

www.reflects.com • www.aditan.com • www.myrix.de



The RETUMBLER-myNizza Ceramic thermo mug is an ideal mug for the office and at home.



MYRIX, the specialist for customisable notebooks and calendars, presents their new MYRIX® Silphie Books – an innovative and environmentally friendly notebook product line.

Customised products made easy

ADITAN has been active in the world of promotional products since 1992. As an expert in customised products, the company stands out with tailor-made and professional promotional solutions. ADITAN's product range extends from lanyards, pins, name badges, ID yo-yos and shopping trolley tokens to sunglasses and promotional watches. ADITAN and REFLECTS combined their expertise at the turn of 2022/2023. The new team of specialists was formed from long-standing employees of both companies. Since then, ADITAN has been actively marketing lanyards, pins and shopping trolley tokens. The portfolio of promotional watches followed at the turn of 2023/2024.

Expert for customised paper products

MYRIX GmbH, based in Pfinztal, specialises in customised notebooks, calendars and paper carrier bags. The company's strength lies in the wide range of customisation options, such as the colour, design and materials of the products. MYRIX attaches great importance to sustainability and focusses on the use of environmentally friendly materials and regional resources. Thanks to its "Made in Germany" and "Made in Europe" production, the company guarantees short delivery times and the highest quality.

Klaus Dittkrist, logistics entrepreneur, passionate billiards player and supporter of disadvantaged children, is untiringly committed to the industry and the children's charity Die ARCHE. Once again, at PSI 2025, he explained his sponsorship concept, which enjoyed fantastic feedback. Additional supporters for the win-win project are welcome.

Children's Charity Die ARCHE Seeks Sponsors

A Win-win Charity Concept



Klaus Dittkrist, managing director of the PSI partner Cargo Seal, introduces his sponsorship concept in aid of children's charity Die Arche at the PSI trade show, seen here with a billiards-based campaign.

Klaus Dittkrist is well-known to PSI companies from many trade shows: as a professional logistics partner, he has been providing optimised logistics to the promotional products industry with his company Cargo Seal for almost two decades. At PSI 2025, for once, Cargo Seal had no dedicated stand, but the busy six-foot-tall man could be seen repeatedly in conversation with exhibitors, untiringly explaining his sponsorship concept for a project that is close to his heart, the children's charity Die ARCHE. Cargo Seal itself donates two

Euro per cubic metre of transported freight to the youth charity, which is additionally supported by the haulier and billiards player's activities at the BSV corporate sports club. PSI members are already on board – and even more are expected to join them.

Sports events as a platform for supporters

At the PSI trade show, Dittkrist explained to us his sophisticated aid concept, which not only helps children via the incoming donations, but also offers companies a platform to present themselves as the project's sponsors and donors and get informed about Dittkrist's own contributions. Since 2019, Cargo Seal has been in partnership with the BSV corporate sports club in Hamburg. Pool tournaments have already been successfully organised and BSV's collaboration with ARCHE has been stepped up. In 2024, initial monetary and material donations were even collected with PSI members and the BSV in Berlin. These successes spur on Dittkrist to further ideas: From April until August 2025, tournaments in billiards, darts and golf are now scheduled in Hamburg. For these, Cargo Seal is seeking interested PSI members to put in an appearance in Hamburg – Berlin would be good too. "Whether actively competing or providing support with monetary or material donations – credible backing from PSI members in the strong context of the BSV and ARCHE is a win-win model that benefits all involved. We'd be delighted to receive a modest donation which directly benefits children 100 percent via the Die ARCHE e.V. circle of friends," explains Dittkrist.



Visiting the ARCHE in Berlin: PSI members handed over 2000 writing sets to the children.

Die ARCHE was established as an association in Berlin-Hellersdorf in 1995, has always been predominantly funded by donations, and is committed against child poverty in Germany, Poland and Switzerland. At 35 locations today, children receive daily free meals, school and homework support, targeted learning assistance plus meaningful leisure activities. Die ARCHE labels its goals with slogans such as "Making children strong" and is committed to enabling social and cultural participation as well as accompanying entry into the world of work.

If you would like to show support for this engagement and attend the tournaments, please contact Klaus.Dittkrist@cargo-seal.de.

