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For Promotional
Products

May 2025

Volume 64

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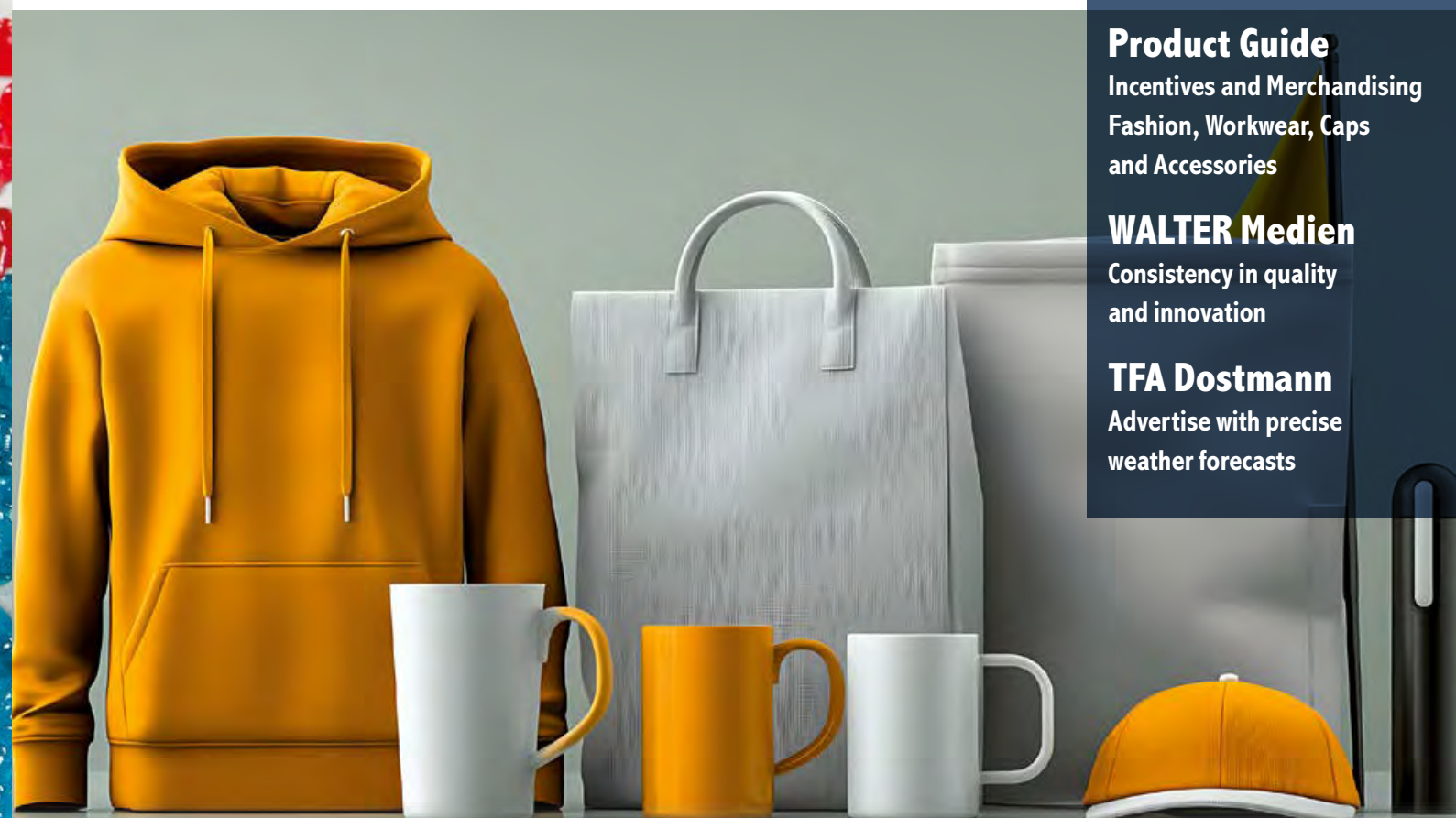
May 2025
Volume 64

PSI Academy Awards
It's worth being there

Product Guide
Incentives and Merchandising
Fashion, Workwear, Caps
and Accessories

WALTER Medien
Consistency in quality
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Brand-name products in marketing

Brand

names offer added value

Trend 2025 Herbal Fruit Gums



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Editorial

Stand firm

Spiralling tariffs, stock market turbulence and trade wars – the consequences of erratic American policy-making are shaking the world and unsettling the economy. When decisions of global relevance are made almost daily with the stroke of a pen and often revoked the very next day, when facts, institutions, alliances and even history are called into question – that is hard to bear. A situation in which certainties wane and the previously unimaginable suddenly becomes reality is fertile ground for worries and fears. This is understandable and can currently be observed worldwide. The threat of recession, long-term market disruptions, monetary turbulence, political conflicts and, last but not least, the feared loss of prosperity are just some of the far-reaching upheavals that the world will have to deal with in the future.

Whether on the world stage or in a personal context, such upheaval always makes us yearn for security and stability. We seek continuity, reliability and orientation. We enjoy beautiful things and are receptive to anything that gives us a sense of belonging and experience. Brands can offer all of this. They are beacons in the unpredictable ups and downs over time and convey firm values and consistency (see Focus starting on page 10). Brands also thrive on image and credibility, which need to be carefully cultivated. This makes them vulnerable. The great danger of brands jeopardising their credibility for the sake of profit can currently be seen in the USA. Quite a few corporations that previously boycotted the platform X due to its unacceptable practices returned after the US elections to avoid getting off on the wrong foot with the all-too-powerful Trump-Musk alliance. This attitude is rightly criticised in the media as short-sighted and inconsistent. The Tesla case shows that an entrepreneur can even cause considerable, possibly irreparable damage to his own brand. Elon Musk has ruined the reputation of the former flagship brand Tesla in his own quest for power. Sales slumps and acts of sabotage have added to this.

The promotional products industry is also affected by the economic consequences of customs policies. Even before the escalation of this conflict, companies had to work longer and harder for fewer and smaller orders. This is not getting any easier now. The only thing that can help is to persevere and convince customers of the advantages of haptic advertising with powerful arguments while also referring to relevant studies. And where budgets are decreasing, a branded product that conveys appreciation and solidity can be a promising solution.

In this spirit,

Ursula Geppert

Ursula Geppert | Deputy Chief Editor PSI Journal
Your opinion: geppert@edit-line.de

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Strong, stylish, sustainable

Hugo packs a punch!

Is our **Hugo** the boss of Fairtrade cotton bags? It certainly has what it takes. With its extra-long 60 cm handles, it is ideal for carrying or using as a shoulder bag. Its strong grammage of 390 g / m² promises maximum strength. A durable companion that is not only robust and comfortable to carry but also offers plenty of space.

Hugo measures 52×35 cm with a bottom fold of 18 cm and has a large print area of approx. 25 x 25 cm. To ensure that the print is as high-quality as the bag itself, we use high-quality screen or transfer printing. This is always applied in contrast to the main color of the bag to make it a real eye-catcher with the company logo and advertising message. In addition, the bag can be further enhanced with an elegant embossing to present your advertising message even more exclusively.



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PSI Academy Awards:
It's worth being there

8

Under the PSI Academy label, a new PSI industry get-together is being launched in the autumn, which will bring the promotional products industry together a second time a year to complement the PSI. The highlight of the event are the PSI Academy Awards, which will be presented for the first time in Cologne on 11 September 2025. It's worth being there.

Brand names
offer added value

10

Brands stand for quality and high standards of design and functionality. They embody values such as trust, loyalty and customer retention, and the emotional aspect is enormous. The power of brands is undeniable. How can the promotional products industry leverage the power of brands for itself? Facts and figures.



Companies, events, markets

36

These pages keep you up to date on the latest developments, events and news from the promotional products industry. We report on the activities, promotions and personnel changes of our network member companies and beyond. This section reflects the diversity of an industry that is always on the move.



Continuity in quality
and innovation

60

At the most recent PSI trade fair, the European industry network honoured its long-standing members, including WALTER Medien GmbH, which has been a loyal member of PSI for 50 years. This is reason enough for us to take this opportunity to pay tribute to the long-standing and sustainably committed advertising calendar manufacturer.



Finally out: enjoying & living life around the house

It is finally about time: Hotter temperatures and longer days are tempting us outside, and we can finally enjoy the living space around our house. Scientific studies prove that our quality of life more than doubles for every hour after work or on the weekend that we spend outside of our familiar four walls. We have earned it!

A creatively designed refuge

Every day, people are rediscovering the wonderful time when our home evolves into a real place of comfort. It is a proper feast for the senses when you notice how small changes and a lovingly designed relaxation area can turn daily life into pure ecstasy. The harmonious connection of inside and outside areas is reinforced even more by comfy terraces and well-manicured gardens, making it a place where body and soul come into harmony. Every moment becomes an adventure here.

Flower bed and sunshade to go

With the innovative 'flowerpower' idea, XXD brings sunny feelings, even when the sun is not shining. The sunshade stands cleverly, using the weight of another flower bed to make the umbrella sturdy. For mobile sumptuous flowers on your terrace.

XXD GmbH
www.xxd.de
PSI 47734
Photo: XXD



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Oasis of relaxation

An essential building block of this new art of living is the conscious use of natural materials and sustainable elements. Whether it is the soothing warmth of wooden beams or the comforting sight of a green oasis – these little details let us dive deep into the world of relaxation. Particularly impressive: A beautifully furnished relaxation area, equipped with comfortable deck chair chairs and soft shades, is an inviting way to relieve stress during everyday life and recharge energy levels.

Making flowerbed work fun

The handy garden devices from Multiflower come in a practical set with gardening gloves and are indispensable for small gardening tasks. This gift set will delight anyone with a 'green thumb'. Imprints or a custom design for a little hangtag are available for a minimum order of 250 pieces.

Multiflower GmbH
www.multiflower.de
PSI 45974
Photo: Multiflower



A party for bees

The mini greenhouses with cultivation cups contain everything required for plant cultivation: high-quality seeds, an environmentally friendly plant cup, planting substrate and easy-to-understand instructions. Here, with a special mix of seeds for bees.

TDJ Stadtgärtner GmbH
www.diestadtgaertner.de
PSI 49090
Photo: Die Stadtgärtner

TOPPOINT

NEU

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Under the PSI Academy label, a new PSI industry get-together will be launched in autumn, bringing the promotional products industry together a second time a year to complement the PSI. The highlight of the event will be the PSI Academy Awards, which will be presented for the first time on 11 September 2025 in Cologne. It's worth being there.

The PSI Academy Awards are taking

It's worth being there



As an international industry platform with a top-class supporting programme, the PSI demonstrates every year that networking, the exchange of ideas and knowledge transfer are indispensable for corporate success. And nothing beats personal contacts and friendly, collegial meetings that motivate and put people in a good mood. With this in mind, PSI has developed the PSI Academy, an additional format with various components that will help the promotional products industry move forward into the future. The exciting combination of a training and networking event and the industry highlight PSI Academy Awards will start on 11 September 2025 in Cologne. Submissions are possible until 30 June. In an interview with the PSI Journal, PSI Director Petra Lassahn explains what's so special about it and why it's worth taking part.

Ms. Lassahn, the PSI Academy kick-off event will take place on 11 September in Cologne's famous Gürzenich festival hall. What can participants expect?

To offer participants an exclusive setting for our new PSI industry get-together, we have deliberately chosen a unique historical location, the Gürzenich festival hall. The PSI Academy Conference will already begin in the morning and offer cutting-edge presentations, discussions and workshops on the topic of ecological sustainability and issues affecting the industry. The programme has already been designed and is currently being "fine-tuned". We will publish it soon. The PSI Academy Night will not only be festive, but above all exciting. The winners of the new industry award PSI Academy Awards will be announced and award winners, nominees and guests will spend a gala evening together that is sure to be memorable. Personally, I am really looking forward to it, especially to the discussions with our members, partners and everyone who will be there. I hope that many more companies will decide to participate.

What is the core idea behind the PSI Academy Awards?

The new industry award will recognise particularly sustainable products, companies and newcomers in the promotional products industry. In terms of content and standards, the PSI Academy Awards will go beyond the previous PSI Sustainability Awards, for example by documenting and honouring developments and progress. In this respect, the new format is designed as an incentive and inspiration for the entire promotional products industry. Our partner Green Product Award contributes many years of expertise in the field of sustainability awards, from which the PSI Academy Awards benefit. The entire process will therefore be transparent, comprehensible and extremely professional.

Who can participate in the PSI Academy?

The PSI Academy views itself as a platform that not only provides a stage for suppliers and distributors, but also involves associations, industrial and commercial customers and policy-makers. It addresses all groups that are active in the promotional products business or are relevant to the industry. Suppliers, distributors and agencies as well as their customers can submit products and campaigns for the PSI Academy Awards. Every day we see in practice how closely and amicably the market participants work together and jointly carry out successful projects. Each level of distributors has its own view of the business and this should also be reflected in the submissions. This enables new experiences and inspiration.

How does PSI support companies in preparing their submissions?

It is important to us to support interested parties in the application process and show them how to plan their submission most effectively. After an independent initial assessment based on defined evaluation criteria, participants receive professional feedback and specific advice on where they need to make improvements. Our competent partner Green Products Award has been organising awards for many years and knows what is important. It therefore can clarify many questions in advance. The transparent feedback from the expert jury is an added value for nominees and winners, providing guidance and promoting further development.

You mentioned the word added value. What are the advantages of participating in the PSI Academy Awards?

The benefits of participating vary depending on the target group, but there are such diverse benefits that I have to summarise them here. Everyone can present their nominated products and campaigns exclusively. This raises their profile, boosts their image and facilitates contacts. For distributors and agencies, participation in the top-class industry awards attests to their professionalism, cre-



"I invite all members and interested parties to submit their application for the PSI Academy Awards by June 30, 2025. We will support you with advice and assistance."

Petra Lassahn

ativity and problem-solving expertise. A valuable certificate or award, presented by a renowned, independent jury, will impress customers at every level of the business. The involvement of industrial and commercial customers is in the interest of the entire industry, because a customer with promotional products knowledge is a customer who recognises the value of haptic advertising in the marketing mix and is aware of the trends and possible uses of sustainable promotional products. And those who are convinced of the effectiveness of promotional products will also use them. Distributors and suppliers alike also benefit from the opportunity for exclusive talks with policy-makers.

Strategic communication can put the sustainability commitments of nominees and winners in a positive light. What does PSI offer in this area?

We offer a whole range of services, such as communication via the social media channels of PSI and its partners, publications in PSI media and with selected media partners. We additionally prepare a press kit that nominees and winners can use flexibly. I would also like to mention the PSI Academy Expo. The exhibition of the winners and nominated products as well as campaigns will be on display at the following PSI. The expo sees itself as a means of presenting practice cases for insiders and at the same time as a tool for generic marketing that can raise awareness of the impact of haptic advertising among policy-makers, associations and sponsors.

