

PSI

JOURNAL

PSI Journal

International Magazine
For Promotional
Products

June 2025
Volume 64



**Legally
compliant
medical
products**

PSI Academy Awards

Register now
and reap the benefits

Product Guide

Beauty and Wellness
Occupational Safety
and Hygiene

EU Toy Safety Directive

Toys to become safer

koziol

»ideas for friends

Plastic production
with a clear conscience

**Don't be
careless**

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(industry only)

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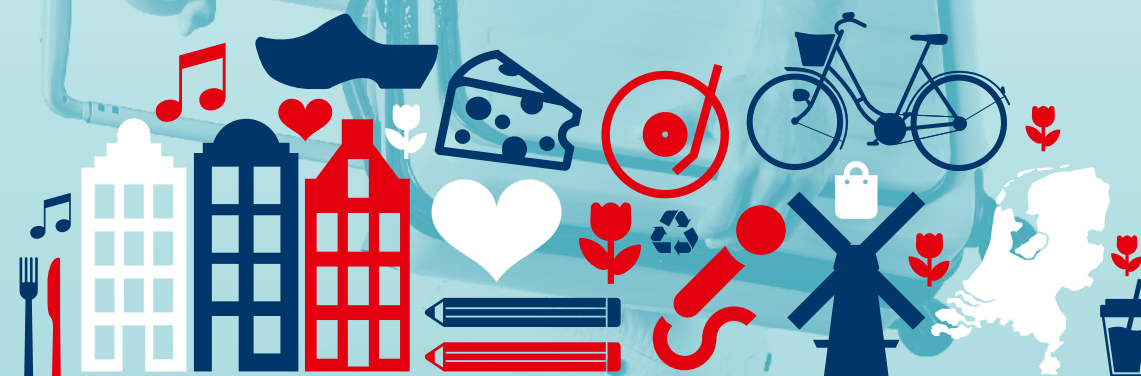
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PROMOTIONAL PRODUCTS OF PRICELESS VALUE

Who Are We?

Since 1999, PromZ has been a trusted partner in the promotional products industry with:

- 2 Leading trade shows
- Magazine for distributors (5 editions yearly)
- Magazine for industry clients (3 editions yearly)
- Extensive online and offline media presence

With our deep industry connections, we ensure you have the tools to succeed – always with the **Dutch Touch!**



John M. Swaab
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Officer



Peter van Gestel
Editor in Chief



Ferry Aaftink
Salesmanager



Katharina Bütow
Salesmanager



Simone Keijzers
Salesmanager



Bettina Nettelbeck
Salesmanager



Monique Zijlstra
Eventmanager



Sander van der Veen
Office and
webmaster

Happy to help you 😊

Het Portaal Media

The company behind PromZ is well known in our industry in The Netherlands. With over 25 years' experience in the field, Het Portaal provides publishing and other specialized services for the BeNeLux sales promotion, brand activation and direct marketing industry. Its approach is proactive, watching trends to identify the needs of players in the market.



Powerbank 27000mAh 65W
LT49405 | Überall, jederzeit und mühelos aufladen!



Twins Ace earbuds with Hybrid ANC
LT49730 | Einwandfreie Gespräche mit Hybrid ANC.



JAYS q-Nine ANC headphone
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Editorial

Occupying new areas

The promotional products industry is facing an exciting challenge: at a time when ecological sustainability and innovation are important pillars for market success, it is crucial to occupy new areas and show our colours. The PSI Academy Award and the accompanying PSI Academy Conference on 11 September 2025 offer an excellent platform for this, enabling companies to present themselves creatively and with commitment. Active participation in these events is not only beneficial for the participating companies, but also has a positive impact on the entire industry. Please note: The more promotional products companies that take part in the PSI Academy Award and PSI Academy Conference, the stronger the signal. It is still possible to apply until 30 June 2025. You can find more details starting on page 8.

It is particularly remarkable how many segments the industry is currently positioning itself in, in which promotional product suppliers and distributors are not necessarily traditionally active. An impressive example of this is the recent participation of eleven promotional product distributors and suppliers in the OMR trade show (Online Marketing Rockstars). Although this event is not considered a traditional playing field for promotional products, the promotional products industry was still visible there as a dynamic player. This demonstrates that the industry is prepared to break new ground and present its expertise and solutions in various contexts. PSI is always at the side of involved companies as a driving force and implementer – and with success, as Petra Lassahn, PSI Director, explains on page 66.

By writing these lines for you as the “new” editor of the PSI Journal, I am also taking up the challenge of “occupying new areas”. I am looking forward to further developing this platform and providing new impetuses. Our encounters, networking activities and the resulting ideas will make our industry even more visible and relevant.

Let's take the initiative together and position the promotional products industry in new areas. If we work together as an industry and become involved, we will not only celebrate our successes, but also realise the potential of our entire industry.

On this note,

Simon Dietzen

Simon Dietzen, Editor of the PSI Journal

Send your opinions on this to: dietzen@edit-line.de

Stone was just the start.

Discover the expanded QS50 family of surfaces and colours. New for 2025.



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Compact, practical, and sustainable!

The Zipper Bag **Khloe** is the ideal companion for anyone who values functionality and sustainability. With its convenient dimensions of 25 x 17 x 8 cm, it offers plenty of space for your essential items. Practical and well-designed: In addition to the main compartment with a zipper, the Khloe bag features an extra zippered pocket on the front, allowing you to store smaller items securely and within easy reach.

Made from 100% Fairtrade cotton with a high-quality weight of 390 g/m², the **Khloe** bag represents durable quality and eco-friendly production. The canvas texture with its harmonious feel gives the bag a special premium touch. A practical side handle ensures comfortable carrying—whether in daily life, while traveling, or for special occasions.

The **Khloe** bag is available in classic colors, natural and black, and can also be customized according to your preferences.



www.misterbags.de



Khloe No. 2378



PSI Academy Awards: Register now and reap the benefits 8

The PSI Academy Awards recognise outstanding sustainable promotional products and concepts. Suppliers, distributors and creative minds from the industry are invited to submit their innovative products and initiatives. Join in – applications are open until 30 June 2025.

OMR Festival: "The Hapticologist" makes a fabulous debut 30

It was a powerful haptic performance in the world of digital marketing: under the slogan "The Centre of Seven Senses", 13 companies and industry partners exhibited for the first time at the OMR Festival in Hamburg at the hip bar "The Hapticologist", demonstrating what tangible advertising can achieve as a brand booster.