Direct and effective aid is important

As a PSI logistics partner, Cargo Seal has been providing tailored full solutions and individual consulting on imports from the Far East since 2007. Managing director Klaus Dittkrist has been supporting the children's charity Die ARCHE since 2011 in Hamburg and belongs to the ARCHE circle of friends in that city. As a Hamburg native he is familiar with the changes of the past 30 years, which is why he knows all too well the major problems and failings and the fates of many children in his hometown. A good reason, therefore, for him to repeatedly use his contacts and resources, initiate events and campaigns, and drum up support for this so very effective children's charity. That is why Cargo Seal's trade show appearances have always been striking, since Dittkrist also utilises the PSI to present his volunteering work for Die ARCHE and find supporters. The campaign at PSI 2020 for instance, when a highly distinguished young billiard artist potted every ball and demonstrated masterly tricks with the cue to amazed PSI participants, was a hit.



Direct aid to disadvantaged children: PSI companies that would like to get involved on behalf of ARCHE can position themselves as sponsors. Initiator Dittkrist is a billiards player himself, and is seen here at a BSV Christmas party. Tournaments in billiards, darts and golf are scheduled in Hamburg from April until August 2025. So sign up today!

www.cargo-seal.de

Although this was Plan Concept's 18th NEWSDAY promotional product show, the Essen-based promotional product specialists once again made it possible for their customers to discover and explore a wide range of innovations for effective marketing measures.

Plan Concept GmbH's 18th NEWSDAY

Harmony of "hapticals" in the Philharmonic Hall

Industry



The third NEWSDAY at the Essen Philharmonic Hall.

On 18th February, the light-drenched lobby of the Essen Philharmonic Hall provided a pleasantly relaxed setting for the third time, in which all participants were able to showcase their profession. Around 60 exhibitors represented the diversity of tangible promotion - including some new niche providers and "newcomers" from young companies - and drew the interest of the more than 400 visitors from industry and commerce to numerous innovations, trends and literally "sustainable" products in the sector. The Plan Concept Group and its IT subsidiary connect-io also presented their services and more than 30 years of expertise in the areas of full service, on-demand personalisation and B2C online shops.

Praise for the Plan Concept team

Initial feedback from the organisers (on the show's running and response), the exhibiting supplier partners (on the organisation and the quality of the enquiries) and the visitors (the range on offer) shows their satisfaction with this latest NEWSDAY. "The excellent atmosphere during the entire event not only exceeded our expectations, but also encouraged mutual exchange," summarised Plan Concept CEO Christoph Ruhrmann, adding, "Our entire team deserves great praise for their commitment and professionalism, which contributed to the excellent attendance at our trade show. Special thanks go to the set-up and breakdown helpers, the registration team, the organisation, our sales team and the office staff who held down the fort. The positive feedback and numerous new contacts confirm the event's success. Planning is already in



Plan Concept's customisation expertise: Drinking bottles being custom laser printed.



Victorinox raffled off three exclusive knives: Frank Wenning represents the Swiss manufacturer (right), presenting the prize to Jonas Micheler, one of the winners.



An interview with Arian Reimann

Mr Reimann, was your first Newsday as a "fully-fledged" member of the Executive Board different to previous ones?

In terms of the overall situation and Newsday, I can say that there are both positive and challenging aspects. Over the past three years, I have been gradually prepared for the position of COO as an authorised signatory. Last year, I had already taken on the duties of COO, which made the transition to this role logical and seamless. My sense of responsibility has increased significantly during this time, which I see as very positive. I am now looking forward to working even more intensively on the further development of our company. The Newsday was once again an excellent opportunity to hold valuable and insightful discussions with customers and suppliers. Both internally and externally, I realised that the title of COO has a different impact and opens up new opportunities.



Arian Reimann

full swing for our 19th NEWSDAY 2026 promotional product show. We will announce the date and location as soon as possible. We are already working towards our twentieth event, which will take place in 2027."

Management team now a trio

A premiere was announced at this NEWSDAY: Arian Reimann, son of founder Christoph Ruhrmann and previously part of the management team, was involved for the first time as a fully-fledged Managing Director. At the beginning of the year, he was appointed to the management team around CEO Christoph Ruhrmann and CFO Ulf Paschwitz as COO. As Ruhrmann emphasises, the appointment of Arian Reimann as Managing Director marks another important step in Plan Concept's history: "He not only brings fresh ideas and a creative perspective, but also a deep understanding of the sector and our customers' needs." We spoke to him after his first NEWSDAY as COO.