One final word?

We cordially invite all members and interested parties who would like to actively shape change to submit their application for the PSI Academy Awards by 30 June 2025! You can find a form, information on the categories, the process and the conference programme soon as well at www.psi-academy.com. Of course, we will also keep you up to date in the PSI Journal, online and in the PSI Business News newsletter.

www.psi-academy.com

Brand names stand for quality and high standards of design and functionality. They embody values such as trust, loyalty and customer ties, and the emotional aspect is enormous. The power of brands is undeniable. How can the promotional product sector harness their impact? Facts and experience.

Brand-name products in marketing

Brand names offer added value

We come into contact with brands every day, consciously and unconsciously. We remain loyal to some of them for years, buying them almost unseen because the products suit our taste, because we like them, or perhaps just because they represent a certain attitude to life with which we feel connected. We usually have a personal relationship with fashion labels or cosmetics brands. German consumers are demonstrably most loyal to face cream, followed by toothpaste, shampoo, chocolate, coffee and beer. Many people are prepared to spend an astonishing amount of money just to show off a certain label or a well-known logo. Customers become “brand fans” and buy their “love brand” – often against their better judgement. They remain loyal to their brand, in which they place blind trust. We are familiar with this phenomenon from personal relationships: The emotional bond and sense of belonging are so strong that those affected are barely open to rational thought. These are common experiences that show that manufacturers’ brand strategies work.

Brands offer additional benefits

Brand policy encompasses the development and maintenance of products as branded articles. They appear as product or individual brands, brand families or product group brands (product lines) as well as umbrella or company brands. A brand is a product or service with its own labelling and consistent quality or performance that distinguishes itself from the competition through certain characteristics. Brand personalities are created through specific characteristics that provide the consumer with a standardised benefit. This leads to identification with the brand – with the result that consumers prefer to buy “their” brand. Brands always offer additional benefits over and above the actual product benefits, such as prestige, recognition, enjoyment and safety, and these are usually the actual reasons why they are bought. If marketing has succeeded in building customer loyalty by creating brand loyalty, brands provide the manufacturer with steady and secure sales. Successfully established brands have a certain image that can also be transferred to other products and corresponds to the company image.

Brand loyalty through trust and identification

However, consumer brand loyalty is on the decline and the willingness to switch brands is higher than ever. In times of rising costs and an environment perceived as crisis-prone, consumers are making purchasing decisions more consciously and are orienting themselves towards their needs and options. The huge, constantly growing range of products available online is tempting consumers to try them out, especially as expectations of qual- >>

Brands have great benefits

... from the customers’ perspective:

Orientation and identification

Essential orientational support when selecting goods or services increases market transparency, while reducing efforts invested in searching and gathering information.

Information

Brands provide more product information than no-name products, which simplifies the purchasing decision process. Repurchasing saves time and effort.

Trust

The brand is trusted because of its familiarity, competence and identity.

Prestige

The product gives the customer a certain level of prestige in the social environment. Consumers use the product beyond the purely functional satisfaction of their needs to express their personality.

Brand image: External image of the brand

A condensed image of a brand becomes anchored in the psyche of relevant target groups. A prerequisite for the creation of an image is brand awareness.

Creating identity

Consumers transfer attributes of the brand to themselves, thus defining their own image and expressing their social group affiliation.

... from the providers’ perspective:

Quality assurance

In order to fulfil the brand’s promise, a continuously high level of quality must be maintained. Above-average usability or functionality, durability, lasting value of the products mean an obligation, but also a competitive advantage. This also includes aspects such as ethical brand value (CSR, environmental compatibility)

Preference formation on the demand side

Distinguishing oneself from competitors, increase in sales, increase in economic brand value, positive effect on the corporate image.

Customer loyalty

Customer satisfaction leads to a growing customer base. It increases capacity utilisation and planning reliability.

Increasing the leeway for pricing policy

The more credible the product is presented as something special and perceived as such by the customer, the greater the leeway.

Increasing the value of the company

High innovation density, ecological sustainability, brand awareness



reisenthel carrybag: This classic is the number one corporate gift. The logo engraving on the aluminium frame is a discreet design element.



ity and service grow ever higher. The younger generations, in particular, do not immediately make up their minds, and opt for several brands to meet their different requirements. This is alarming, because loyal repeat customers are the foundation on which brand manufacturers build: They generate around 60 to 70 percent of turnover with regular customers – and this is entirely without promotional and marketing costs, as is the case with new customer acquisition. A decisive factor in connection with brand loyalty is consumer trust in the brand. The greater the trust, the higher the proportion of regular customers and the faster their market share grows. So why is it that more and more manufacturers are finding it difficult to attract and retain regular customers in the long term? The most likely reason for dwindling brand loyalty is a loss of trust, and for this the manufacturers are not entirely blameless. Almost half of the top 100 brands change their slogan and marketing image every two years. Experts suspect a connection with the fact that in the branded goods industry, the marketing leadership is replaced every two to three years and every new brand manager wants to leave their mark.

Creating a positive brand experience

It is therefore important to counteract the loss of trust through consistent brand management. “Even leading companies need to actively build trust. In order to influence purchasing decisions, it is important to link the brand promise and the company’s purpose in a meaningful and concrete way – especially through sustainable corporate management. This is a key motivation for high brand loyalty,” says Dr Rainer Jäger, Partner at PwC Germany, bringing the sustainability aspect into play. Creating a positive brand



Shopping as an experience: Not only in stores, but also in advertising and marketing, brands create attractive worlds to experience which attract customers and bind them to brands.

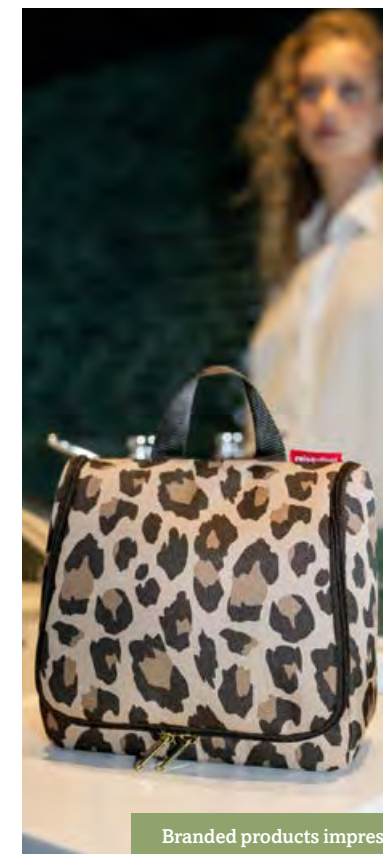


The price is not decisive for fans of brands. The added value of the brand is what counts.

experience is one of the most important factors in strengthening brand loyalty. If consumers have had a positive experience with a brand, be it through good customer service, unique products or an outstanding brand experience, they are more likely to remain loyal to that brand. Companies should therefore ensure that they fulfil or exceed customer expectations in order to improve brand loyalty, according to a blog by the German Institute of Marketing (DIM). Brand manufacturers need to earn customer loyalty through consistency, creativity and customer-orientation – a change they can use to redefine and communicate their value.

Branded promotional items work through image transfer

The aspect of continuity is certainly extremely important with branded goods: Trust is something long-term that can only be developed towards a thing or a person that has a lasting core, fixed values and attributes that people can and want to rely on. In this respect, the careful handling of a brand and its continuous maintenance and development is of crucial importance. This applies to brands in particular, but also to any product or product line that is intended to survive for more than one season. It also applies to the promotional product sector – where investment in product development, for example, pays off. In haptic promotion, brands meet, complement and reinforce each other and demonstrate their concentrat- >>



Branded products impress with their sophisticated design and quality. This is what makes toiletbags so popular in the promotional products market.

Brands offer more: Quality, design, functionality

Buying a branded product is more than just a decision in favour of the specific product. It is also a choice based on trust in the product manufacturer and its services. Branded products used as promotional items are value-added products, as they carry recognised values that are perceived positively by their recipients.

Branded items are market leaders in many product categories. The advertising company can use this existing market strength for its own product.

Branded items have a continuous brand presence and therefore create trust through performance. Therefore, they are recognised and sought after by the recipient.

Branded items have a high degree of recognition because they are heavily advertised. It is therefore very likely that the recipient recognises, appreciates and accepts the brand.

Branded items have a leading function in terms of quality and service. They provide for plenty of enjoyment through many years of use and therefore have a particularly lasting effect.

Branded items fulfil high standards of consistent product quality. They offer reliability, durability and functionality. They are pioneers in terms of product safety and ecological sustainability, which further enhances their credibility as well as image and increases their advertising impact (when used as promotional items).

Branded item manufacturers invest heavily in good and functional designs. This results in innovative, high-quality, durable products. Thanks to their aesthetic quality, they are timeless and represent good taste. That is why they are so versatile.

Branded items stand for a transparent, fair pricing policy. They are not cheap, but inexpensive in the sense that they are worth their price. As their recipients will most likely be familiar with them from specialised distributors, they will appreciate their value.



Brands emotionalise people and arouse their desires. This is what makes them so successful in advertising.

>> ed power and immense communication performance. If we look at the brand functions defined in the box above/ adjacent, it quickly becomes clear what branded promotional products achieve, in addition to their normal product benefits and their marketing impact, which has now also been empirically proven in sector studies. They therefore fulfil the most important objectives of the use of promotional products: customer loyalty, strengthening brand awareness and image building. This is the key to the high effectiveness of branded promotional products.

Promotional products and brands complement each other

Promotional products and brands have a particularly close and mutually beneficial relationship, because promotional products are particularly well suited to brand communication. Promotional products can not only promote brands, they can also be branded products themselves, and in either case the following applies: Both promotional products for branded products and branded products as promotional products must be top in every respect in order to positively influence the image of the promoting company. Of course, branded products cannot only market brands and, conversely, promotional products with a recognised label do not necessarily have to be used in brand communication. The only important factors are careful selection based on the intended use and target group

and, of course, the outstanding quality of the product and finish. It is therefore understandable that renowned brands often rely on high-quality labels that are also recognised by consumers in their communication. After all, the higher the image of the product presented, the higher the image gain that the promoting company can achieve for itself. And, of course, the higher the appreciation that a gift with a recognised label expresses to the recipient. Of course, the brand of the promotional item must correspond to the brand essence of the promoted brand and reinforce its marketing message. Under no circumstances should the brand message of the gift be stronger than the actual promotional message or even outweigh it.

Opportunities for private brands

When we talk about brands in the promotional product sector, we are not only referring to the long-established

manufacturer brands that are well-known to consumers, but also to the own brands of promotional product suppliers. They occupy an intermediate position: They undoubtedly also combine some of the brand functions mentioned, for example they serve as an orientation aid and differentiation from comparable products for distributors and are an indicator of certain product characteristics and a stable level of quality. For industrial customers or recipients, on the other hand, they are perceived less as a brand, unless they are also positioned in the consumer sector and are therefore recognised. One could conclude from this that suppliers who have already invested in the development of private labels could expand these in the sense of a consistent brand policy, introduce them to distributors and thus open up new market opportunities. This concept is already being successfully implemented by some manufacturers. It is obvious that this means additional investment. Each company must decide for itself whether this is worth while.

In an interview with Alexander Selch from reisenthel and Jörg Grünewald from Bartenbach Werbemittel (on the following pages), we get to the bottom of the question of what is important when using branded articles in practice.

Brands advertise more effectively: practical experiences

The (as a rule higher) price is usually not the main focus, as the added value of the product even leads to a very good price-performance ratio.

Branded products are well-known, sought-after and have an excellent image. They are regarded as high-quality, innovative, design-orientated, safe, functional and ecologically sustainable. They also stand for durability, stability and continuity, while conveying appreciation.

When used as promotional items, they can emphasise the positive characteristics of the advertised brand and reinforce the advertising message. They also increase brand awareness.

They can be used primarily as personal gifts, premiums/incentives and in brand communication. The use of branded products requires a suitable occasion, a precisely defined, known and manageable target group. They are less suitable as giveaways.

They require a lot of support and advice, as the higher price requires the consultant to present the customer with a coherent, practicable concept on how the products can be used effectively. It is essential to establish a credible link between the advertising company/advertising message and the branded article.

During contacts with customers, it is important to do the following: sensitise them with the added value and the associated high level of effectiveness, make references to Made in Germany/Europe, product safety, ecological sustainability and short-term availability. If there are budget concerns, reduce the number of items and design a serious and effective presentation.

Be aware: Branded promotional products must not "cannibalise" the brand to be advertised, i.e. they must not appear stronger than the brand and put the customer's brand on the defensive.

Appeal is the primary value of a branded promotional product: Recipients should be pleased with a well-known, high-value brand product that they might not have bought themselves. This makes them feel valued.

Brand-name products: a profitable investment

Branded articles are powerful means of communication. Why are they so successful and popular? Experiences from the perspective of the brand industry and the promotional product sector.

“A brand emotionalises.”

Alexander Selch, CEO reisen-thel

Reisen-thel has established itself internationally as a high-quality brand for trendy shopping, travel and business bags as well as functional accessories. With their unmistakable design, the appealing and popular reisen-thel products have long since conquered the promotional products market as well.

Which products from the extensive range of merchandise are particularly successful as corporate gifts?

Our carrybag, which can be considered a real cult basket, is the frontrunner in this regard. The practical, durable multi-basket in its many designs and colours is also unbeatable as a popular everyday helper in the advertising sector. It is immediately followed by the flexible toiletbag – the hangable toiletry bag for anyone who is frequently on the move. In third place is the foldable mini maxi shopper, which can be transformed into a spacious carrier bag with a flick of the wrist. Our gift sets and cooler bags also score highly as haptic highlights in B2B communication.

In which areas can they fully develop their potential?

Our wide range of products are suitable for many forms of use in the B2B sector. Gifts for employees, customers and incentives are at the top of the list here. Reisen-thel items are also ideal as add-ons to other brand products: for example, every customer buying a car will be delighted to find a carrybag with the car brand logo embroidered on it in the trunk. Our items are also popular for promoting other brand name products, for example when customers buy a high-quality cooking pot set and additionally receive a free carrybag. Reisen-thel products also have a firm place in the rewards segment or in customer loyalty programmes, as people like to collect points for them. Last but not least, they are coveted gifts when taking out subscriptions (e.g., magazines, streaming services) or memberships (e.g., gyms, clubs).

What is the secret of the advertising impact of a well-known brand like reisen-thel?

People associate things with brands. Brands emotionalise them: reisen-thel has been winning over customers for over 50 years with its products' modern design, very high quality and well-reflected functionality. Our products have al-

ways been sustainable – in the sense that they can be used again and again. They are sustainable in an ecological sense thanks to the use of recycled outer material. In addition, reisen-thel products are very well known: We come across them all the time when shopping, travelling or in the city, where their extravagant designs immediately catch the eye. Reisen-thel designs inspire many target groups and as a result, the next generation has also discovered our products.