Kolibri: "We live sustainability" 54

Kolibri has been a supplier of customised promotional materials since 1996. At its headquarters near Stuttgart, the Kolibri team develops creative and individually tailored promotional product concepts that convey brand messages effectively and, above all, sustainably – from the initial idea to the final implementation.



Plastics production with a clear conscience 58

Koziol has been producing beautiful and functional products for almost 100 years: a wide range of products from tableware and creative designs for the kitchen to useful items for the bathroom and for on the go. Today, the company's product range includes over 300 different items.



Bright summer colour:

yellow In summer, yellow symbolises sunshine, warmth, joie de vivre and energy. In advertising, yellow has an attractive, attention-grabbing effect and conveys optimism and freshness. The colour suggests lightness and evokes positive associations, making it particularly effective for summer campaigns. In marketing, yellow has an activating effect on the human psyche. The colour signals energy and invites people to take action, which is why it is often used for call-to-action buttons.



Little things make everyday life friendlier

The Multistick children's measuring sticks from Raster spread sunshine for many years. RASTER R. NOWAK i S-KA SP.J.
www.raster.eu

PSI 44741

Photo: Raster



Flying leisure fun

Whether in the park, at the beach or company event, the yellow SpaceFlyer-Frisbee from Elasto guarantees a good mood. Thanks to high-quality finishing by means of the IMould process, logos stand out particularly impressively. This makes every round of playing a branding moment! The frisbee is produced and finished in Germany.

elasto GmbH & Co. KG

www.elasto.de

PSI 41369

Photo: Elasto

Colours can also be very delicate

The Qube recycling and Boa matt recycling ballpoint pen models from Klio-Eterna are now also available in a new soft pastel yellow colour as standard. Both the barrel and mechanism are made from 100 per cent recycled plastic.

Klio-Eterna Schreibgeräte GmbH & Co KG

www.klio.com

PSI 40823

Photo: Klio Eterna



FROM COOL TO COSY

New fleece jackets with a corduroy look.

www.daiber.de/en

daiber

The return of the classics

The return of classic advertising materials is clearly a reaction to the desire for durability, sustainability and effectiveness. It thus reflects the zeitgeist of many companies and customers. These classics include ballpoint pens and notepads as well as cloth bags and mugs.

Seven with one stroke

This classic will soon be back in season: the fly swatter from HEPLA with a large print area puts an end to annoying pests. The swatter and handle can be customised in our in-house print shop using screen or digital printing.

HEPLA GmbH
www.hepla.de
PSI 41583

Photo: Hepla

Perfect for any home

No household should be without it: The classic Hugo Frosch hot water bottle.

The young and old alike will really appreciate this product at the latest when their stomach starts to ache, their back starts to hurt or they are getting goose bumps. The days when hot water bottles were ugly and bare are finally over!

Hugo Frosch GmbH
www.hugo-frosch.de
PSI 60663

Photo: Hugo Frosch



Shopping with the cult bag

The organic cotton carrier bag with long handles has reclaimed its rightful place, and not just since plastic carrier bags have been phased out. They are now even Fairtrade, GOTS, Green Button and Blue Angel certified. This classic cotton carrier bag impresses with its durability and timeless look.

memo AG
www.memo-werbeartikel.de
PSI 43927

Photo: memo



PSI ACADEMY AWARDS 2025

BEWERBEN SIE SICH JETZT!

NÄHERE INFORMATIONEN
FINDEN SIE HIER:



With the PSI Academy Awards, PSI honours outstanding sustainable promotional products and concepts. Suppliers, distributors and creative minds from the industry are invited to submit their innovative products and initiatives. Please join in! The application deadline is 30 June 2025.

PSI Academy Awards: Application phase underway

Register now and benefit

PSI, the European network of the promotional products industry, is sending out a strong signal for ecological sustainability: the PSI Academy Awards, a successor format to the former Sustainability Awards, recognise exceptional achievements and best practices in the European promotional products industry and underscore the growing importance of innovation and sustainability in a changing market. In close connection with the goals of the European Green New Deal, which aims to achieve a climate-neutral transformation of the EU economy by 2050, PSI honours companies that set an example through pioneering approaches in the areas of circular economy, resource conservation and social responsibility. "With the PSI Academy Awards, we want to make outstanding commitment visible and promote sustainable innovation. Our goal is to support responsible behaviour in the promotional products industry and set new standards," explains PSI Director Petra Lassahn. "We invite companies from all over Europe – regardless of industry or size – to submit their projects and innovations for one or more categories."

Submissions made easy

The submission phase will run until 30 June 2025 and the application as well as selection process will be professional and transparent. This is guaranteed by PSI partner Green Product Award. PSI has deliberately opted for a neutral and experienced partner that has been organising sustainability awards for many years. "It is important



to us to support interested parties in the application process and show them how to organise their submission most effectively. The experts at Green Products Award are competent professionals who can clarify many questions. After an initial review, the applying companies receive interim feedback for optimising their proposals," says Petra Lassahn. Nils Bader, Director of Green Product Award, adds: "We recommend that suppliers use the submission wizard for their submissions for products and that distributors, agencies and industrial and commercial customers use the submission wizard for campaigns as a basis. They contain both the formal requirements and details of the criteria used by the jury." It is a sophisticated and professional system to effectively support applicants.

formal requirements and details of the criteria used by the jury." It is a sophisticated and professional system to effectively support applicants.

Neutral, international jury

A high-calibre, neutral jury of international experts and sustainability specialists assesses the submissions according to defined, transparent criteria. The jury not only nominates and selects the winners, but also provides a well-founded explanation of its assessment. This in turn serves as highly useful guidance for the participants.

Registration, contact and information:

Would you like to participate in the PSI Academy Awards? Please use the registration form at www.psi-academy.com.

The categories of the PSI Academy Awards 2025

1. Best promotional products by suppliers in the following categories:

- Clothing and textiles
- Electronics and multimedia
- Lifestyle & accessories
- School and office supplies
- Bags, luggage and travel

2. Best promotional products campaign by a distributor

3. Special prizes*

- Company of the Year (for distributors, industrial and commercial customers)
- Newcomer of the Year (for distributors)

* The candidates for special prizes are nominated by the jury. Companies that are less than 2 years old at the time of submission are considered newcomers.

Award procedure

30 June 2025

Application deadline for the PSI Academy Awards

Until the end of July 2025

Review and examination of the applications by the expert jury

Until mid-August

Selection of nominees by the expert jury and communication via the PSI Academy and its partners

11 September 2025

The festive award ceremony will take place at the PSI Academy Night in the Gürzenich Hall in Cologne starting at 7 pm.