>> **This was the 18th annual promotional product show for Plan Concept. How would you characterise it?**

From our point of view, the Newsday was once again a complete success. We were able to record an increase in the number of visitors. I would like to take this opportunity to praise the entire Plan Concept family, from our employees to our suppliers and our customers, without whom it would not have been possible to organise a trade show like this. We received very pleasing and positive feedback from customers and suppliers.

For the third time in a row, the Newsday took place in the cultural setting of the Essen Philharmonic Hall: Will this continue to be a favourite venue in the future?

As our company originated in Essen, the Essen Philharmonic Hall with its cultural heritage and ambience will always be an attractive location for the Newsday. At the same time, we would like to offer our customers not only a new product and exhibitor mix every year, but also variety in terms of the location each year and each event. This means that there could be a change next year, to which our customers can look forward.

How do you assess the current situation of the promotional product market as a whole? Are there any recognisable trends?

The current situation in the promotional product market presents both challenges and opportunities. Although the economic and political situation of recent years has had a partial impact on purchasing power and willingness to buy, there are still many opportunities for growth and innovation. Small and medium-sized companies have the chance to stand out from the competition through adaptability and creativity, despite increasing bureaucracy and stricter laws. As a company, we have nevertheless been able to record an increase in turnover and growth. The formation of a new government and the resulting greater planning certainty could also offer opportunities for the promotional product market to generate further growth.

One clear trend is the rising demand for sustainable products and environmentally friendly materials. Companies are increasingly focussing on sustainable production processes and IT solutions that make the management and ordering of promotional products more efficient. On-demand production helps to reduce stock levels and ensure the sustainable use of goods. In addition, innovative and high-quality products that are memorable for the recipient, as well as employee gifts such as onboarding packages, are becoming increasingly important.

What is the prevailing mood among industrial customers?

The general mood among our industrial customers is mixed, as described in the promotional product market. Many companies are feeling the effects of the current economic and political uncertainties, which is affecting their willingness to invest. Nevertheless, there are also positive signals, as some customers continue to see growth potential and are optimistic about the future. In these challenging times, it is particularly important for us to offer our customers the support they are accustomed to and the best possible assistance.

Do you have concrete plans or ideas for Plan Concept that you would like to realise this year (or in the mid-term)?

We have set ourselves a number of goals for this year that we would like to realise. Our focus is on further digitalising and streamlining our internal processes so that our employees can use their time more effectively. In doing so, we aim to improve our support for customers. In this context, we are already in the final test phase of our in-house CRM system, which will replace part of our previous system this year. We also aim to further advance the use of artificial intelligence. This will enable us to utilise our time resources more efficiently, automate routines and thus achieve faster response times and improved customer service.

<



**For this, and any other questions...
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Sunny plastic-free greetings

Sunflowers are not only eye-catching; they also symbolise joie de vivre and optimism. Multiflower emphasises this with the perfect sunny greetings for any occasion. Their mini sunflower brings **a touch of summer to the workplace**. From just 250 units, the label and sleeve can be printed with promotional messages or customised with your own design. The set includes the seeds for the mini sunflowers together with a soil pack in a decorative pot. For orders of 250 or more, promotional messages can be placed on the standard motif banderole, or the banderole can be completely customised.

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

Making ambitious golfers shine

With the stylish Golf Logo Gift Box from Golfvertrieb Hilbrand, promotional companies have the **perfect set for every fan of the sport** on the green. The combo contains a golf ball, a divot tool, a replacement ball marker and several tees. All parts can be customised. Hilbrand has specialised in golf logo accessories for 40 years and was one of the first companies in Germany to establish itself in this field.

PSI 45818 • Golfvertrieb Hilbrand
Tel +49 8322 96540 • office@golf-hilbrand.com
www.golf-hilbrand.com