What arguments can promotional products consultants use to convince their customers of the benefits of a reisen-thel product?

It is well known and proven that attractive branded products are sought after by consumers and therefore also by the recipients of corporate gifts. Consultants should definitely make this argument. Along with this comes the very large product portfolio, which means that our collection offers

products for every look: practical shopping baskets, stylish shopping bags, versatile backpacks, clever toiletry bags, well-designed travel bags and the trendy home & living collection. There is a suitable product for every need and every taste thanks to the enormous selection of designs, two new collections every year and many innovations ranging from classic to trendy on to fashionable it-pieces. And they all distinguish themselves with reliable quality and well-thought-out functions. These are good reasons to choose our brand. In short, we move ahead where others fall behind.

How does the company support the promotional products industry?

Our sales team visits the promotional products consultants in person and organises on-site training courses, while regular newsletters provide further information. We support distributors by proactively finding ideas. We also can meet special customer-specific special requests starting in certain quantities. Thanks to our distributor-friendly conditions model, we are an interesting partner for distributors.

How was your experience at this year's PSI? Will you be exhibiting again in 2026?

We were delighted with the enormous number of visitors at the PSI. This confirmed once again that our products are also perceived as favourites in the promotional products market for conveying a good feeling about a brand. We received an extremely high number of enquiries from our presence at the trade show and will be exhibiting again in 2026. We will also strengthen our presence in the promotional products market beyond that. <

“Branded articles are used at all levels of communication.”

Jörg Grünwald, Managing Director of Bartenbach Werbemittel

As a creative wholesaler, Bartenbach Werbemittel offers a full-service concept with a wide range of services. Experience has shown that promotional products are successful brand ambassadors, especially when branded products are used.

What is so special about branded promotional products?

When branded articles are used as promotional products, they express a special degree of appreciation. After all, branded articles stand for trust and quality. Consciously or unconsciously, the recipient will think more positively and emotionally about the advertising company. The advertising company therefore capitalises on the appeal of the other brand. There is also a greater chance that the branded promotional product will be used more frequently and be clearly visible – the advertising message is therefore perceived longer and more intensively.

When do you advise your customers to use brands?

It all depends on the individual case, because the whole thing has to match: brand to brand, but above all the goal to be achieved with the use of branded articles. When it comes to employer branding, branded articles promote identification with the employer through their high level of acceptance, for example as a sign of appreciation in the corporate wear segment. Branded articles are also useful when acquiring new customers, e.g. as an on-pack in sales promotion. The pursued customer knows the value of the brand and the product.

Of course, the budget also plays a role. We definitely recommend the use of branded articles, especially for a large advertising budget, special occasions or a particularly exclusive group of recipients.

Are the generally higher prices of branded products an obstacle? How can you overcome reservations in this regard?

A higher price is usually not an obstacle, because our customers know that. The brand advertises with the brand. In addition, there are many branded products with a good price-performance ratio that are competitive with no-name products in terms of cost. However, the decision for or against branded products as promotional products



is very customer-specific. Often, the decision not to use branded products is not a cost issue, but rather that customers do not desire co-branding because their own brand is supposed to be highlighted.

What is the most important factor in the conceptual integration of branded products?

In principle, branded products can be used at all levels of communication. Haptic advertising should always be part of a company's marketing mix. And familiar

brands help to achieve goals and tell the story that the advertiser wants to tell. When integrating them, it is important to not only focus on the customer's goals and messages, but also on the target group. After all, only with the right promotional products in the right place can you reach the target group and generate enthusiasm for your own company or brand.

A special conference organised by Bartenbach Werbemittel is also dedicated to brand concepts and communication.

At our special conference on haptic advertising to mark the 25th anniversary of Bartenbach Werbemittel in Mainz in autumn, you can learn how to implement successful concepts and which branded article best suits the story and the message. We will not only be hosting renowned brand manufacturers, but also be presenting successful case studies and reference projects.

Can the customers or agencies do something wrong when it comes to branded products?

Yes, a number of things must also be observed with regard to branded articles, such as the recipient's compliance guidelines. If they are not adhered to, a promotional product may be rejected and the intended effect lost. Branded articles can also be misplaced, for example because the brand of the promotional product and the customer's message do not match. Or the brand outshines the customer's "own" brand or is distracting. And it is also important that the individual item suits the current customer relationship and the respective target group. Good advice is important to avoid these mistakes. Our strength lies not only in selecting the right branded articles, but also in advising customers against an article because it does not fit into their communication mix. <



The products on the following pages score points with their ability to act as effective employee and customer retention tools, while delivering nice, useful and, above all, **targeted incentives to increase sales.**



Choose
**YOUR
COLOUR**



PSI 2043
camarc® design group c/o Kaldenbach GmbH
Tel +49 9151 81785-0 • info@camarc.de
www.camarc.de • www.kaldenbach.com

Practical combination

The camarc® ProBook shine USB from camarc® design group Kaldenbach is more than just a notebook and combines classic writing with modern data storage. With 192 lined pages made from high-quality ivory offset paper, it offers plenty of space for ideas and thoughts. The elegant USB stick is discreetly integrated into the notebook and always at hand. The clever drawer system keeps the USB stick hidden until it is needed. The rounded corners and the soft-touch surface ensure a pleasant feel and make the ProBook shine USB a true favourite. The notebook is available in many stylish colours. Additional colours are available in a textured look. The product is packaged in boxes of 20 pieces, each measuring 35 × 16 × 24 centimetres and weighing a total of 6.42 kilograms.

A jar of sun

This natural promotional gift from Multiflower is a pretty jar full of sunshine. With a promotional message, it adds a touch of sunshine, as the small jar contains a soil tablet and the seed of the dwarf sunflower. There is space for a logo on the standard motif. The label design can also be customised starting in quantities of 250.



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



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0 • d.geimer@troika.de
<https://business.troika.de>

An all-rounder for minimalists

The MagSafe Wallet Cash Cards Key from Troika is equipped with a magnetic key compartment in the front. It is therefore always at hand and safely stowed away without leaving scratches on the display. The expandable compartment on the back can hold up to five cards or car park tickets, while the cleverly integrated compartments on the inside can hold notes and an additional card. Everything can be accessed quickly thanks to the clever slide-out cut-outs. The wallet is compact and easy to stow in a shirt or trouser pocket and can also be used as a stable smartphone stand, which is ideal for horizontal or vertical positioning. With the additional metal ring and 3M adhesive, the small wallet can also be directly attached to notebooks or other surfaces for even more flexibility. It is made of metal and polyurethane and finished in black.

Transparent eye-catcher

The fresh design of the MioVino series from Schott Zwiesel is guaranteed to attract everyone's attention. The four sizes of red wine, white wine, sparkling wine and all-round tumblers are provided with a mousse point, which means that cocktails and soft drinks such as Aperol Spritz can also be enjoyed perfectly from the glasses. Available in a box of four, this new product is complemented by an additional 12-piece set in a practical carrying case. Made in Germany from Tritan® crystal glass, the glasses are particularly durable, brilliant, shatterproof and dishwasher-safe. With its straightforward design, the MioVino series is a timeless companion for all occasions and therefore ideal for merchandising purposes as well as for incentives that will delight customers and employees alike.

PSI 60997 • Zwiesel Kristallglas AG
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kontakt@perfect-givings.de
www.perfect-givings.de



Full speed ahead

Compact, wireless and powerful: the new speaker from designer manufacturer MIEGO is available from Perfect Givings for promotional products distributors. It impresses with its powerful sound and Danish design. Thanks to the integrated clip, it can be easily attached to a backpack and is perfect for travelling thanks to its IPX4 splash protection. The case is made from 100 per cent recycled plastic and the packaging is FSC-certified. The speaker can be fully recharged via USB-C in just one and a half hours. This attractive product offers companies a generous branding area on the back as well as the option of customisation by means of a slipcase.

Quick recipes for after work

Quick doesn't mean boring: you can surprise customers with creative and varied recipes for dinner, for example. Whether it's one-pot Bolognese, pea frittata or turkey curry, the smart, customisable book from print specialist Edition Michael Fischer (EMF) is perfect for the impatient and lovers of quick and easy cooking. The EMF publishing house can customise the scope, design and features of the book according to customers' ideas and wishes. In addition, a logo can be placed on the book cover and product presentation on the inside pages on request.

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



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

Anti-stress promotional ideas

In a world full of hustle and bustle, short relaxing moments are worth a mint. Herr Bert® and Berta from mbw not only provide for a good mood, but are also ideal brand ambassadors for any company. Whether as Busy Bert®, Super Bert® or Dr Bert®, with over 80 designs, there is a suitable character for every industry. Made from elasticated polyurethane foam, the squeezable figures are perfect for relieving stress. Once pressed, they always return to their original shape. And this of course takes place with a strong advertising message that will be remembered for a long time. Whether Herr Bert® or Berta, both ensure maximum advertising impact with charm and humour. Thanks to customised printing on the belly or back, logos and slogans are placed effectively and remain visible for a long time. These likeable anti-stress figures are not only a great way to give the gift of relaxation, but also a positive brand image.



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PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0 • d.geimer@troika.de
<https://business.troika.de>

Multifunctional and stylish

The Troika multitasking pencil and key ring redefines pencil technology. No sharpening, no broken lead: with the durable continuous writing tip in HB, you can write for up to 20 kilometres before you need to change it. The tip is replaceable and erasable. The Construction Endless To Go is small, compact and sits on a nail guard key ring, making it ideal for easily attaching to keys, bags and much more. The product in the iconic Construction look with a centimetre and inch ruler is made of matt aluminium and metal and finished in stylish black and silver.



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

Tasteful advertising

The customisable stainless steel sandwich box from Dosenspezialist embodies ecologically sustainable merchandising and the perfect incentive. The new premium stainless steel sandwich box with a bamboo lid is the ideal incentive product for environmentally conscious customers or employees. With a practical internal size of 120x120x45 millimetres, it offers enough space for a fresh sandwich and impresses with its durability thanks to the use of robust stainless steel. The bamboo lid combines sustainability with attractive designs. It can be individually engraved, making it perfect for merchandising campaigns or as a personalised gift.

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



A pleasant writing experience

You can experience sophisticated design and the highest quality with Holz Frank's conically turned ballpoint pens made of sustainable beech wood. The elegant brass cap and the precise interior with high-quality gel refill ensure a pleasant writing experience. Finished with a customised laser engraving, each pen becomes a stylish advertising medium with a personal touch. They are perfect for companies that value exclusivity and ecological sustainability and want to make a statement for style and environmental awareness.

Targeted customer approach

The customised industry and theme boxes from mbw® offer promotional products distributors a carefully compiled selection of promotional and gift items that are specially tailored to the needs of customers from a wide range of sectors such as medicine, crafts, events, leisure and many more. For a target group-oriented product selection, the box contains popular gift and promotional items that have been selected based on extensive research and industry knowledge in order to precisely meet the tastes of the selected customers. Sampling is very simple: the box can be used to present suitable samples to customers cost-effectively and effortlessly, thus generating new sales. The boxes can also be sent directly and neutrally to customers.



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

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

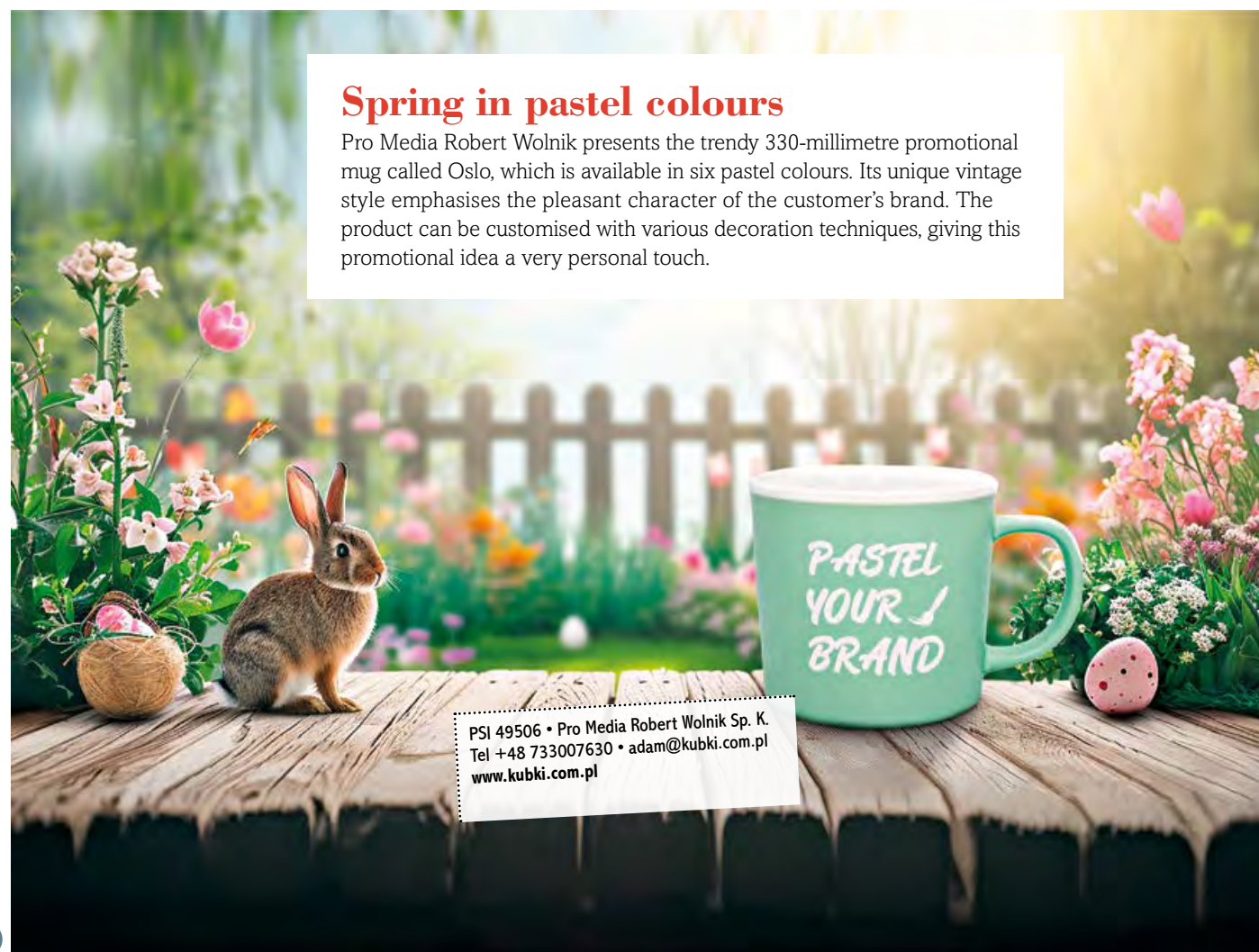


An unmissable everyday companion

As a stylish give-away, emotional merchandising highlight or practical everyday helper, the customised key rings from Pins & mehr are true all-rounders for haptic advertising. Customised with a logo, slogan or creative design, they become a tangible brand ambassador that catches people's eyes every day. Whether it's precious metal, elegant leather, natural wood, felt or soft rubber, the variety of materials offers countless design options. In the merchandising sector in particular, these products generate enthusiasm as collectors' items and thus strengthen emotional bonds with brands. Key rings are handy, durable and always present. They are small advertising wonders with maximum impact that make brands tangible.