Starting at 10 am the PSI Academy Conference with cutting-edge presentations, discussions and workshops on the topic of sustainability and issues affecting the industry.

Do you have general questions about your application?

You can reach us at awards@psi-academy.com or by telephone at +49 30 35527221. Information on the conditions of participation, criteria, jury and procedure can be found at www.psi-academy.com and in the current PSI media.

Would you like to suggest a partner or customer for a nomination? Then send your suggestion with your reasons to psi.academy@rxglobal.com

Assessment criteria

I Overall assessment

Approach

Originality, reproducibility and credibility are assessed.

Development

The complexity of the analysis, the quality of the development and the form of implementation are evaluated.

Impact

The potential for a positive impact on the environment and/or society is analysed.

I Specialist assessments for products

Design

The focus here is on design as an overall approach with the following criteria: aesthetics, user-orientated functionality, economic and ecological construction, and interplay between the product and packaging where applicable. The quality of communication with consumers regarding sustainability is also taken into account.

Sustainability

The areas of design and product compliance pertain to the fulfilment of a number of aspects that we believe are also relevant for sustainable projects.

Product compliance

The distinguished products must fulfil high standards of environmental and social responsibility while offering exceptional functionality and user satisfaction.

Use as promotional products

Promotional products are tested for their practicality, quality, brand alignment, target group relevance and cost-effectiveness to ensure maximum impact and value.

I Specialist assessments for campaigns

Achieved marketing value

Effectiveness and success of the campaign in relation to the set marketing objectives

Measures carried out

Quality and implementation of marketing activities and strategies

Positive impact on the environment and society

Sustainability and social responsibility of the campaign.



It was the coronavirus pandemic that first raised public awareness of medical products. It is now generally recognised that the inferior quality of medical equipment can cause great harm. We discuss what retailers, distributors and customers need to know to be on the safe side.

Legally compliant medical products

Don't be careless



Medical products are a particularly sensitive product group for which conformity is crucial for product safety.



The coronavirus pandemic has inevitably expanded our medical knowledge. We now know the differences between surgical masks and FFP2 masks and have learnt that their protective effect is no longer optimal after the expiry date. Many promotional products companies made a virtue out of necessity and helped themselves through the slump in sales at the time by selling protective products. Many were creative, developed products themselves or sourced medical products from all over the world. The mask requirement led to a shortage, which in turn drove up prices. We often did not realise that many sold products came from dubious sources and were far beyond current standards. Fortunately, we have now put these worries behind us and hopefully learnt from them. The conformity and safety of medical products has top priority and, as with all other products, must be a matter of course. Together with MEDICAL promotion, specialists in advertising with medical products, we have compiled a list of what is important.

High responsibility for medical products

"This issue is particularly close to our hearts, as we unfortunately still see numerous products on the market that are not marketable. The implications are enormous as both the distributor as well as dealers and industrial customers bear legal responsibility for non-certified EU products. This has serious consequences for companies, spanning from product recalls to loss of reputation and storms. This is exactly what we want to prevent – not only for us as MEDICAL promotion, but for the entire industry," says Managing Director Marc Sauer. "As a GRAMM medical brand, we have a strong foundation: the company has been a specialised manufacturer of bandages and medical products since 1909."

What does placing on the market mean (definition according to the Medical Devices Act)

Placing on the market is any supply of medical products to others for a fee or free of charge. Placing products on the market for the first time is the first supply of new or reprocessed medical products to others in the European Economic Area.

Important: The Medical Devices Act distinguishes between placing on the market and first placing on the market. The MDR (Medical Device Regulation) always defines placing on the market as making a product available on the market for the first time.



Important when compiling sets:
The medical products themselves must not be modified.

Taking regulations seriously

The current legal foundation is the Medical Device Regulation (EU) 2017/745 (MDR), which has been in force throughout Europe since 26 May 2021. The MDR precisely regulates the production and trade of medical products. Dressing materials or products in first aid kits such as plasters, compresses, dressing packs or similar items are subject to strict guidelines in the EU with mandatory consequences for placing them on the market. In principle, several product groups can be distinguished. When used in advertising, these products are usually divided into sterile and non-sterile products depending on the type of use and are subject to different regulations and labelling requirements. Irrespective of the product, however, it is important that the manufacturer or distributor is based in the EU or has an authorised representative in the EU. Depending on the product class, the manufacturer or distributor must be certified and the products must be registered accordingly with the relevant competent authority. Be careful though: a certificate alone is not sufficient for the safe placing of a medical product on the market. In order to place the product on the market in the EU, it must be labelled with certain minimum information. Products that do not fulfil these minimum requirements may not be placed on the market in the EU.



Multilingualism is mandatory

Medical products must always be labelled in the language of the country in which they are sold. Products that have multilingual labelling from the outset are therefore advantageous, as they can then also be sold outside the German-speaking countries. This may provide a clear competitive advantage if the customer also wishes to use the products for distribution abroad.



Serious consequences for violations

There can be serious and severe consequences if medical products are not placed on the market in an authorised manner. Costs in the six-figure range can quickly be incurred and a considerable loss of image is then inevitable. This is because recalls are publicised and disseminated on various publication platforms. It is therefore advisable to carefully check where the medical products are sourced from and whether the manufacturer is based in Germany or the EU and is certified accordingly. You can often easily recognise this by looking at the supplier's range of products: Are the offered medical products part of the supplier's core range of products or do they only sell them alongside many products? If they are part of the core product range, then the supplier is certainly a medical product manufacturer and it is therefore highly likely that the products are compliant. However, many suppliers from the printing or plastics sector only sell medical products on the side and it is important to check exactly where they come from. In such cases, the obligation to fulfil all criteria for placing on the market lies with the manufacturer, provided they are indicated as the manufacturer on the products. Yet anyone who obtains products directly from third countries (such as China) that are not legally compliant with EU directives is fully responsible for product safety as the distributor. Direct imports of medical products are generally not recommended due to the incalculable risk. Since the current Medical Device Regulation (EU) 2017/745 (MDR) came into force, official controls have been tightened. Distributors should therefore always rely on experienced medical product manufacturers when it comes to medical advertising materials.