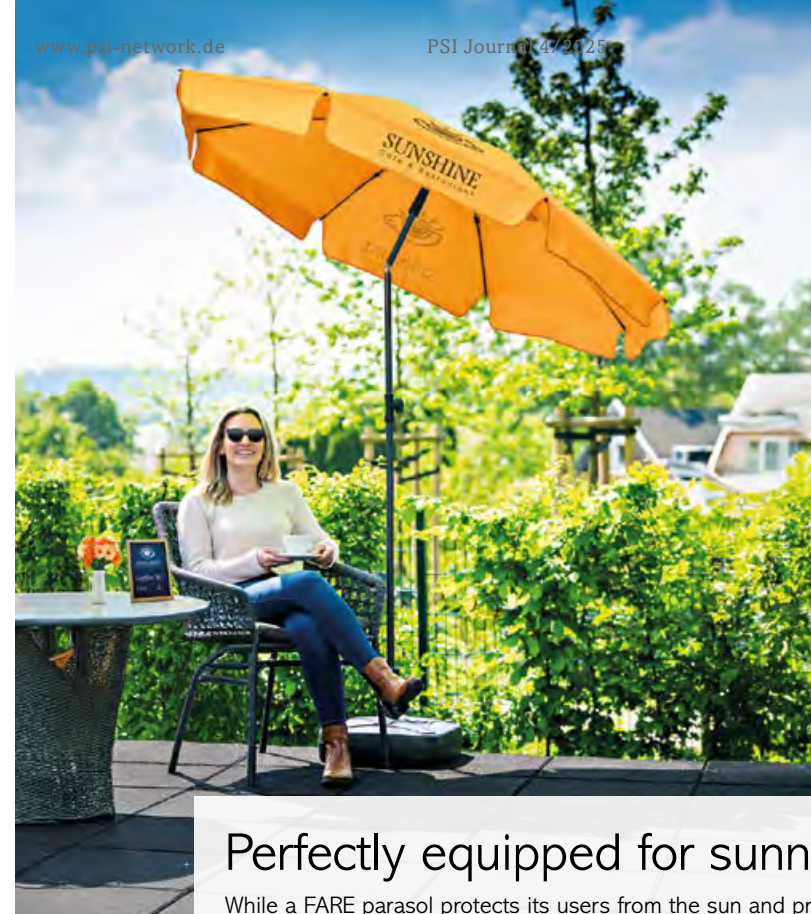
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Perfectly equipped for sunny days

While a FARE parasol protects its users from the sun and provides shade thanks to its UPF50+ sun protection fabric, it also gives you the opportunity to present your promotional message in an appealing way. A total of **eight different models** are available – including three with a valance and one rectangular parasol. The sizes and colour options are adapted to a wide range of customer requirements. The two-part pole is infinitely height-adjustable and has a folding mechanism for tilting the parasol. It can simply be fixed in the ground or used with a stand or ground spike.

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



Perfect for the master BBQer

With a Schwertkrone BBQ knife with its fine olive wood handle and famously sharp edge, anyone can become a master barbecue chef. The Solingen knife is not only an eye-catcher on the barbecue, however, but also in the kitchen. **Cutting performance is combined with an elegant design**, and the sharp, durable blade glides effortlessly through meat, vegetables and bread, while the ergonomic handle made of Italian olive wood is comfortable to hold. The knife can be customised from 50 pieces. Optionally, a laser engraving can be applied to the blade or wooden handle.

PSI 60446 • Schwertkrone - Daniel Weber
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zeckenkarten.de
mikrofasertuch.de



– Advert –



Promotional yoga mats for people with allergies

Trendy Sport now provides high-quality yoga mats from their sustainable Ecoline product line. These non-slip mats are made of environmentally friendly and soft TPE, which makes them particularly **suitable for people with allergies**. The yoga mats can now be printed all over and completely borderless. A premium carrying strap made of sustainable cotton is available in many matching colours. The mat can be ordered fully printed from a minimum order of 300 pieces in environmentally friendly packaging. For smaller print runs, these mats are available from just 20 pieces with a delivery time of two weeks and a wide range of colours.

PSI 49563 • Trendy Sport GmbH & Co.KG
Tel. +49 9171 975630 • psi-trendysport@online.de
www.trendy-sport.com



Finally seamless lanyards

Promotional product specialist ADITAN® from Cologne presented a genuine innovation at the PSI 2025 that sets new **standards in design and comfort**. ADITAN® now produces lanyards without visible seams. This seamless design gives the lanyards an elegant appearance, similar to a festive ribbon. The key benefit: There is no chafing and the motif is continuously visible. The recycled polyester is exceptionally soft and comfortable to wear. The lanyards are finished using hot transfer to make them impressive brand ambassadors.