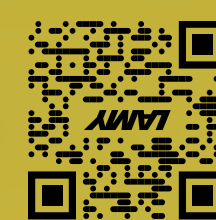
Spring in pastel colours

Pro Media Robert Wolnik presents the trendy 330-millimetre promotional mug called Oslo, which is available in six pastel colours. Its unique vintage style emphasises the pleasant character of the customer's brand. The product can be customised with various decoration techniques, giving this promotional idea a very personal touch.



PSI 49506 • Pro Media Robert Wolnik Sp. K.
Tel +48 733007630 • adam@kubki.com.pl
www.kubki.com.pl

Product information and compatible devices:
www.lamy-b2b.com/al-star-emr



The digital EMR writing instruments are compatible with most mobile devices that support Wacom EMR technology. These include the Galaxy Note tablets and smartphones from Samsung, but also many other devices.

AL-star EMR

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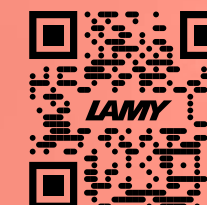
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PSI 42706
Kalfany Süße Werbung GmbH & Co KG
Tel +49 7643 801-0 • info@ksw24.com
www.suesse-werbung.de

Single-coloured premium bears

Kalfany Süße Werbung designs and produces unicoloured, single-variety fruit gummy bears in six colours and flavours at its own site in Germany to match the customer's corporate identity and look. The desired colour can now be selected to match the advertising message: yellow, green, orange, red, transparent or blue. And they all have distinctive flavour: passion fruit, pineapple, lemon, orange, raspberry and cassis, the latter being a new addition to the range. The premium bears are packaged according to type and offer maximum flexibility. Whether conventional, glossy or matt laminated films and colours, or compostable films and colours, the customer decides how the desired message is perfectly showcased. The promotional sachets are available in 10-, 15- or 20-gram sizes, starting from a minimum order quantity of 3,500.

Popular fan articles

The sticker sheets from marcolor are available in almost every range of merchandise. The creatively compiled sticker sets are particularly popular in professional team sports such as football, ice hockey, handball and basketball. However, merchandise stickers are also an integral part of motocross, the music industry and fashion brands. The advertising specialists from Rhineland-Palatinate prefer to produce customised sticker sheets from white film with individual stickers to peel off. Sticker sheets made from adhesive paper are also available. The most popular sheet sizes are DIN formats A6, A5 and A4. Other formats can also be realised. Whether the individually removable stickers are then plotted or punched depends on the quantity and complexity of the stickers. The sticker sheets are then completely customised using UV offset, screen or digital printing. The complete realisation of the sticker sheets, from the first data check and the actual production to the final processing, is carried out entirely by marcolor.

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



Start of the motorbike season

Bikers associate the long-awaited moment of taking their motorbike out of the garage with the spring season and rising temperatures. The perfect accessory for motorbike fans is the exclusive, Italian-made key ring from Ro-We SNC. The motorbike key rings made of high-quality leather and with blind printing are the detail that makes the difference. Featuring the most famous motorbike brands, each key ring is the perfect combination of Italian craftsmanship and unique style. It is not just an accessory, but a true symbol of love for two-wheelers.



PSI 47430 • RO-WE snc
Tel +39 444 946914 • info@rowe.it
www.rowekeyholders.com

Backpack in your own design

BAG1 from technoline stands for personal messages and can be used as a creative advertising medium. It therefore puts an end to boring backpacks and sets new standards in terms of functionality and creativity. The backpack with an integrated LED display attracts attention and, thanks to the padding in the shoulder and back area, offers a high level of comfort even when carrying heavier weight. The free app allows you to upload graphics, create your own designs and draw in real time. With a capacity of 21.5 litres and a well-designed compartment structure, the product is ideal for everyday use. The backpack also protects the contents in the rain thanks to its hard-wearing seams, nylon material and reinforced zippers.



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

All-round bottle opener

The Vino bottle opener from promotional products specialist Condedi not only impresses with its unique design in the shape of a wine bottle, but also with its three practical functions. The crown cork opener effortlessly uncaps classic beer and lemonade bottles. Wine bottle capsules can be removed quickly and safely with the cap lifter function. Using the magnet, it can be conveniently attached to refrigerators or metal surfaces where it is always easy to reach. Available in the colours red and black, Vino is perfect for wine lovers, bars and restaurants. The maximum advertising space is approx. 8 × 40 millimetres.



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





PSI 44457
e!xact Internationale Werbemittel GmbH
Tel +49 6126 9511-75 • service@e-xact.de
www.e-xact.de

Statement with appeal

Magnet sets from elxact are perfect as incentives for employees. Whether individually or as a set, the magnets are the ideal employee gift to strengthen employee loyalty and commitment and have a positive influence on the working atmosphere. The magnets for employees can be used for various occasions such as birthdays, anniversaries, Christmas or as a reward for special accomplishments – or of course for recruitment fairs to make a positive impression. The magnets can be customised for your own employees with motivational emojis, thank-you messages, sayings or as a production from the customer's product portfolio. Magnets with historical images can also be used for anniversaries. elxact has magnets made of various materials, square or round, small or large, individually or as a set. Thanks to a sophisticated 4C design, they are not perceived as boring advertising, but as great design elements on the refrigerator.



Opens doors and bottles

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



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



Flowering confetti

Advertising messages take root with the colourful confetti from TDJ Stadtgärtner. This seed confetti gives every advertising messages an ecologically sustainable twist and ensures colourful blooming areas with wildflowers. They are an attraction for insects and a visual highlight for everyone who enjoys them. The confetti consist of a mixture of wildflower seeds and colourful seed paper motifs, which are also studded with wildflower seeds. They are available packaged in a paper case with a viewing window made of organic film and a practical tear tab. The entire paper packaging can be personalised. Alternatively, the product comes in a parchment bag with a customisable paper header. The shape and colour of the seed paper motifs can be customised. This makes these products ideal give-aways for promotions and trade shows, as sustainable promotional gifts or ecologically valuable gifts for employees, customers and partners.



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



Revival of a classic

Klio-Eterna is celebrating its 125th anniversary in 2025. Known for its rather slim and elegant shafts, Klio is now launching a revival with the new Grande. It is particularly suitable for all those who like to hold something more in their hands. With a design that stands out from the crowd, the Grande also impresses with its elegant shaft and remarkably large clip. It is made in Germany from 100% recycled ABS. Its components are available in nine attractive colours and can be combined flexibly and cost-neutrally. Thanks to the size of the possible print areas, there is space for every logo. The model is equipped with the Silktech L refill as standard. It is made from post-consumer recycled material and impresses with an ecologically sustainable writing length of 3,000 metres. Special colours are available in quantities of 5,000 or more for an additional charge. This service is free of charge in quantities in 25,000 or more.



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

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

Customised pencils

Reidinger's brand ambassadors can be used at trade shows, as mailing boosters or practical give-aways. They come in the form of customisable pencils and are therefore a small promotional item with a big impact. Sustainably produced, durable and always at hand, they ensure a discreet but lasting brand presence in everyday life. The pencils are an advertising medium that not only impresses on paper, but also sets an example for environmental awareness and quality with the Climate Partner label "financial climate contribution". The manufacturer's website offers a wide range of high-quality writing instruments made from FSC®-certified wood, from classics to luxury models with Preciosa® crystals. Every business will find plenty of inspiration and ideas for advertising with style and a clear message for every occasion. And with the online configurator, the pencil becomes a unique ambassador for responsible companies in just a few clicks.



PSI 44546 • Athesia Kalenderverlag GmbH
Tel +49 89 693378251
katharina.ader@athesia-verlag.de
www.athesia-werbekalender.de

Powerful stick

The Energylytes Stick from Upsters offers a completely new level of performance without having to compromise on flavour. With a unique combination of 160 milligrams of caffeine, important electrolytes and L-tyrosine, the Energylytes Stick ensures that you not only stay awake, but are also optimally hydrated. No added sugar, but just as tasty as a soft drink. Thanks to stevia, you can enjoy the full flavour without unwanted calories. The stick is offered in a customisable promotional card made of FSC®-certified paper from Magna Sweets. The stick can also be made in your own design in quantities of 50,000 or more.

PSI 41617 • Magna Sweets GmbH
Tel +49 8146 99660
info@magna-sweets.de
www.magna-sweets.de



PSI 41615 • Geiger-Notes AG
Tel +49 6134 1880 • info@geiger-notes.ag
www.geiger-notes.ag



Space for creativity

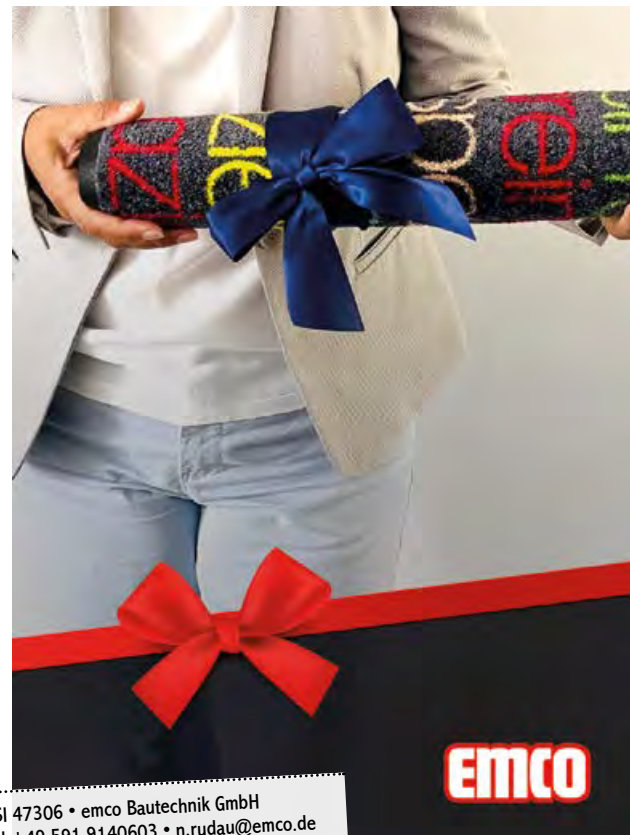
The high-quality Monaco combination set from Geiger-Notes is a premium advertising product, which is made in Germany and ideal for companies that want to combine stylish advertising messages with practical benefits. It includes six sticky note pads in two formats, each with 50 sheets of white sticky paper that can be fully personalised. The cover in an elegant book cover design is also customisable and offers a generous advertising space that is perfectly accentuated by brilliant 4C print. With a closed format of 105 × 152 millimetres, the set is compact and ideal for creative organisation.

Time for Change

The new sustainable twist ballpoint pen from uma combines environmental friendliness with modern design and versatile design options. Made from the material of a 0.5-litre PET bottle, the uma Change impressively demonstrates how recycling becomes a closed cycle: it consists of fully recycled material and is 100 per cent recyclable. The writing instrument, with its broad clip that offers plenty of space for customised advertising and is the perfect ambassador for a brand, also impresses with its functionality and design. Available in three model variants, opaque, transparently glossy or in fresh ocean colours, and a wide range of colours, it offers countless possibilities for presenting the message in a stylish and sustainable way. Made in Europe and produced in a climate-optimised way, the uma Chang combines innovation, quality and environmental awareness. This ballpoint pen puts sustainability on paper and transports the advertising brand out into the world.

PSI 41848
uma Schreibgeräte Ullmann GmbH
Tel +49 7832 797-0 • info@uma-pen.com
www.uma-pen.com





PSI 47306 • emco Bautechnik GmbH
Tel +49 591 9140603 • n.rudau@emco.de
www.emco-bau.de

Permanent presence

The customisable and printable logo mats from emco Bautechnik GmbH are branded customer gifts that are guaranteed to be always present and continuously send advertising messages. There are no limits to the uses of the logo mats as customer gifts. Typical examples include accompanying the handover of purchased caravans, as an additional gift for rented apartments, for the installation of a winter garden, for services by craftspeople, as an incentive for promotional campaigns or as an Easter or Christmas present, as well as for handing out at sporting events. The advantages of the mats produced in Germany are their printing with bright, durable colours, the realisation of individual dimensions and the use of ecologically sustainable, regenerated Econyl® yarn. They are available in quantities of just one with the option of express delivery.

A shadowy advertising solution

Clipy Artur Begin manufactures car sunshades for the wind-screen and side windows of vehicles from a high proportion of recyclable materials. This is why the advertising specialists from Spain are presenting one of their most popular cardboard sunshades: the Compact. It is a foldable eco sun visor for cars with a plastic closure in various colours. The sun visor for car windows measures 130 × 70 centimetres and can be folded up compactly. This highly effective promotional product is extremely durable and made of glossy white or metallised cardboard with a grammage of 500 g/m². Customers can have their advertising message screen-printed on one or both sides starting from a minimum order quantity of 250 or offset-printed in quantities of 1,000. The Compact model is supplied individually shrink-wrapped in a plastic bag in boxes of 24.



PSI 45619 • Clipy Artur Begin, S.L.
Tel +34 913 605650 • info@clipy.com
www.clipy.com

Guaranteed to bring a smile to any occasion

With over 250 different designs for hobbies, leisure activities and professions, every Schnabels® duck from mbw has its very own character and style. Printable with a logo, the product is the perfect promotional and gift item for any occasion. In the care and health sector, for example, the care person's duck, paramedic's duck or dentist's or doctor's duck bring a smile to the faces of colleagues and employees alike and thus serve as a thank you or small gift. Squeaky duck bricklayers and squeaky duck bakers are popular in the handicraft and construction industries. The various duck versions are also a good opportunity to improve business success at the point of sale. Those who receive a Schnabels® squeaky duck keep it. The ducks can be customised with your own logo or slogan to make them stand out even more from the competition and be remembered by employees, customers and partners. With a place of honour in the bathtub, on the reception counter or the desk, the printed squeaky duck presents the advertising company prominently for a long time.