General obligations of distributors according to the MDR

Chapter II, Article 14 (excerpt)

- ▶ Verification of compliance of the product with the applicable regulations Chapter II, Article 14, a - d
- ▶ Compliance with the manufacturer's specified storage and transport conditions
- ▶ Reporting suspected incidents in connection with the product to the manufacturer
- ▶ Reports of non-compliance and serious hazards
- ▶ Keeping a register of complaints, non-compliant products, etc.
- ▶ Identification within the supply chain, possibility of batch tracing



Strict regulations apply to medical products. Non-compliance can have serious consequences for the distributor.



Useful and versatile: medical products can be used for many target groups.



Caution when modifying products

If medical products that are used as promotional items are to be repackaged, modified or extended, the distributor must take this into account. As a rule, medical products may not be modified. If medical products are to be further processed in sets, the retailer must document this accordingly and maintain a quality management system. Any necessary registration of the distributor for this must be verified. In general, the MDR does not require distributors to register, nor does a responsible person have to be appointed. If you want to be sure that you are using safe and approved plasters, first aid kits and similar medical products, you should rely on the expertise and knowledge of a manufacturer. <



Labelling of medical products

MDR Chapter II, Article 20 and Annex I, Chapter III, Article 23 et seq.

The labelling of Class I medical products (non-sterile*) must contain the following human-readable information (excerpt):

- ▶ Manufacturer and address of the registered office
- ▶ Name or commercial name of the product in the respective national language
- ▶ All information from which the user can see what the product, the package contents and the intended use (if this is not obvious) are about
- ▶ CE conformity labelling
- ▶ Lot or serial number
- ▶ Month and year of manufacture
- ▶ If applicable, information on special storage and/or handling conditions
- ▶ Warnings and precautions, if applicable
- ▶ Information on single use
- ▶ Reference to a medical product

The labelling of medical products in class Is (sterile*) must also contain the following human-readable information (excerpt):

- ▶ Labelling of the sterile packaging as such
- ▶ Indication of the sterile condition and the sterilisation process
- ▶ Expiry date

* Sterile products are usually compresses, dressing packs or other wound dressings. In contrast, plasters, bandages, triangular cloths etc. are considered non-sterile.

On the following pages, we will demonstrate how **care products, accessories and wellness giveaways** not only contribute to well-being, but also create added value and strengthen brand loyalty.



Design meets sustainability

The BagBage Velvet Cosmetic Case is made from 100% recycled polyester – with a shiny gold zip and a wide range of finishing options. Whether for the beauty industry or as an event give-away – the bag combines style, function and brand impact.

Mindfulness on the go

The Edition Michael Fischer card set contains 64 inspiring impulses for more mindfulness in everyday life. Affirmations, exercises and small rituals strengthen your self-image – a loving promotional idea with depth. The box can be customised and branded. Personal, positive, present.



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

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Tel +49 6432 91420 • sales@igro.com
www.igro.com

Promotional envoy in the spa

Transparent brand message: The SPA bag from IGRO is the perfect promotional item for hotels and wellness centres. Practical for towels and care products, it offers space for customised logo printing. Available from 1,000 pieces, it increases comfort, brand presence and customer loyalty – a must-have for sophisticated spa experiences.

Wellness oasis for the home

A device that can do more: Kingstar's innovation combines a white noise generator, night light and bluetooth speaker in one compact design. It promotes better baby sleep, supports parents when breastfeeding at night and creates a relaxed atmosphere in the living or working area thanks to soft lighting and high-quality sound. Whether for relaxing, falling asleep or listening to music – the all-in-one product is intuitive to use, family-friendly and ensures a sense of well-being anytime and anywhere.



PSI 60471 • Kingstar Technologie GmbH
Tel +49 1746508251 • sales@ikingstar.de
www.ikingstar.com

Skin care with principles

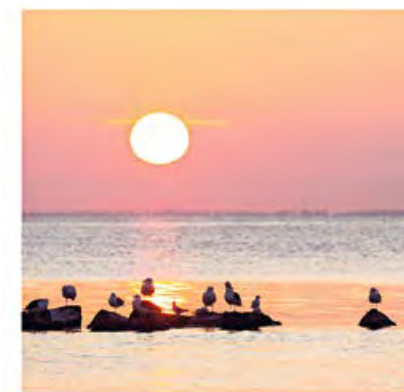
Water-free cosmetics in cardboard packaging: KHK's vegan skincare products – whether sun care, deodorant or body butter – don't require water or plastic. Packaged in FSC-certified push-up sticks, they offer sustainable care "Made in Germany". Customisable from just 300 units, the environmentally friendly cosmetic sticks make a strong statement for green brands.



PSI 46131 • KHK GmbH
Tel +49 2233 717710 • sales@lipcare.de
www.lipcare-werbemittel.de



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



Peace for the eyes and heart

Ackermann's "Calm Seas 2026" calendar transports you to minimalist coastal landscapes of the North Sea and the Baltic Sea, month after month. The photographs radiate a deep sense of calm and convey maritime tranquillity – ideal for a stylish break from everyday life. Printed on FSC®-certified paper and produced in a climate-neutral way, the calendar is suitable as a high-quality promotional medium with a sustainable message, available in quantities of 50 or more.

Wellness to go

Healthy, ball-shaped indulgence: Der Zuckerbäcker's energy balls have no added sugar and rely on plant-based power. In flavours such as Superfood or Cherry Banana, they are the ideal snack for between meals. With a personalised cardboard header, they are an appealing promotional item for all those who believe that beauty and energy come from within.



PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
werbeartikel@der-zuckerbaecker.de
www.suesses-schenken.de



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



Style meets sustainability

The CreaBeauty XL cosmetic bag from ANDA Present is made from recycled PET and can be fully personalised with sublimation printing. Part of the "GO GREEN" collection, it is ideal for companies looking to combine environmental awareness and design. Perfect for the beauty industry, hotels or spa events – a green statement with great promotional impact.



PSI 45974 • Multiflower GmbH
Tel +49 6226 9279811
m.vargel@multiflower.de
www.multiflower.de

Fragrant bath get-away

Multiflower's "Wohlfühlmomente" bath infusion transforms your bath into a spa treatment. The herbal infusion unfolds its effect directly in the water – relaxing and aromatic. The promotional card can be customised from 250 pieces and creates space for creative brand messages with a feel-good factor.

Colourful organisation on the go

With Kingstar's refillable silicone travel sets, care products travel safely and in style. The four-piece set features soft, leak-proof and easy-to-clean containers that are suitable for creams, gels and balms. Compact, TSA-compatible and in eye-catching colours, they are immediately ready to hand in your suitcase or sports bag. The reusable jars with tight white lids keep cosmetic products fresh and make moisturising on the go a breeze.