PSI 42487 • aditan GmbH
Tel +49 2234 4312-0 • info@aditan.de
www.aditan.com



Innovations and classics for Easter

At CD-LUX, we have made it our mission to offer sweet promotional products in their most beautiful form, in the best quality and at outstanding value for money. Both trend-setting innovations and tried-and-tested classics dominate our Easter product range for all those who love to give great pleasure with small gifts. For a quick overview, the **“Easter and Spring”** and **“Promotion with Pleasure”** ranges have now been combined in a brand new catalogue. Individual premium chocolate, delicious fruit gum classics, promotional drinks, peppermints and colourful sweets, many exclusive Easter novelties, ecologically sustainable and vegan promotional ideas and fresh summer products await explorers. Whether as a classic Easter greeting with the popular Lindt Gold Bunny, a duplo, 3-piece “Easter Bunny” set, the funny Easter egg set filled with trendy chocolate eggs from Tony’s or with our brand new paper box, everyone will find “their” perfect product at CD-LUX.

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



Let's twist again

Activities, games and nostalgia – many people remember this from schoolyard recess times before the advent of smartphones. Today, the popular Gummihopse is celebrating its comeback at the emotion factory. **This traditional bouncy game** has delighted children and adults alike for generations. Now there is an opportunity to customise the classic. From an order of 500 pieces, both the outside of the folder and the instructions can be customised. The standard design is available from 250 pieces. The set includes a high-quality elastic band and detailed instructions.

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



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Tel.: +49 (0)8233 - 79312-0
info@pinsundmehr.de
pinsundmehr.de

Actively shaping change

The promotional products industry has always been adaptable. It has not only accompanied change, but has often initiated it itself – through new technologies, ecologically sustainable materials or creative communication solutions. Now, with a new German federal government and planned investments in infrastructure and innovation, we are once again at a crucial point.

It is a time of upheaval, but also a time full of opportunities. Sustainability will play a decisive role – in the economy, in politics and for our industry. Those who set the right course now can not only react, but actively shape it. However, this requires preparation. The question is not whether our industry can adapt, as it has long since proven that it can. Rather, it is an issue of how well we take advantage of this opportunity.

Knowledge, the exchange of ideas and mutual recognition are the keys to a strong future. This is precisely where the PSI Academy comes in. It offers a platform for further training, networking and an early look at new developments. In times when markets, political conditions and customer requirements are constantly changing, it is essential to be well prepared.

The PSI Academy Awards also send out a clear signal in favour of quality and innovation. They recognise companies that lead the way with ecologically sustainable and forward-looking solutions and thus set new standards for the entire industry. This is precisely what will become increasingly important in the coming years: those who not only react to change, but actively shape it, will remain successful in the long term.

Our industry has shown time and again that it masters and shapes change very well. Now we have another opportunity to show how versatile, innovative and responsible we are. Let's seize this opportunity – together and with effective preparation! The PSI Academy will enter its next round in summer 2025.

Yours truly,

Petra Lassahn
Director PSI



PSI ACADEMY AWARDS 2025

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Function meets emotion

Promotional items from the areas of fashion, workwear, caps and accessories are an excellent way to increase brand awareness in the long term. High-quality clothing and accessories are often used for years, which means that a company's logo or slogan is always in the spotlight. Fashion and workwear are not only functional, but also create an emotional connection. A comfortable hoodie, a stylish cap or a practical rucksack are appreciated and worn with pleasure – creating a positive association with the brand. As employee clothing, customer gifts or trade show giveaways – customised fashion and workwear products ensure a uniform appearance and strengthen team spirit. From sporty to elegant, from functional to fashionable – the wide variety of design options allows companies to select the right products to match their brand identity. This creates an authentic appearance with recognition value. – Our second product category presents innovations in the areas of “Incentives and Merchandising”.

Please keep in mind the product presentations in the June 2025 issue of the PSI Journal, which are dedicated to the topics “Beauty and Wellness” and “Health and Safety”, and send your product suggestions (image and text) by 18 April 2025 at the latest to: Edit Line GmbH, PSI Journal editorial team, e-mail: hoechemer@edit-line.de

A special PSI anniversary



What began as a small printing company in 1949 has developed over the decades into a leading manufacturer of promotional calendars: WALTER Medien GmbH from Brackenheim can look back on a long history of success. They have always been in tune with the times and have remained loyal to the European promotional product network PSI for 50 years.

For all weather – 60 years!

Last year, TFA Dostmann celebrated its 60th anniversary – six decades as a manufacturer of meteorological measuring instruments, characterised by innovation and continuous development. To mark this anniversary, the company is presenting the TFA.me product line – a new type of system for precise weather forecasts and the comprehensive monitoring of local climate data.



Imprint



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