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

The handwriting of a brand ambassador

DreamPen ballpoint pens are reliable tools for promoting a brand effectively and inexpensively. They are great for sporting events, political campaigns and ideological initiatives. DreamPen, one of Europe's leading manufacturers of promotional pens, impresses with high product quality and attracts extra attention with its fully personalised clips. This promotes brand recognition. With this option, the manufacturer gives a pen a unique character and turns it into an attention-grabbing ambassador for the desired message. Thanks to the combination of high-quality materials and advanced printing techniques, a ballpoint pen from DreamPen is both a practical accessory and an effective marketing tool with recognition value.



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



Mister Bags

The management team at Mister Bags is now a trio (from left to right): Tobias Gottwald, Lisa Sieverding, Peter Backes.

Management team to become a trio

Lisa Sieverding is to become a new member of the management team at Mister Bags GmbH, a renowned bag specialist based in Essen, known for its commitment to the production and distribution of environmentally friendly bag solutions that are characterised by high quality and sustainable materials. As of April 2025, Lisa Sieverding will take on a central role in the company's management as the new authorised signatory. She has more than ten years of experience in the sales industry, most recently in a management position. She has been with Mister Bags GmbH since 2019, where she has played a key role in expanding the customer base and growing sales as Head of Sales and Sales Management.

'We are delighted to welcome Lisa Sieverding, a highly competent and committed individual, to the management team. Her expertise in sales and her leadership qualities will help us to further expand our position as a pioneer in the field of sustainable bag solutions,' says Tobias Gottwald, Managing Director of Mister Bags GmbH. Peter Backes, Member of the Management Board, adds: 'Lisa has proven in recent years that she can think strategically and efficiently design operational processes. With her on board, we are ideally equipped to drive our growth in Germany and abroad.' Lisa Sieverding on her new role: 'I am very pleased to be accepted into the management team and am grateful for the trust placed in me. Working at Mister Bags is a labour of love for me, as we are contributing to a more sustainable future with our products. I am very motivated for my new role.'

With Lisa Sieverding's appointment to the management board, Mister Bags GmbH is expecting a further professionalisation of the company's structures and a stronger focus on innovative and sustainable product developments. In particular, the future focus will be on opening up new markets and optimising internal processes. Further information about the company can be found at: www.misterbags.de



MALFINI

MALFINI is investing and expanding

MALFINI, a renowned supplier of promotional textiles in the Czech Republic and Europe, has expanded and automated its logistics centre in Ostrava with an investment of around CZK 60 million. This measure will increase their storage capacity by 30,000 spaces. In addition, state-of-the-art Haipick robots will be introduced to rationalise processes and improve delivery speed and quality. Test operations are scheduled to start at the end of August. The current logistics centre has an area of 19,300 m². MALFINI has also opened a new office with a showroom in Dresden, where the company presents its top products and innovations and – as stated in a press release – is happy to welcome guests to "experience the quality and variety" of their range at first hand. The address: MALFINI GmbH, Breitscheidstraße 36, 01237 Dresden. Contact – Reception: Tel +49 173 291 6199. Further information about the company at: www.malfini.com

Picture: MALFINI

Three intensive days in Norway

The Global Executive Network (GXN) – an international network that brings together executives from various industries – recently hosted a three-day seminar in Norway. As stated in a network press release, 'three intensive days in Norway have impressively shown what modern leadership development really looks like'. In addition to Michael Freter, the participants included the heads of well-known promotional product suppliers and agencies such as Jan Breuer, Marcus Sperber, Steven Baumgärtner, Marc Mombauer, Anish and Preeti Vaghese, Lorne Spranz and Harald Kusch.

GXN founder Michael Freter had broken with the traditional seminar format and replaced it with an outdoor experience: 'Instead of PowerPoint and conference rooms, the focus was on real challenges, inspiring experiences in nature and in-depth exchange,' said Freter. 'Whether it was snowshoeing, dog sledding or a snowmobile adventure through breathtaking landscapes – every challenge promoted openness, stamina and team spirit. Reflections on the future of leadership encouraged thought.'

For the first time, members of the network came together in Norway: 'A strong signal for the importance of leadership in the industry,' states Freter. The industry representatives shared valuable ideas and experiences. The open dialogue showed that the challenges are similar – and that solutions arise from mutual exchange.

The new GXN Research Cluster was also presented. 'The focus here is on aggregating existing global market studies for the industry and conducting new studies. The aim is to create a central data pool for the promotional products industry and enable customised services,' explains Freter, who draws a positive conclusion: 'A seminar that inspires, changes perspectives and sustainably empowers leaders. GXN is setting new standards for extraordinary learning experiences.' More about GXN at: www.gxn-net.org



GXN Leadership Seminar 2025

Group photo with participants: The programme in Norway, which is still in the grip of winter, included "real challenges, inspiring experiences of nature and in-depth exchanges".

Management team expands

cyber-Wear, a renowned merchandising design and promotion agency headquartered in Mannheim, is bolstering its management team by appointing Christoph Luthe and Daniel Faller as Authorised Signatories. According to the Mannheim-based company, "They will both be taking on greater responsibility and making a significant contribution to the company's further development". Alongside Simon Merkel, who will continue to hold this position, they will be authorised to represent the company in business matters and help shape decisions.

Simon Merkel has been an Authorised Signatory for cyber-Wear for many years and has made a significant contribution to the strategic and operational development of the company during this time. With his experience and dedication, he remains a central pillar of the management team.

Daniel Faller has been Commercial Director at cyber-Wear since 15 October. With over 15 years of experience in industry and consulting, he has extensive expertise in controlling, accounting and strategic projects. His responsibilities include liaising with tax consultants, auditors and banks. Through his work, he is able to lighten the workload of the management and contribute to the strategic development of the company.



cyber-Wear

Authorised Signatories now a trio (from left): Simon Merkel, Christoph Luthe and Daniel Faller.

Christoph Luthe has been part of the company since 2018 and has established himself as a Key Account Manager and Strategic Buyer. He has held the position of Head of Sales since 2024 and acts as an important interface between sales and management. In recent years, he has played a key role in shaping the company's growth and consistently expanded the sales division. With his many years of experience in sales, he is driving the expansion of sales controlling and optimising the sales organisation together with the management.

www.mycybergroup.com



125 Jahre Klio-Eterna

The main driving force behind the anniversary company: the Klio-Eterna employees and management.

Before the evening meal, the history of the company – starting with the foundation of the “Fabrik für Gebrauchsgegenstände GmbH” (later known as Klio Werke) by Eduard Reisert in Hennef an der Sieg – was recounted in the form of a fairy tale with a humorous animated presentation. Afterwards, the band UMOz got the party going with dance tunes, rounding off a very enjoyable evening.

www.klio.com/en

A fitting anniversary celebration

A company's 125th anniversary has to be fittingly celebrated. For writing instrument specialist Klio-Eterna, this anniversary falls in 2025. To mark the start of their 125th year, Klio-Eterna held a reception at the PSI trade show. This was followed in mid-March by a big celebration in the Schlosshalle in Wolfach, Klio-Eterna's company headquarters. Owner Edeltraud Syllwasschy and Managing Director Michael Gleich welcomed 125 guests to a champagne reception.

In their entertaining welcome speeches, both thanked their friends, long-standing business partners and, above all, the company's employees. Finally, Michael Gleich thanked Edeltraud Syllwasschy, also on behalf of the entire workforce, “for her commitment as an employee, for her direct and unmistakable manner and her unique sense of humour”, and presented her with a bouquet of red plastic flowers, which had been creatively produced using spray waste in the company's own shop.

New sales force for France

Goldstar, a promotional product distributor headquartered in Dublin, Ireland, has appointed Mónica Lima as their new Field Sales Manager for France. “With her deep understanding of the promotional product sector and her passion for building strong customer relationships, Mónica Lima will play a key role in supporting distributors in France East/South, Luxembourg and Switzerland (Romandie region) and helping them to grow their business with Goldstar's innovative promotional product packages,” the company said in a statement.

Mónica Lima has more than eight years of experience in sales and business development.

“We are delighted that Mónica is now part of the Goldstar family,” says Luis Calado, Vice President of European Sales. “Her expertise in the sector and customer-oriented approach will help us to better support our sales partners in these regions by providing them with the tools, insights and service they need to succeed.”

Mónica Lima is looking forward to “strengthening business relationships and ensuring that distributors have everything they need to succeed in their markets”.

Goldstar is an international supplier of promotional products and offers a wide range including writing instruments, drinking vessels, bags and stationery with a new focus on simplicity and sustainability. More at:

www.simplygoldstar.com/eu
www.simplygoldstar.com

Goldstar



The 16th edition of the traditional roadshow organised by the textile wholesaler Cotton Classics, which began in January and travelled to more than 18 cities in seven countries, came to an end in the Slovak city of Bratislava in the middle of March.

Cotton Classics Roadshow 2025

Anniversary year with new collections

The tour set new standards in the company's anniversary year and impressed more than 4,000 visitors with the latest trends in the promotional textiles sector. The roadshow – an event series held every year that exclusively targets professional distributors working in the areas of textile printing, embroidery, work apparel, promotional products industry, merchandising and online commerce – stopped at many well-established locations, including Vienna, Graz, Ljubljana, as well as Stuttgart, Munich, Hamburg, Salzburg or Prague. One special stop was the Southern German town of Balingen, near the German headquarters of Cotton Classics Germany in Albstadt. Moreover, according to the host, Zagreb was chosen for the second time as an event location and confirmed its relevance for the south-eastern European market.

Textile promotional products at the highest level

“Our 25th anniversary is a reason to be happy and thankful. The roadshow remains an indispensable meeting place for professional distributors and brands that want to experience textile promotional products at the highest level. The fact that we could welcome so many visitors again reflects the uninterrupted relevance of our format”, says Wolfgang Horak, CEO and founder of Cotton Classics.

New brands & a proven concept

Besides the tried and tested concept, the personal exchange of information, innovative product presentations and an exclusive environment, the Roadshow 2025 also showcased exciting new products. For example, the ‘Jack & Jones Produkt’ and ‘New Morning Studios’ brands were presented to the public for the first time; these two brands were added to Cotton Classics' product range at the beginning of



Group photo with the exhibitors from Cotton Classics Roadshow. Picture: Cotton Classics

the year, and they now offer professional distributors in the fashion industry even more variety. ‘Our roadshow offers the perfect platform to present new textile products in a compact way and gain fresh inspiration. Our visitors' consistently positive feedback confirms to us that we should continue down this path. Our heartfelt thanks go to all the participants, our strong brand partners and our dedicated team’, concluded Tobias Seidel, Head of Sales & Marketing at Cotton Classics, who is already looking toward the future: “The plans for the Roadshow 2026 are already well underway. Cotton Classics remains true to its aspiration of offering the industry an unforgettable event year after year’.

About the company

Cotton Classics was founded in 2000 and has developed into one of Europe's largest wholesalers of promotional textiles and corporate fashion, with business activities in more than 30 countries. In keeping with our claim ‘We care. You sell.’ Cotton Classics is fully committed to its B2B partners in Europe.

www.cottonclassics.com

Double certification is better

The company Bartenbach Werbemittel GmbH & Co. KG has successfully completed the certification of its Integrated Management System (IMS) in accordance with DIN EN ISO 9001 (quality management) and DIN EN ISO 14001 (environmental management), thereby setting an example for quality and sustainability in the promotional products industry.

In a week-long audit in December, TÜV Süd inspected the Mainz-based promotional products distributor as well as Bartenbach AG on site. This was preceded by a preparatory phase lasting almost a year: an Integrated Management System – consisting of quality and environmental management – was developed at the beginning of 2024 and has been constantly expanded ever since. The development and optimisation of processes focuses in particular on customer satisfaction.

“Quality and ecological sustainability have always been the foundation of Bartenbach. Being certified based on ISO 9001 and ISO 14001 was therefore almost a mere formality for us. All processes are now neatly combined in one system and we demonstrably fulfil internationally recognised standards for quality and the environment. Our customers now also benefit from these certificates,” explains Julia Bartenbach, Quality Management Officer. Although the audit is an important milestone, it does not mark the end of the project: “An IMS thrives on the continuous improvement of processes. The sequence is a closed cycle: Plan – Do – Check – Act, whereby the knowledge gained is systematically incorporated into the optimisation of the subsequent phase of planning, implementation and evaluation.”

The focus here is on a holistic approach, as not only are all resources, processes and results considered, but all employees are also involved in the further development of the system. “Our employees are close to the customer and can therefore make the best suggestions for optimising our processes,” says Julia Bartenbach. The introduction of the IMS was not only about quality assurance, but also about environmental aspects. “Our aim is not only to optimise our environmental performance, but also to act as a role model for ecologically sustainable business practices. The IMS helps us to examine all processes in the company and ensure greater transparency and efficiency,” says Elisabeth Barnes, Environmental Officer. “In addition, the standardised environmental management processes also result in synergies with other sustainability audits, which Bartenbach Werbemittel has been carrying out for years. We use the sustainability score from the Ecovadis rating platform to demonstrate our commitment to sustainability every year. We were rated 93 per cent here as recently as November 2024, thus earning silver.”

Jörg Grünewald, Managing Director of Bartenbach Werbemittel (left), and CEO Tobias Bartenbach with the ISO certificates.

Picture: Bartenbach Werbemittel

The ISO certificates are valid for three years. The processes and targeted development steps of the IMS are reviewed by an independent body in annual audits. At Bartenbach Werbemittel, quality and environmental management are certified in the areas of consulting, purchasing, design and finishing as well as customer service related to promotional products. For more information see:

www.bartenbach-werbemittel.de



New Sales Manager for the Austrian region

Annabell Freisler had been successfully active in the Germany distribution at STABILO Promotion Products since April 2022. Since early 2025 she is now back from parental leave and taking on responsibility for the Austria distribution region as Sales Manager with immediate effect. As the writing instruments manufacturer announces, “the Austrian market is an important sales market for STABILO Promotion Products with longstanding, excellent partnerships whose success story is now continuing with Annabell Freisler.” Contact: annabell.freisler@stabilo-promotion.com • Tel +49 911 567-3426 • www.stabilo-promotion.com

Annabell Freisler

STABILO Promotion Products

On Friday, March 7, PromoSwiss, the association of the Swiss promotional products industry, held its annual general meeting in Zurich. This year’s attractive venue was the Swiss Life Arena, a multi-purpose arena in the Altstetten district of Zurich.

PromoSwiss

Annual general meeting in a stadium atmosphere

PromoSwiss President Urs Germann opened the meeting with his annual report and then moderated the other topics of the meeting. The Board members gave an account of their respective areas of responsibility, such as presidential affairs, memberships, finance, education, marketing and events.

“Sustainability as a strategic opportunity”

The “highlights” of the meeting included guest speaker and “strategic new member” Pascal Freudenreich, CEO and founder of carbon-connect AG, with his remarks on “On the road to net zero – sustainability as a strategic opportunity” as well as the report by Board member René Dubach, who provided news and other interesting details on the association’s beUnity app. Ina Klingele, the Board member responsible for “soft marketing”, gave a review and outlook of the association’s marketing strategies and activities, while Liz Riwar presented the association’s positive financial results. Board member Beat Suter, in his role as representative of the association’s members, introduced and welcomed the many new members.