PSI 60471 • Kingstar Technologie GmbH
Tel +49 1746508251 • sales@ikingstar.de
www.ikingstar.com



PSI 40807
Bührling Sonderanfertigungen GmbH
Tel +49 4154 795400
vertrieb@buehring-shop.com
www.buehring-shop.com

Reliable beach bag

Summer, sun, protection – Bührling's "Floaty" wet bag is your practical companion for the beach, pool or gym. With a plastic sliding zip and viewing window made of PVC with recycled content, it reliably protects dry contents from moisture. Made in Germany, customisable and available in various colours and formats, "Floaty" combines function with responsible production.

Escape from everyday life

Take a break from everyday life with the microfibre eye mask from elxact. This pleasantly light promotional item provides soothing darkness when travelling or at a spa. The soft material makes it ideal for use on flights and in hotels. The approx. 19.5 × 8.5 cm surface offers space for full-surface photo prints and creative brand messages – analogue but effective.

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



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Ihr Ansprechpartner für Deutschland: Karsten Wohlfeil

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

Scented oils as a memento

INVAME fragrance diffusers combine subtle elegance with intense aromas. Ideal for spas, salons or hotels, they create a feel-good atmosphere and visual brand strength. Filled with natural oils, customisable in shape, bottle and print, they evoke fragrant memories as an aesthetic promotional medium. Fragrance meets design – effective and stylish.

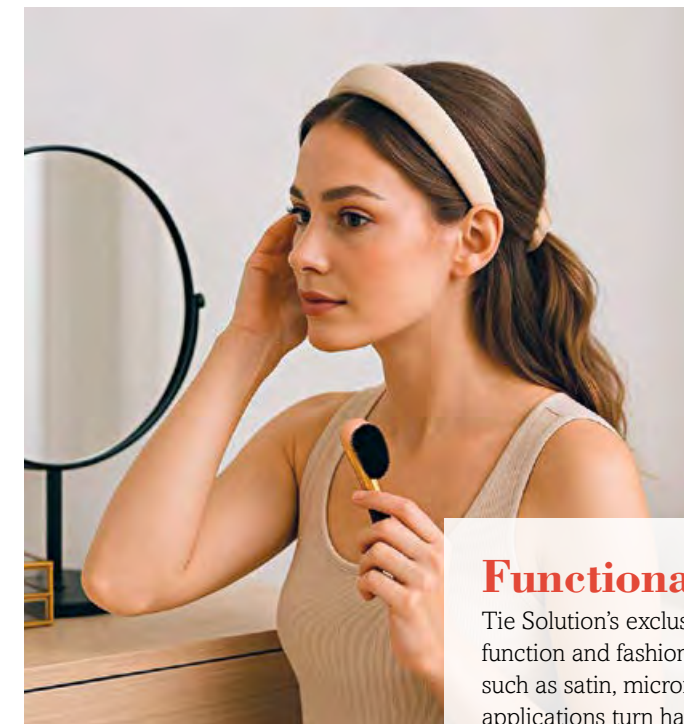


PSI 46311 • TROIKA Germany GmbH
Tel +49 2662 95110 • d.geimer@troika.de
https://business.troika.de



Clever cosmetic bags

Whether on a business trip or on holiday – with TROIKA's BLACK WASHBAG 2, care products stay neatly stowed away and ready to hand. The spacious cosmetic bag made of durable canvas features a clever opening system with a double zip and magnet fastener. Two mesh compartments, three elasticated straps and a front pocket ensure optimal organisation. Waterproof to IPX4, with a practical wrist strap – a stylish accessory that doesn't compromise on comfort during travel.



Functional hair bands with style

Tie Solution's exclusive hair bands are more than just accessories: They combine comfort, function and fashion. Whether for facial care, in the spa or for make-up – different materials such as satin, microfibre or cotton ensure individual looks. Finishes with brand logos or applications turn hair bands into strong brand ambassadors in the beauty and wellness segment and showcase companies in style.

PSI 49646 • Tie Solution GmbH
Tel +49 64419820848
sales@tiesolution.com
www.tiesolution.org



Warmth with a message

Greenverta's "Therapy Pillow Premium" is more than just a heat cushion. With five natural fillings – from cherry stones to mustard seeds – it offers pure relaxation. The cover is washable and the casing can be fully sublimated with photorealistic designs. Ideal for spas, hotels and brands with a feel-good vibe.

PSI 60161 • Greenverta by Media Sp. z o.o.
Tel 48 571 550810
contact@greenverta.com
www.greenverta.com



Relax in style

Römer Lifestyle's "Waves" tea light holder set brings mood lighting into your home with its gold-coloured lining. With a satin-finish metal bowl and elegant design, the tea light holders are an appealing promotional item – customisable from 60 pieces. Ideal for quiet moments with a brand message.

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

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



Time to Relax

Römer Präsente's "Time to Relax" set combines a towel, massage brush with silicone nubs and an obsidian gua sha stone – for soothing me-time. Packaged in a stylish box and customisable, the set is ideal for a branded time-out. Wellness that gets under your skin.



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

Sophisticated soap box

Small, square, well thought-out: The aluminium soap dish from Der Dosenspezialist is a functional design piece for on the go or at home. Thanks to the integrated draining grid, the soap stays dry – hygienic and long-lasting. The lid can be customised by engraving, printing or embossing, turning it into an elegant promotional surface. The robust stainless tin is perfect for sustainable brand messages with style. A small product with a big impact.

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

Colouring for inner peace

Colour in, relax, switch off – the mindfulness colouring book from EMF Verlag features detailed motifs that encourage creativity and provide inner peace. Whether leaves, animals or abstract shapes: The book can be customised – from the cover to the contents – and is ideal as an inspiring promotional gift with a personal touch.



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

Responsible indulgence

Less sugar, more message: Smart Bears from Kalfany Süße Werbung use 30% less sugar, fibre and a vegan recipe – perfect for nutrition-conscious target groups. In a 10g promotional bag with a customisable design, they combine indulgence with responsibility. Smart snacking, clever promotion.

Beauty begins in a glass

The low-sodium mineral water from Römer Drinks comes from the Hunsrück-Hochwald National Park and nourishes the skin and metabolism naturally. Can be individually labelled from 264 units – whether as a trade show highlight or spa brand ambassador. A pure sip of promotional impact.