PromoSwiss President Urs Germann opened the meeting and went through the agenda.

Board of Directors unanimously confirmed

In the Board elections at the end of the meeting, all those standing for re-election (both the President Urs Germann and the Board members hitherto) received a unanimous vote of confidence for the next two years. Premium members Pagani Pens, Eckert and Senator then took the opportunity to present their new products. After the meeting, the participants came together for networking over an “apéro” before a stadium tour provided interesting insights behind the scenes of the Swiss Life Arena. Finally, the attendees brought the day to a sociable close with a joint dinner. <



Attentive audience at the 82nd general meeting of the Swiss PromoSwiss association



A good mood during the traditional Swiss “apéro” afterwards

www.promoswiss.ch

On 19 March, HAPTICA® live '25 was held at the World Conference Centre Bonn (WCCB) under the motto 'Werbung in ECHT' (real advertising). It was the 13th time WA Media GmbH from Cologne organised the industry trade show.

HAPTICA® live '25

REAL Advertising



Visitors were welcomed to HAPTICA® live '25 at the World Conference Centre Bonn in the radiant springtime weather.



Both exhibition halls were emblazoned with the motto of this year's event.



ness, as well as genre marketing for promotional products', explains Till Barth, HAPTICA® live Project Director at WA Media, the event organiser. 'We want to show and make tangible that haptic advertising does not have to lose its significance in the digital age. In fact, the opposite is true: What haptic advertising stands for – authentic experiences in the real world, direct experiences with our senses, direct touchpoints with the target group – is becoming more valuable in an increasingly virtual environment. It also attracts a completely different type of attention than digital or traditional media. To highlight this special aspect of promotional products and merchandising, we have decided to conceptualise and put on this year's HAPTICA® live under the motto 'REAL Advertising'. The trade show underscores this objective with numerous different ways to get informed and be inspired about promotional products and their application areas.

Making haptic advertising tangible in the digital age

'From the very beginning, we conceptualised HAPTICA® live in such a way that it would be a platform for networking, constructive discourse, new contacts and good busi-



Steven Baumgaertner (cyber-Wear) and Boris Schwerdt (Global Brand Concepts) invited guests to The Hapticologist Initiative event, which will make promotional products in the online marketing world more tangible at the OMR-Festival in Hamburg on 6 & 7 May.

Varied supporting program

Keynote speakers addressed the topic of haptic advertising and its use in practice during the obligatory conference program. Speakers from renowned companies explained how they use promotional products and merchandising in their marketing practice. Representatives from Bayer 04 Leverkusen, Rhein Fire Düsseldorf and the Seattle Kraken also reported on their merchandising activities. Another traditional program item was the Best Practice Show, where campaign examples were presented. FACThibition addressed the topic of slow fashion and highlighted ways that textiles can be made and marketed more sustainably than those produced by fast fashion giants. Steven Baumgaertner (cyber-Wear) and Boris Schwerdt (Global Brand Concepts) invited visitors to 'the most sense-stimulating bar in the world'. Both promotional product professionals are part of The Hapticologist Initiative, which will make promotional products in the online marketing world more tangible at the OMR Festival in Hamburg on 6 & 7 May.



One of the traditional program items was the Best Practice Show, which included a presentation of campaign examples.

Organiser yields positive results

'This year's event demonstrated that the market has accepted and appreciates our open visitor concept and the extensive supporting program. We are REALLY pleased about this', summarises Till Barth. The next HAPTICA® live will be held again at the same conference centre on 18 March 2026.

www.haptica.live

Frankfurt, the banking metropolis on the River Main, marked the “halfway point” of the GWW Newswave 2025, where marketing experts were able to see for themselves the unimagined possibilities of haptic advertising in the Congress Centre at the Frankfurt Trade Fair. A total of ten advertising agencies showed them a wide range of products.

GWW Newswave Frankfurt

A popular event in the shadow of the trade show



Newsweek was a guest at Frankfurt Trade Fair at the end of March.

their best to guide their guests through the jungle of offers. They were the contact persons for the visitors and accompanied them with support and advice. The Newsweek format also offers agencies the opportunity to present their own range of services (sometimes at several locations) and at the same time limit the burdens associated with an individual in-house exhibition.

Difficulties in making decisions

The exhibitors we spoke to were satisfied with the number of visitors, even though it is well known that the locations are frequented differ-

ently. Altogether, the exhibitors cannot complain about a lack of enquiries since the beginning of the year, although the industry is clearly finding it difficult to make final decisions. The uncertain economic environment, the at times difficult general conditions and the political uncertainties are contributing to a “wait-and-see” attitude, which is reflected above all in marketing and advertising. Our industry is directly affected by this, but it knows its strengths and was able to utilise them again in Frankfurt.

A well-functioning partnership

After a break in April, the tour continues to Dresden and Berlin. Here, as at all locations, end customers can only participate at the invitation of their distributor. Like at individual in-house exhibitions and on the last PSI day, the constructive cooperation between suppliers, distributors and industrial clients is an expression of a well-functional partnership between all market participants.



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PROMOTIONAL PRODUCTS OF PRICELESS VALUE



The textile promotion area represents a wide field that is particularly **oriented toward current fashion trends** and increasing brand awareness of the companies advertising themselves over the long term. Here, we show a small fine selection.



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export@andapresent.com
www.andapresent.com

A logo travelling around the world

Not just world travellers spice up their clothing or bags with a customised WooBadge magnetic badge. This simple but effective accessory from ANDA Present can transport any brand's logo around the world, as well as to trade shows and other events. Part of the company's BE CREATIVE collection, it is fully customisable and printable with full colour graphics. With its various shape options, WooBadge provides the ideal frame for any company logo. Small things can go a long way in promotions, and WooBadge is ready for the journey.

Fashionable colour from the ocean

With Fruit of the Loom's new trending colour Ocean Teal for the Iconic Premium T's, a rich shade of green has entered the collection. This colour combines the depth of the ocean with a touch of freshness, says the supplier. It lies between blue and green and is reminiscent of the clear, calm waters of tropical coasts. The colour radiates nonchalance and a modern aesthetic that can be combined in a variety of ways in both sporty and classic looks. For example, with the heavy-weight of the collection, the Iconic 195 Premium T. This popular essential is extremely hard-wearing and machine washable at 60°C.

PSI 42743 • FOL International GmbH
Tel +49 631 3531328 • service@fotlinc.com
www.fruitoftheloom.eu



PSI 46613
ZEGO Textilveredelungszentrum GmbH
Tel +49 6021590920 • info@zego-tvz.de
www.zego-tvz.de



Fashion meets health and safety

Unique combinations of style and functionality are currently setting new trends. ZEGO Textile Finishing Centre's PLANAM high-visibility hoodie in yellow and orange is a good example of this. It combines the practical advantages of classic high-visibility clothing with a modern, casual design and can be used both in everyday work and for striking promotional purposes. It also offers protection and visibility when working outdoors and is therefore ideal for construction and skilled trades companies, security services and event personnel. Users benefit from a reflective print on the back or chest to showcase brands in an impressive way. With its modern design, it appeals to fashion enthusiasts who do not want to compromise on safety in everyday life.



PSI 45753 • ANDA Present Ltd.
Tel +36 12100758
export@andapresent.com
www.andapresent.com



Summer cool

Wearers of branded sunglasses can bring a touch of cool to their summer fashion with the Uluwatu model. The RPET sunglasses have a universal style and are a real eye-catcher at picnics, beach parties and on summer holidays. The Uluwatu from ANDA Present is part of the company's GO GREEN collection, which is made from recycled PET and represents sustainable practices with style. Companies can choose from a wide range of vibrant colours and find the perfect match for their brand identity. What really sets the Uluwatu RPET sunglasses apart is the option to customise the lenses with a company logo.



Labelled piece by piece

marcolor textile stickers are made from self-adhesive acetate artificial silk. This supple material is characterised by its silky shimmer and light surface texture. This makes the so-called acetate silk stickers perfect for labelling clothing for many occasions. The printed stickers can be written on with a biro. The textile stickers can be printed with just the customer's logo or with individual names. Printing is carried out using either screen printing, UV offset printing or digital printing. The shape and size of the textile stickers can be freely selected. The textile stickers are also suitable for labelling mattresses, carpets, upholstery, shoe insoles or bandages.



PSI 60675 • marcolor GmbH & Co. KG
Tel +49 6562 931260
kontakt@marcolor.de
www.marcolor.de

Riding stables fashion and fun

Flowers, shirts and smart boots: With over 400 stickers, little fans of horses and fashion can design lots of different outfits and discover a variety of scenes around their riding stables. EMF-Verlag (Edition Michael Fischer) adapts the content and design of the "My Dress-up Dolls" book to the promoting company and target group. For example, great outfits can also be created for mermaids, fairies or models on the catwalk. The format and number of pages can be flexibly selected. In addition, a logo can be placed on the book cover.

PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 212310750
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de



Handy and colourful

Protorio is constantly expanding its range of work gloves. The bestseller made of polyamide with elastane content can now be ordered in ten basic colours in sizes 7-11. The wide range of colours makes the gloves a real eye-catcher. They can be personalised with the customer's logo using 1-C or 4-C printing. Work gloves are increasingly being used not only commercially, but also in the private sector. Protorio gloves are thoroughly tested by the Hohenstein Institutes in accordance with PPE standards.



PSI 48898 • b & a Vertriebs GmbH
Tel +49 7062 978910
gauger@promokick.de
www.promokick.de

Naturally unique

Holz Frank produces high-quality key rings made from European, FSC-certified maple, beech or cherry wood. Whether round or square – they all feature a timeless design and sustainable origin. Finished with precise laser engraving or brilliant digital printing, they become unique promotional items with natural charm. Perfect for companies that want to combine sustainability and style. A promotional item that is durable and at the same time high-quality and personalised.

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



Stylishly set the scene

It's the little details that make a big difference. This is also true for promotional accessories. With custom-printed mini shirts, scarves and triangular scarves, mbw® stylishly sets the stage for your brand. Particularly sustainable: mini shirts made from SEAQUAL® YARN, produced from recycled marine waste. Thanks to the all-over print process, these shirts can be designed seamlessly and photo-realistically from seam to seam. With a large selection of trendy colours and designs, accessories can be perfectly adapted to your corporate design and custom printed, making them stylish and effective marketing tools.



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



PSI 60392 • Result Clothing Ltd.
Tel +44 1206 798131
kblackstock@resultclothing.com
www.resultclothing.com
www.resultrecycled.com

A must-have not just for fishermen

The RC985X fishing hat from the RESULT RECYCLED collection was launched last summer and has made a name for itself as an indispensable companion not only for fishermen, but also at festivals, sporting events and much more. The product consists of individual parts and a wide, all-round band with a contrasting white lining. A logo can be added using transfer printing or embroidery. The hat is made from high-quality, hard-wearing yarn using 100% recycled plastic and is a sustainable alternative to conventional yarns. Available in sizes S/M and L/XL in 8 colours.

Sustainable with maximum variety

Sustainable, versatile and immediately available – all characteristics of Black Spider's Stranger T-shirt. ARACO International presents it as the perfect combination of style and sustainability. Made from 100 percent organic cotton and certified according to BSCI and Oeko-Tex, it stands for environmentally conscious fashion without compromise. The breathable 180 g/m² material remains in top condition even after multiple washes. With 29 colours, the shirt has maximum variety for every look – whether classic or eye-catching. Thanks to high stock quantities, it is available immediately.



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– Advert –





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Trendy hat made

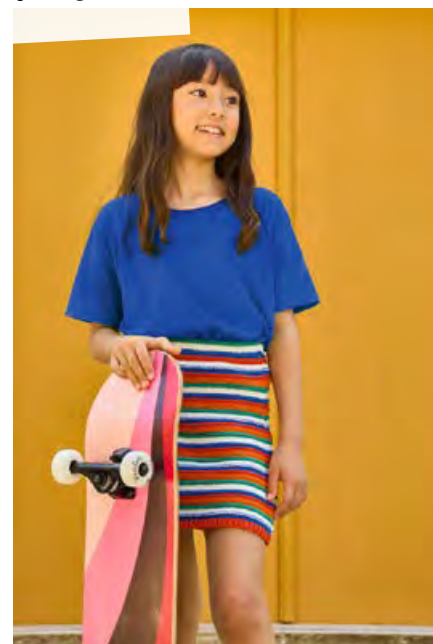
The native spirit unisex hat, made from trendy corduroy, combines stylish design with sustainability and is made from 100% organic cotton. ZEGO Textile Finishing Center knows that corduroy, currently the fashion world's "in" material, offers an excellent platform for textile finishing, making the hat a coveted and fashionable promotional item. The tasteful design with decorative stitching on the lapel makes this hat the ideal accessory for environmentally conscious fashion fans and companies that focus on sustainability.

Super comfortable – super sustainable

JERZEES is proud to present an extraordinary innovation in the field of sustainable fashion: the Eco® Premium Organic T. With this special T-shirt, the brand is ushering in a new generation of T-shirts. Made from 100 per cent combed, ring-spun cotton from organic yarn, this super comfortable T-shirt has been created exclusively for the European market. With a fabric weight of 165g/m², it offers the perfect combination of lightweight, breathable material and durability. The smooth surface and the high-density jersey form an ideal base for customised finishes and ensure exceptional print clarity. With a tear-off label at the neck, a round neckline with elasticated neckband and shoulder-to-shoulder tape, the T-shirt also impresses in terms of functionality. It is also very easy-care and machine-washable at 40°C. The JERZEES Eco® Premium Organic T is available in sizes S to 3XL and in 15 modern colours. They are perfectly coordinated with the colour range of the JERZEES Eco® Premium Blend sweatshirts, offering a wide range of combination options. In 2025, the popular T-shirt will also be available for children aged 3 and up and for teenagers aged 15 and under in sizes 104 to 164 in a total of 14 modern colours.



PSI 42743
JERZEES® c/o FOL International GmbH
Tel +49 631 3531328 • service@folinc.com
www.jerzees.eu



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www.fi-bs.com



Added value for belts and bags

FIBS® shows multifunctional and extremely practical accessories with its bag variations for hand or foot. Used as a cover, purse, organiser or additional storage space for every belt and many bags. The bags are available in three sizes from 5 to 19 centimetres. The manufacturer is also flexible when it comes to materials: microfibre, cotton or bamboo are all possible. An ecological merino produced entirely in the EU is also available. Leather, Tyvec, ecological and recycled materials complete the range. The colour can be chosen freely. Finally, there is the 100 per cent waterproof bag for every kind of water sport.

Luminous baseball cap

The Lumitoys luminous baseball caps draw that extra bit of eye-catching attention, skilfully highlighting your promotional messages or logos. The "Screen" baseball cap has a wide LED display, which is now also available in different sizes. The customised texts can be programmed either via an app or directly on the cap. Various symbols are also available. The "Multicolour" baseball cap features a customised logo, which is illuminated over its entire surface by LEDs. All caps are adjustable in size and can be recharged with replaceable batteries or via USB.



PSI 46095 • Lumitoys-GmbH
Tel +49 23313775450 • info@lumitoys.de
www.lumitoys.de



PSI 41462 • Spranz GmbH
Tel +49 261 984880 • info@spranz.de
www.spranz.de



Power available everywhere

Spranz guarantees power anywhere with the Metmaxx® Carry&ChargePro carrying and charging cable. This is a portable charging cable that can be worn comfortably around the neck while securely anchoring your mobile phone. With 60 watts of power, versatile connections and data transfer, it is a welcome addition to the modern on-the-go lifestyle. It is supplied in a recycled CraftPaper box.

Comfort, style and design united

ARACO International presents a new highlight for any wardrobe. The stylish cap, which perfectly combines design and comfort, is made in Italy from 100 per cent high-quality cotton, offers maximum comfort and stays in top shape for a long time. With a head circumference of 58 centimetres and an adjustable metal fastener, it fits perfectly. The modern 6-panel construction and stylish colours make them the perfect companion for any outfit. Wear this headgear in everyday life or as a fashion statement.

PSI 44291 • Araco International B.V.
Tel +31 534305255 • info@araco.nl
www.araco.nl



PSI 45471 • Promodoro Fashion GmbH
Tel +49 221 909000
verkauf@promodoro.de
www.promodoro.de

Classic and indispensable

If you love classic t-shirts, you'll definitely love Promodoro Fashion's Premium-T Neo. The latest version of this bestseller features 100% combed cotton and a high-quality weightage of 250 g/m², which makes the shirt particularly supple, durable and stable in form. Its modern cut and casual fit create a contemporary look. The colour palette ranges from classic black to natural tones such as "back to nature" and "dusty khaki" – perfect for sustainable corporate fashion. It is, of course, certified OEKO-TEX MADE IN GREEN and stands for environmentally friendly, fair production.



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



Small fresh billboards

Car air fresheners provide a unique opportunity to promote messages and ideas. The added sensory element of the fragrance creates a lasting emotional connection. DreamPen offers a variety of materials for air fresheners, including wood, epoxy resin and aluminium, allowing customers to choose the perfect style and feel for their promotional needs. New to the range is the premium wood collection. The subtle, naturally-inspired walnut wood fragrance housings stand out with their natural look.

Sustainability on the job

Due to the increasing demand for sustainable workwear, RESULT has now introduced two new items. Both the R511X Recycled Utility Trousers and the R512X Recycled Utility Shorts are made from 65 percent recycled polyester and 35 percent cotton twill. They have 6 pockets, including cargo pockets and a back pocket with Velcro fastening. Both the trousers and the shorts have a classic cut and ensure long-lasting quality and comfort. The items are available in the colours black and navy in sizes S to 5XL. They are suitable for embroidery, transfer, direct and DTF printing.



PSI 60392 • Result Clothing Ltd.
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kblackstock@resultclothing.com
www.resultclothing.com
www.workguardworkwear.com



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

Comfortable for every height

With their "Size" shoe horn, Condedi is introducing a height-adjustable little helper for maximum comfort. The shoe horn makes putting on shoes easier than ever before. Thanks to the telescopic handle, the length can be individually adjusted – ideal for any height and particularly easy on the back. Robust materials ensure long-lasting quality and the ergonomic design makes the shoe horn ideal for everyday use.

Every step a statement

Whether as eye-catching team wear or innovative equipment for a promotional team – the Bühring cork sneakers definitely turn heads. As with all cork items, the cork and all other components of the shoes come from Portugal. The high-quality natural cork veneer, which serves as the upper material for the shoes, is cultivated under strict government supervision and processed locally in a traditional company without unnecessary production routes. The shoes can be customised by printing or laser engraving, depending on the quantity. In large series, the cork fabric can be custom coloured and printed. The cork trainers are not only an eye-catcher, but also a statement for the environment.



PSI 40807
Bühring Sonderanfertigungen GmbH
Tel +49 4194795400
vertrieb@buehring-shop.com
www.buehring-shop.com

Authentic Classic now for women

The popular Authentic Classic T from Russell Europe is now available not only for men and children, but also for fashion-conscious women. It features a feminine fit with body-hugging side seams and a timeless design. The newcomer is equipped with a round neckline in cotton ribbed knit, a tear-away label and a full-length shoulder-to-shoulder neck tape. The T-shirt is machine washable at up to 40°C and is available in White, Black, Natural, Bright Royal, Convoy Grey, Classic Red, French Navy and Light Oxford in sizes XS to 2XL.



PSI 42743
Russell c/o FOL International GmbH
Tel +49 631 3531328 • service@folinc.com
www.russelleurope.com



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www.dyckhoff24.de

Compact and quick drying

The Dyckhoff sports towel is the perfect all-rounder for sport, leisure and on the go. Available in the sizes 60 × 120 cm and 80 × 180 cm, it features an attractive weight of 200 g/m² and is available in six trendy colours. The practical corner pocket with zip offers additional storage space, while the towel dries quickly and can be folded up super compactly. It can easily be personalised with embroidery or print. Dyckhoff has every opportunity to customise the towel for companies, events or as a unique gift.

Customisable originals

At Notabag, we are convinced that a good promotional item should be practical, high-quality and eye-catching. The Notabag Original can be customised, making it the perfect promotional item for companies, events or special occasions. Be it with a logo, customised print or branding on the packaging – the result is a high-quality branded product that remains visible in everyday life. Thanks to its patented design, Notabag Original combines functionality, sustainability and a clear, modern design. It transforms effortlessly from a carrier bag into a rucksack, making it a versatile companion.



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





Classic elegance goes modern chic

The ZEGO Textile Finishing Centre is putting the spotlight on their new Stanley/Stella shirt collection. It is characterised by modern style and high quality. The Oxford shirts for men and women combine classic elegance with contemporary designs. With a range of six colours, including the new Beige Oxford and Blue Oxford, they are ideal for everyday wear. The subtle yet eye-catching finish with a Subli flag is a particular highlight.



What you love to wear

Using high-quality reflective pendants "Made in Germany" by reflAktive significantly increases the likelihood of being seen in poor visibility conditions. If two pendants are worn hanging free, they already fulfil EN17353 from a specified minimum size. The pendants can be assembled with a ball chain, mobile phone lanyard or safety pin with thread. Special shapes are possible with manageable tool costs. The manufacturer also supplies a carrier card for the pendant's perfect presentation. This offers additional space for promotional messages.

Card in secure wallet

If you are looking for a useful promotional gift that combines design, quality and sustainability, Secrid wallets are sure to be to your liking. The mini wallets combine style, security and ethical craftsmanship. The constantly evolving patented mechanism allows easy access to the most frequently used cards and protects them from bending and RFID skimming. Secrid wallets are made in Dutch sheltered workshops with precision and from high-quality European materials from sustainable supply chains. Each wallet combines sophisticated design with durable materials to ensure a long lifespan and reparability. To add a personal touch, Secrid's signature aluminium Cardprotector can be customised with an engraved logo, name or message. Whether advertisers want to impress customers, reward employees or celebrate partnerships, a Secrid wallet is always a treasured surprise.



Key ring reinvented

With their PATENT EASY model, Troika presents the next generation of key rings. One press, the patented lock opens and the key is securely attached to the ring – effortlessly and with no risk to your fingernails. The mechanism works on both the carabiner and the four detachable rings. This metal and brass key ring with a matt finish combines modern design and functionality. The snap hook and the solid metal body can hold a number of keys and make it easy to attach.



At the recent PSI trade show, the European sector network honoured its long-standing members, including WALTER Medien GmbH, which has remained loyal to the PSI for 50 years: A good reason for us to honour the promotional calendar manufacturer.

Five decades of PSI membership

Continuity in quality and innovation



The management (from left): Dr Eberhard Nehl and Eva-Christine Nehl as well as Publishing Director/ Authorised Signatory Bernd Dehn and Deputy Publishing Director Bettina Englisch.

What began in 1949 as a small printing company 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. The 50-year membership of this long-standing company in the largest European network of the promotional product industry, the PSI, is a special anniversary. "This long-standing relationship testifies to a partnership of equals and is a source of constant inspiration," says WALTER Managing Director Eva-Christine Nehl, describing the strengths of this connection.

Always in touch with the times

As a family-run company, WALTER Medien is always in touch with the latest trends and has set its sights firmly



Last year, WALTER Medien GmbH was able to look back on 75 years of success.

to a sustainable future. Its commitment to environmental protection, social responsibility and economic efficiency was recognised in 2015 with the coveted PSI Sustainability Award. The use of FSC-certified materials, climate-neutral shipping and the promotion of social projects are just a few examples of the company's sustainability philosophy.

Focus on innovation and the customer

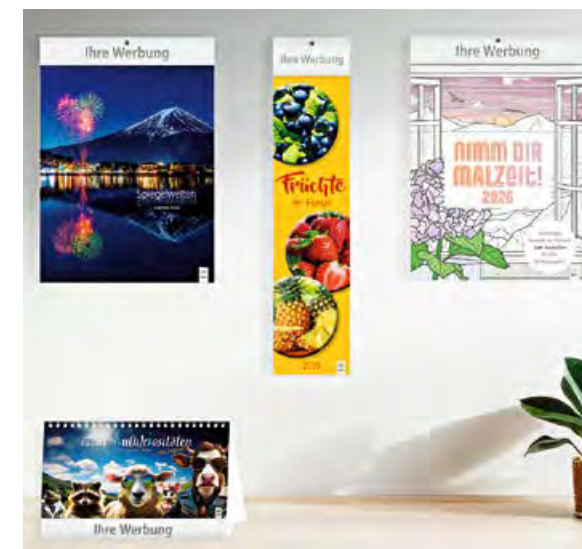
Innovation and customer-orientation have always been the driving forces behind the company. The first online shop in 1998, the first use of an alcohol-free 8-colour sheet-fed offset press in Europe in 2002 and the award of the German Printing Industry Innovation Prize in 2004 – WALTER Medien has always set an example in the sector. This innovative strength is also reflected in the diverse prod-



The WALTER Medien GmbH site.



Recognised for their commitment to environmental protection, social responsibility and economic efficiency in 2015 with the coveted PSI Sustainability Award in two categories (group photo with the winners).



Calendar novelties for the year 2026.

uct portfolio: Over 200 different premium-quality promotional calendars and their customised full-service products delight customers throughout Germany.

Special PSI partner

Speaking of enthusiasm: "Did you know that we had a very special PSI partner? I'm talking about Hans Tilkowski, a well-known professional footballer of the 1950s and 60s,

later a coach and, after his active career, the proud owner of a promotional product business. In conversations with him, however, everything centred on his experiences as a goalkeeper for the national team. The details of the promotional product sector sometimes became a minor matter – but with such a living football legend, he can be forgiven for that. After all, it's the personal dialogue that makes the PSI network so valuable," Eva-Christine Nehl recalls of the sportsman and businessman who passed away in 2020.

The success story continues

Last year, WALTER Medien GmbH was able to look back on 75 years of continuity in promotional effectiveness with high-quality and constantly innovative products. The company's anniversary was celebrated with a big party (we reported). "We look forward to continuing the success story of our company together with our customers, partners and the entire WALTER team. True to our philosophy, 'cooperative, creative, entrepreneurial', we will continue to set trends, inspire with fresh ideas and fulfil the highest standards of quality and service," says Eva-Christine Nehl, looking confidently to the future. You can find out more about WALTER Medien in the company video at: <https://www.walter.de/nachhaltigkeit> <

www.walter.de

To mark its 60th anniversary last year, TFA Dostmann GmbH & Co. KG, a renowned German company specialising in meteorological instruments, presented its new TFA.me product line. It is an innovative system for precise weather forecasts and comprehensive monitoring of local climate measurements.

TFA.me – my weather | my home | my monitor

Advertising with precise weather forecasts



The new TFA.me series combines WLAN weather stations with a seamless connection to the TFA.me online portal.



The new TFA.me series combines WLAN weather stations with a seamless connection to the TFA.me online portal, which offers users a monitoring option for temperature, humidity in in-door and outdoor areas as well as for precipitation and wind.

Combining weather forecasts and local climate control

The TFA.me ID-02, ID-03 and ID-04 wireless weather stations offer a range of functions for different user needs. The models show local professional forecasts for four to six days, provided by the German weather service wetter.com without additional fees or subscriptions. The precise forecasts include 40 different weather symbols, daily maximum and minimum temperatures and a warning display for extreme weather conditions such as storms, black ice or extreme heat.

Up to five radio transmitters can be used

The largest station TFA.me ID-02 provides additional information for your location such as rain probability, sunshine hours, UV index as well as wind speed and wind direction. The ID-04 will delight design-oriented customers with its black VA display and nine adjustable display colours. A common feature of all models is their ability to show up to five radio transmitters for measuring temperature and humidity indoors and outdoors on the display in addition to the integrated indoor sensor.

Professional online portal and flexible measurement data monitoring

A central component of the new TFA.me system is the free, platform-independent online portal, which gives users access to their measurement data from anywhere at any time. After registering in the TFA.me portal, all local-



The company building of TFA Dostmann, nestled in the idyllic Tauber Valley.

ly measured data can be retrieved online and displayed graphically. The option to set alarms when limit values are exceeded and to be notified by e-mail provides additional control. All three WLAN stations and the alternatively offered TFA.me ID-01 basic gateway act as an interface to the TFA.me portal. This way, the system can be further expanded and is therefore also suitable for professional use: up to 50 additional wireless transmitters can be connected by these means.

Many possible applications

The system enables many possible applications in the area of professional monitoring, for example for monitoring the temperature in refrigerators and freezers in the catering sector, pharmacies or laboratories. Future extensions to the system promise even greater flexibility and versatility.

Weather stations for professionals and private users

With its new TFA.me product line, TFA Dostmann presents an ideal solution for weather enthusiasts and professional users alike. The intuitive user interface of the online portal and the professional weather forecast "made in Germany" by wetter.com offer highly precise, reliable weather monitoring and ensure a high degree of user-friendliness. For international use, the stations can be set in several languages and adjusted to any location worldwide.