PSI 50967
Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 81290
info@roemer-drinks.de
www.roemer-drinks.de



/ YOUR / UMBRELLA



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A lightweight with strong inner values:
at just 200 g, it offers a great deal of quality –
from the automatic open/close function and
the Windproof PLUS system to the waterSAVE®
cover material made from recycled plastics.

www.fare.de/en/news



Function meets design

POLYCLEAN's ActiveTowel® Sports is the ideal accessory for sports, spa or travel. Made from high-quality P-9000® microfibre, it can be printed all over with photorealistic images. In its customisable folding box, it becomes a functional promotional gift with style – individual, sporty, “Made in Germany”.

PSI 46596 • POLYCLEAN International GmbH
Tel +49 2561 86558300
psi@polyclean.com
www.polyclean.com



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

Beard care for structure and shine

Frank Bürsten's “Fescher Flokati” beard brush brings texture and shine to your face. With natural bristles and an ergonomic handle, it is ideal for daily grooming routines. Made from local wood and produced in the Black Forest, it combines craftsmanship, sustainability and style. With customisable branding, it is a striking grooming tool for brands with high standards.

Hot water bottles with a feel-good factor

Hugo Frosch combines quality, safety and appealing design: The durable hot water bottles “Made in Germany” are practical promotional products and evoke emotional warmth. Thanks to the high-quality workmanship and individual design – for example with a company logo on the cover – brands are pleasantly remembered. Particularly popular: the “to go” mini hot water bottles in bright Pantone colours.



PSI 60663 • Hugo Frosch GmbH
Tel +49 8282 827560
juergen.kramer@hugo-frosch.de
www.hugo-frosch.de

Relaxing spa – times three

Three fragrances, one goal: relaxation. Multiflower's “Wellness Triple” combines bath salts scented with Orange, Pomegranate and Dead Sea in one compact package. Available from 250 pieces with your own design, the set is a fragrant promotional gift that pampers the body and senses.

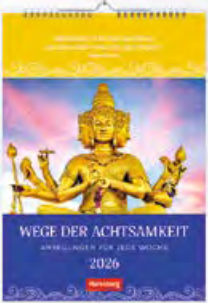


PSI 45974 • Multiflower GmbH
Tel +49 6226 9279811
m.vargel@multiflower.de
www.multiflower.de

Buddhist serenity

With the title “Wege in die Achtsamkeit” (Paths to Mindfulness), a calendar comes into your home that has more to offer than just appointments: For 52 weeks, atmospheric photos, quotes and exercises inspire inner balance. This weekly planner from Athesia Kalenderverlag brings Buddhist serenity into everyday life – and your brand into focus 365 days a year.

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





PSI 47881 • HÄDICKE GmbH & Co. KG
Tel +49 2372 91920
info@haedicke-kerzen.de
www.haedickekerzen.de

Rainbow candle with seven chakras

The rainbow candle with seven different colors – symbolizing the seven chakras of the human body – emits a soothing, subtle vanilla scent as it burns. Instead of the seven chakras, the candle can also be printed with your own designs for larger quantities. Alternatively, the candle can be personalized with a custom label. Available in three sizes.



Awaken the senses

Technotrade's WT 350 combines a classic alarm function with modern vibration technology. Ideal for a gentle start to the day, without an acoustic shock. With two adjustable alarm times, snooze function, illuminated display and additional functions such as timer and stopwatch, the quartz alarm clock is a practical everyday companion. Perfect as a promotional gift – customisable, functional and stylish.



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

Beauty salon on the go

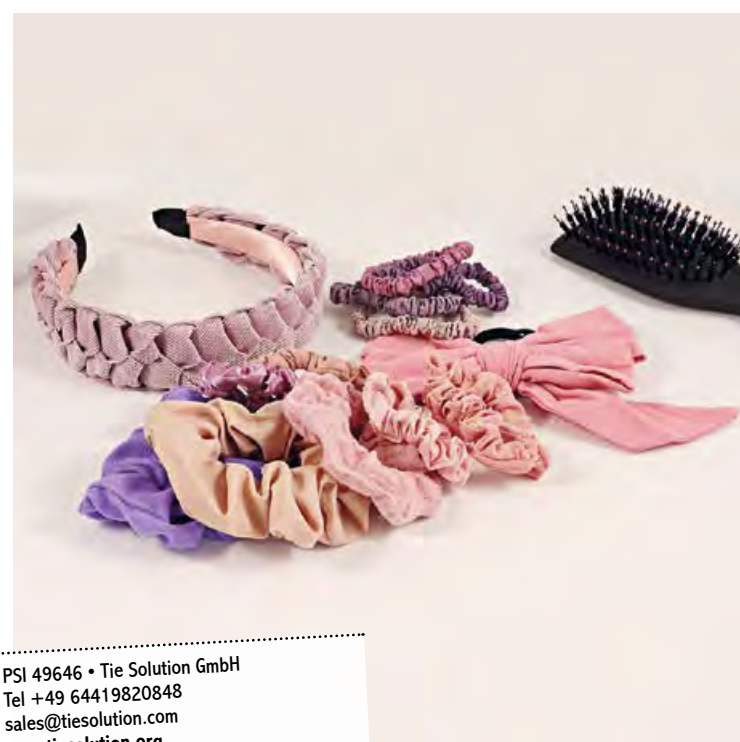
Practical, compact and charming – Condedi's "Borsti" brush combines a compact hairbrush with an integrated mirror. With a diameter of just 75 mm, it fits in any bag and is ideal for a well-groomed look on the go. Whether in pink, blue or green – Borsti impresses with its functionality and fresh design. The promotional area of 30 × 30 mm leaves room for customised messages.



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

Comeback for scrunchies & twillies

Scrunchies and twillies are making a comeback: The soft hair ties and narrow scarves are functional and trendy accessories for wellness, yoga or as a stylish give-away. High-quality materials, personalisation and attractive packaging offer countless branding options. Whether made of silk, cotton or recycled material – they not only set fashionable accents, but also convey brand messages and complement any campaign.



PSI 49646 • Tie Solution GmbH
Tel +49 64419820848
sales@tiesolution.com
www.tiesolution.org

Natural care for hands and feet

With 97 per cent natural ingredients, Limebox products provide intensive and safe care for hands and feet. Shea butter, olive oil and ylang-ylang moisturise, while keratin strengthens the nails. The blend of high-quality, natural ingredients ensures supple, healthy skin and is the perfect choice for anyone who prioritises quality, effectiveness and naturalness.



PSI 48956 • LimeBOX
Tel +48 296911163 • info@lime-box.com
www.lime-box.com

Promotional item to snuggle up in

The Dyckhoff bathrobe combines spa feeling with brand presence. With a soft shawl collar, functional pockets and a comfortable 380 g/m² fabric weight, it's a favourite after a sauna, a bath or on a hotel stay. Available in three sizes and two colours, it can be individually embroidered – for companies that make relaxation a brand promise.



PSI 60874 • Dyckhoff GmbH
Tel +49 597140080 • sales@dyckhoff24.de
www.dyckhoff24.de

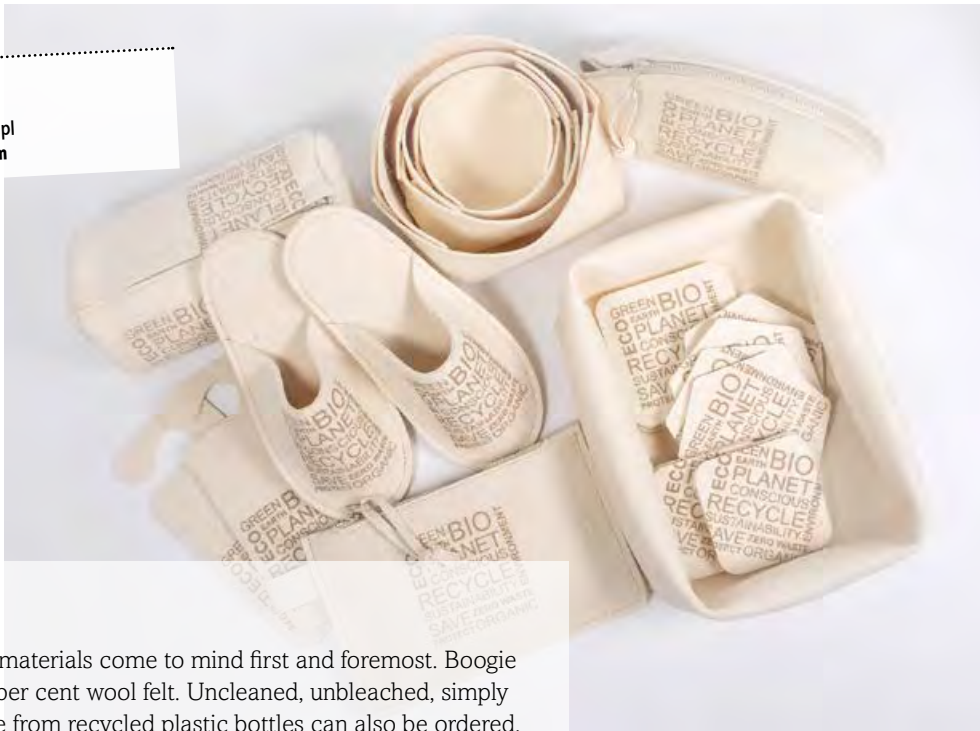
Stress relief with charm

When everyday life gets you down, Bert can help! Stress-relief figures Mr Bert® and Berta from mbw® bring humour and relaxation into play – ideal for light-hearted promotional fun. Over 80 designs – from superhero to doctor – hit (almost) every nerve. Printed with a logo or slogan, they remain in the memory and in the hand – charming, crushable, unforgettable.



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

PSI 49348 • BOOGIE
Tel +48 668117733
boogie@boogie-design.pl
www.boogie-design.com



Pure natural spa

When you think of spa products, natural materials come to mind first and foremost. Boogie has created a collection made from 100 per cent wool felt. Uncleaned, unbleached, simply pure nature. Alternatively, rPET felt made from recycled plastic bottles can also be ordered. Both materials are environmentally friendly and eco-friendly. Different thicknesses and colours provide endless possibilities for use, from bags and small accessories to spa products.

Natural relaxation

Three balls, one goal: well-being. The massage ball set from Holz Frank made from European beech is perfect for trigger points, fascia or simply a little time out. No additives, biodegradable and with a design that's easy on the hands – a promotional item that makes sustainable brand messages tangible.