Inspiring measuring devices for 60 years

TFA Dostmann is one of the few companies that still manufacture mechanical thermometers and weather stations



The system can be used in many different ways in the area of professional monitoring, for example in catering, pharmacies or laboratories.

in Europe. The family-run company has been producing meteorological instruments in Germany at its headquarters in Wertheim am Main since 1964. In cooperation with meteorologists, IT specialists and designers, the measuring instrument specialist is constantly further developing its range of products. The company's own branches in Hong Kong and China ensure consistently reliable quality for every TFA product. The anniversary year 2024 not only marks a successful history, but also underlines TFA Dostmann's commitment to pioneering solutions and modern technology in meteorological measurement and indoor climate control. Users of the TFA.me weather stations are informed at all times and optimally equipped for extreme weather conditions. Further information on the TFA.me system is available online:

- www.tfa.me
- www.tfa-dostmann.de/service/faq/fragen-tfa-me



www.tfa-dostmann.de

Print Equipment has been an official Gravotech Channel Partner since May 2024. Following the successful introduction of laser engraving machines, the product range is now being expanded to include a comprehensive range of laserable items – from high-quality leatherette to stainless steel, ceramics and glass.

Range extended to include laserable articles

Precision – Variety – Elegance



A selection from the new leatherette range.

Nico Holl, laser expert at Print Equipment, explains: “Our aim is to offer our customers one-stop shopping. Combining powerful Gravotech lasers with our high-quality laserable products enables us to create real works of art – from personalised gifts and promotional items to functional everyday objects.”

Leatherette: elegant surfaces, limitless possibilities

A particular highlight of the extended range is the new leatherette collection, which features elegant finishes and diverse design options. The high-quality coating in colours such as brown, red, black and antique pink produc-

es impressive engraving results. Brown, red and antique pink-coloured leatherette is given an elegant black finish, while black leatherette is enhanced with a high-contrast silver. The selection ranges from bottle openers and key rings, tumblers and coasters to document folders, luggage tags and hip flask gift sets.

Variety of materials for customised designs

Stainless steel, ceramic and glass enhance the range and offer scope for creative designs. The stainless steel thermo mugs with a capacity of 1100 ml are a real eye-catcher. Available in five stylish colours, including drinking straw, they can be individually engraved with a laser – perfect for everyday use or as a promotional gift. The black ceramic mug BEN features a removable cork base, which provides heat protection and a pleasant haptic feel, and a matching lid that keeps drinks warm. Particularly noteworthy is the glossy black engraving, which gives the mug a modern and elegant look. Glass items in various shapes round off the range. They are ideal for personalised messages and custom engravings. The result: an elegantly roughened surface that makes every gift special.

Dream team: laser and sublimation combined

Combining the perfect complement of laser engraving with sublimation opens up countless creative possibilities. The laser enables precise cuts and engravings on a variety of materials, and sublimation brings vibrant colours and detailed designs into play. The combination of laser engraving and sublimation makes it possible to create products that are both visually and haptically impressive – distinctive, high-quality and with a personal touch. This combination is particularly effective with products made from



The latest trend: tumblers in five stylish colours.



Functional and elegant: black ceramic cup BEN with removable cork base and glossy engraving.



A real eye-catcher: glass bases for laser engraving are available in a variety of shapes.



Wooden items are also ideal for laser engraving.

plywood, such as SUNWOOD™ wooden items. These include chopping boards, key rings, picture frames and door hangers. Fine laser engravings can be ideally combined with colourful sublimation prints. The SPARK series of drinkware demonstrates how both technologies harmonise: The cups, thermos flasks and thermo mugs with sparkling glitter surfaces can be enhanced with both precise engraving and customised sublimation prints. Interested parties can experience the new range and the Gravotech lasers live in the Print Equipment showrooms. Here they can judge the precision and quality of the laser engravings for themselves.

Systems house for customised print technology

Print Equipment GmbH & Co. KG sees itself as a systems house for customised print technology with the service and big heart of a small company. As a Europe-wide wholesaler of sublimation products and equipment for transfer and digital direct printing, Print Equipment offers a wide range of services from various print technologies. Found-

Laser engraving in combination with glitter creates stunning effects. Also in combination with sublimation.



Photos: © Print Equipment, 2025

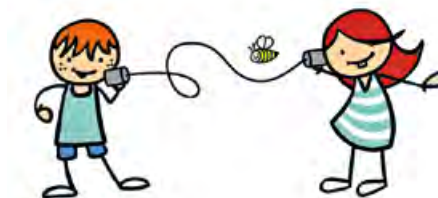
www.printequipment.de



Bee Food from a Tin

The plants in the Multiflower bee pasture offer an important source of nourishment for the pollinators that our environment needs. The radiant flowers and aromatic herbs attract bees and other beneficial insects. The gift tin box contains **dirt tablets and seeds** for a bee pasture mix. The sleeve can be used for promotional imprints or can be individually designed for a minimum order of 250 pieces.

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



Fully Ecological with a Paper Cup Telephone

Classic, simple, ingenious – the paper cup telephone from emotion factory provides crafting fun and play-based learning in any home, classroom or company event. It can be set up in just a few minutes and 'activated' straight-away. It is an inexpensive and highly sustainable way to communicate. The set contains two paper cups, an approximately ten metre string and easy-to-understand construction manual. Kids and adults can discover how sound waves travel without any technology whatsoever but with **lots of creativity**. Many custom printing options are available in addition to the standard edition.

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

Snacking Without Remorse

MAGNA sweets has added three more snack bars from the Austrian start-up NEOH to its trendy sugar-free product range. These chocolate bars do not contain any refined sugar and come in the flavours berry, coconut and caramel nuts. The fruity, refreshing berry bar is full of fibre. Coconut **tastes like it comes directly from a palm tree**, offering a heavenly combination for all chocolate and coconut lovers. The caramel nuts variety is 100% vegan. It has lots of nuts, a creamy layer of caramel and is covered by crunchy chocolate. The bars do not contain any palm oil and are sold with a customisable promotional slipcase made from FSC®-certified paper.

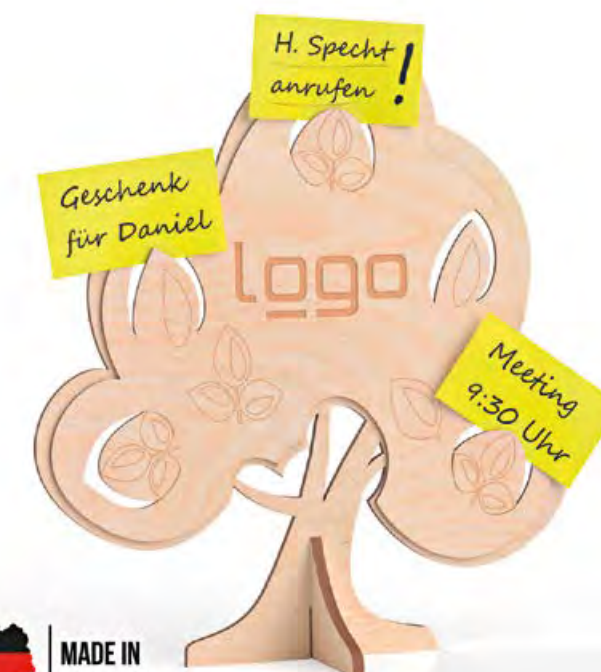
PSI 41617 • MAGNA sweets GmbH
Tel +49 8146 99660 • info@magna-sweets.de
www.magna-sweets.de



Sustainable Organisation at Work

The treeminder from tobra is a sustainable memo paper holder made from FSC-certified birch plywood. It is compact and practical and brings order to any desk. Memo notes are simply clamped behind the tree's leaves, leaving them **visible and close at hand**. Treeminder is made in Germany and combines functionality with environmental consciousness. The natural look fits perfectly in any office or office at home. It is a stylish, sustainable solution for everyday work. Tobra also offers a memo dispenser called TreeMinder, featuring a design that matches the holder.

PSI 47317 • tobra GmbH & Co. KG
Tel +49 6762 962760 • psi@tobra.io
www.tobra.io





Lots of Fun with Marionettes

The marionette girls and boys from emotion factory bring lots of fun to any kids room. **With just a few hand movements**, funny, moveable figurines encourage dexterity and fantasy. The figurines only need to be cut out and put together; then, the string is put in place and they are ready to play with! The set comes in two formats (A4 and A5) and offers everything that children and adults need for a delightful afternoon of handicraft fun. The marionette cut-outs can be imprinted according to a customer's wishes.

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



On the Go with a Boost

Whether on holidays with your family, a business trip or in day-to-day life – the new Car Charger Speed for cigarette lighters from 'micx-media in concept' is a helpful companion while you are out and about. Equipped with an integrated USB-A and USB-C port, as well as two detachable recharging cables (USB-C and Lightning), the practical gadget prevents cables from becoming tangled and ensures a reliable energy source **for several mobile devices**. Larger devices like tablets and laptops can be easily recharged thanks to the high charging capacity (up to 120 watts). The charger comes with laser engraving on the body so advertising messages are always present.

PSI 45899 • micx - media in concept gmbh & co. kg
Tel +49 520599100 • info@micx.media
www.micx.media

Refreshing Organisational Helper

The promotional product specialist Karl Knauer has added a clever idea to its product range: The new helper, in the form of a standard 0.25-litre beverage bottle, ensures everything is kept in order on your desk and will attract everyone's attention. The deceptively real look turns the high-quality office utensil into an original eye-catcher, made **from sustainable box material**. A practical pen holder is hiding under the tin can's cover where pens, scissors and more will have all the space they need. The set's accessories offer additional added value. It comes with a holder for the tin that simultaneously contains colourful markers, which comes with individually designed paper or a classic marker set in neon colours and a memo pad with practical sticky notes.

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



Merchandising Worth Cuddling

Feel-good promotional products stay in people's memory especially when they are cuddly soft. The MiniFeet® plush figures from mbw are not only charming advertising mediums, they are also emotional brand ambassadors. Whether the cute teddy, animal companion or customised mascot version, they all convey warmth and closeness. **Individual accessories**, such as printable t-shirts or triangular scarves imprinted with a company logo, reinforce a brand's presence and make the animal-inspired MiniFeet® one-of-a-kind. The all-over print shirts made from SEAQUAL® yarn are particularly sustainable as they are made from recycled ocean waste.

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www.mbw.sh



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Customs duties and confidence

Whe promotional products industry has often been able to master turbulent times. Perhaps because it has learned to be flexible. Because it knows that change is part of the business. And because it has always been creative when it comes to finding new ways of doing things – including new trade channels. And yet in this spring of 2025, everything seems to have taken on new dimensions and become more unpredictable. Tariffs, trade policy, global uncertainties – these are headlines that accompany us every day and often frighten us. The contrasts in global politics could hardly be greater. On the one hand, there is a desire for commercial exchange, for good business and for proximity. On the other hand, protectionism is showing its ugly face. Since the global financial crisis of 2008/2009, it has gained strength worldwide. US President Donald Trump has now put the global financial and trading system under massive pressure with high tariffs. The fact that he has removed individual tariffs in the meantime helps individual countries and sectors, but is even more unsettling all things considered. Uncertainty is poison for trade and the economy – and our industry will feel the effects.

American colleagues, who of course – like people everywhere else in the world – use many products manufactured in China, are currently being hit particularly hard. For President Trump, China is a hostile trading nation that he has subjected to high punitive tariffs. Importers and distributors are looking for new trade routes, which is not easy given the complexity of supply chains. Even products that are manufactured elsewhere in the world are far from being able to compensate for the loss of deliveries from China for their colleagues in America. After coronavirus, importers all over the world already tried to become less dependent on China. Only in very few cases have they succeeded. Production and the necessary personnel and expertise cannot be transplanted that quickly – not even to America, even though the President wants to do so.

However, times like these also show how valuable good networks are. There has rarely been so much communication between Europe and the USA in the industry as there is now. Some American companies already have a foothold on the old continent. This is certainly not a bad decision and today better than ever. Others have built up important and reliable supplier contacts at the PSI over the years. They all realise how important it is to exchange ideas, to learn from each other, to know who is approachable, who is involved, and who has ideas. Because even if the global economy is being sorted out, we keep moving. And we will stay together. I am convinced that our industry will also master these times, because we have always done so. And because we are able to with our ingenuity, courage – and above all with strong cooperation.

Yours truly,

Petra Lassahn
Director PSI



PSI ACADEMY AWARDS 2025

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Attractive promotion – strong impact

How can brands in the beauty and wellness sector be particularly effectively showcased? Promotional products offer ideal opportunities to create proximity to the target group and create lasting memories. In the next issue, we will show how care products, accessories and wellness giveaways not only contribute to well-being, but also strengthen brand loyalty. Particularly in sensitive sectors where trust and quality are crucial, high-quality promotional products score highly thanks to their emotional impact and suitability for everyday use. Whether hand cream with a logo, fragrant relaxation aids or stylish cosmetic utensils – well thought-out products with added value are ideal for conveying brand values. Our second product category presents innovations from the areas of “Health and Safety”. You can look forward to inspiring examples, creative approaches and exciting insights into tangible promotional messages.

Please keep in mind the product presentations in the July 2025 issue of the PSI Journal, which will be dedicated to the topics “Christmas, Gifts and Custom-made Products”, as well as “Toys and Soft Toys”, and send your product suggestions (image and text) by 21 May 2025 at the latest to: Edit Line GmbH, PSI Journal editorial team, e-mail: hoechemer@edit-line.de

60 years of distributor loyalty



When Spranz GmbH was founded in 1965 by Reinhardt Spranz with just one employee, driving licence pouches and key cases were the first products they supplied to the still fledgling sector. 60 years later, the family business with its approximately 90 employees and over 800 articles is a well-known and loyal partner to the promotional product sector.

Living sustainability

Kolibri has been a supplier of customised promotional products since 1996. At the company headquarters in Kernern near Stuttgart, the Kolibri team of around 40 employees develops creative and customised promotional product ideas that convey brand messages effectively and, above all, sustainably – from the initial idea to the final implementation.



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Deputy Chief Editor: Ursula Geppert
Editors: Martin Höchemer, Anke Zimmermann, Christian Jacob, Jutta Menzel, Christoph Zimmermann
Duty Editor: Martin Höchemer
Publication Management | Director Media Solutions: Anja Späker
Advertising Sales Manager: Marlene Ramos

Cross Media Sales
Senior Sales Manager: Senija Menzel, senija.menzel@rxglobal.com
Sales Manager: Adrian Papke, adrian.papke@rxglobal.com
Daniel Schellenbeck, daniel.schellenbeck@rxglobal.com
Junior Sales Manager: Celina Kunikowski, celina.kunikowski@rxglobal.com

Regional contacts
Belgium and France: Reed Exhibitions
ISG Belgien und Frankreich
Bryan Piscou, bpiscou@reed-export.fr
Italy: Reed Exhibitions ISG Italy s.r.l.
Erika Poleggi, erika.poleggi@reedexpo.it
Spain: Reed Exhibitions Italia Srl
Malvina Tralli, malvina.tralli@reedexpo.it
Turkey: Istexpo
Sevinc Abdullayeva, sevinc@istexpo.com
UK: Reed Exhibitions ISG UK
Daniel Cordock, daniel.cordock@reedexpo.co.uk
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