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



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



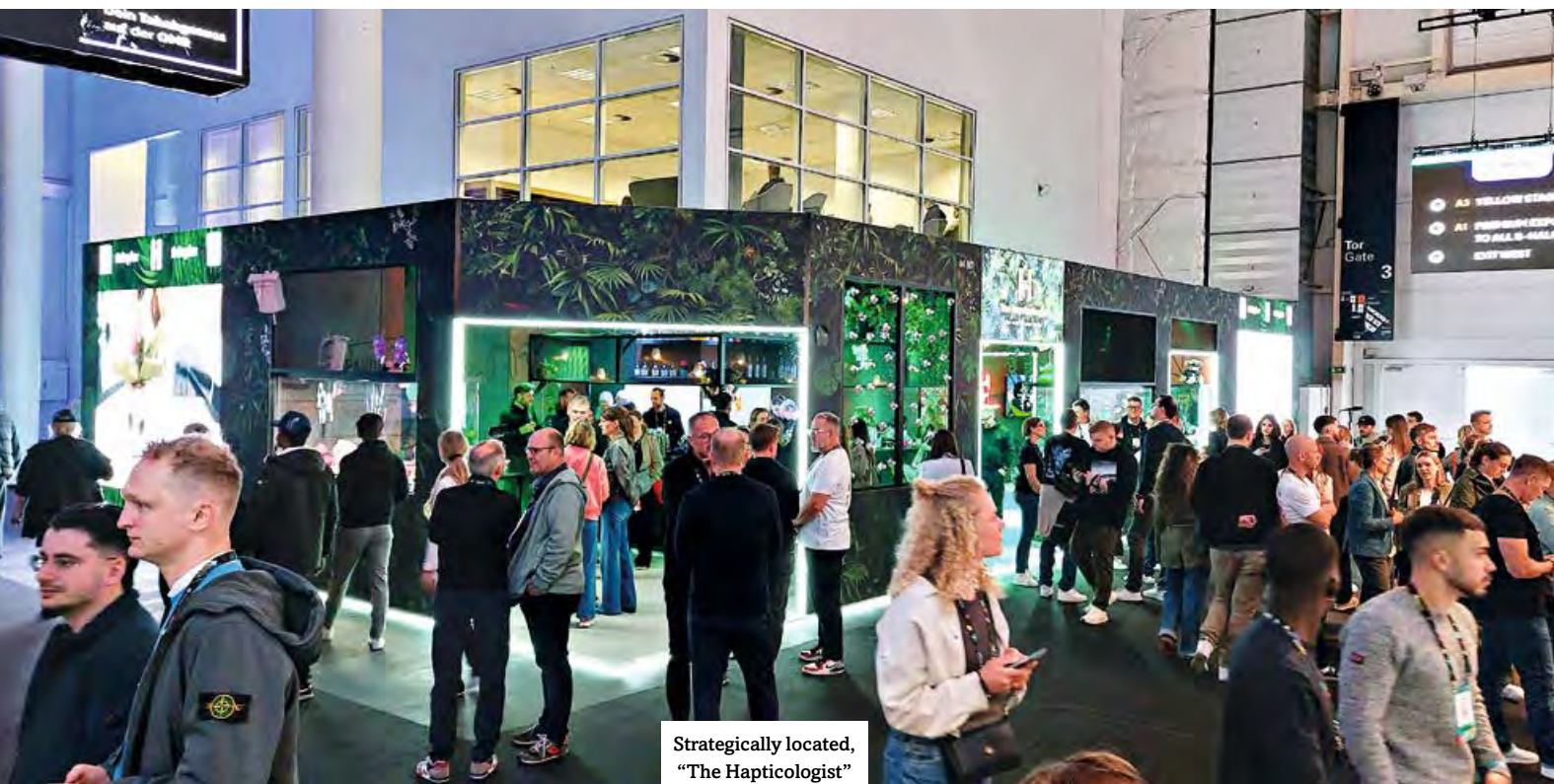
Alpine freshness for the senses

The "Wohlfühlerl" room fragrance from AlpenXund combines an elegant glass bottle, beech wood ring and flavour sticks with a fresh Swiss stone pine scent. Whether as a room or textile spray – the fragrance lasts up to ten weeks and creates feel-good moments with a brand effect. Packaged in an elegant gift box – ideal for hotels and spas.

It was a powerful haptic performance in the world of digital marketing: Under the slogan “The Center of Seven Senses,” 13 companies and partners from the industry – including the PSI network – presented for the first time as exhibitors at the OMR Festival in Hamburg at the hip bar “The Hapticologist” what promotional products can achieve as brand boosters.

OMR Festival: “The Center of Seven Senses” impresses

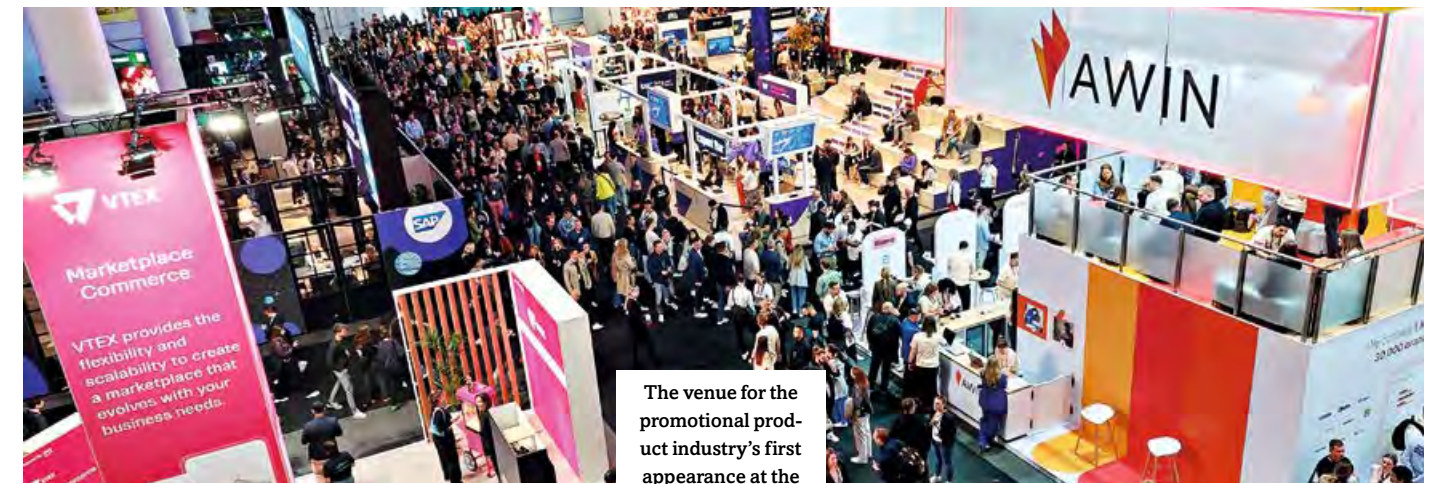
„The Hapticologist“ makes a splendid debut



Strategically located, “The Hapticologist” stand was a constant crowd puller.

Around 67,000 visitors, 1,000 exhibitors and partners, over 800 speakers. That’s the summary of the latest OMR Festival 2025, one of the largest events in the online marketing and digital industry in Europe. The focus on May 6 and 7 was primarily on artificial intelligence, marketing, politics, and sports. And as a new feature: promotional products. In Hall A4, where the stands of major

brands were located, 13 renowned representatives of the promotional products industry were also present for the first time, supported by media partners PSI and WA Media. Under the slogan “The Center of Seven Senses,” they presented the promotional products industry at the “The Hapticologist” bar, an unusual venue in this environment, to give the predominantly younger, more digitally savvy audience a literal feel for the many facets of haptic advertising.



The venue for the promotional product industry’s first appearance at the OMR Festival was Hall A4, in the immediate vicinity of major international brands.



Freshly mixed cocktails were served alongside the promotional product mix. The bartenders had their hands full for two days.



The resident DJs from “The Hapticologist” provided groovy tunes and professional beats throughout the event.



Steven Baumgaertner, co-initiator of “The Hapticologist”



“OMR 2025 was a milestone – surprisingly powerful, emotionally stirring, and strategically spot on. With a passionately thought-out concept, an extraordinary team spirit, and the clear message that haptic advertising is more effective than ever in the digital world, we have sent a powerful signal. Our concept has proven that genuine encounters, tangible brands and multi-sensory communication make all the difference in the digital world.

Two days that showed what is possible when an industry comes together. Now it’s time to build on this momentum, think ahead, and think bigger – we’re still a long way from our goal.”

Lively exchange between the advertising worlds

It was indeed an extraordinary and impressive debut that “The Hapticologist” made here. Like an island of haptic advertising in the surging sea of digital marketing, this industry bar was a real magnet for numerous marketing professionals, marketeers, and those who aspire to become one, who are otherwise more at home online. Here, it was immediately apparent that digital and tangible advertising are not opposites, but that the latter not only complements the former, but can also significantly enhance it. The lively exchange between the advertising worlds was complemented by exclusive signature cocktails at the bar and groovy beats from the two resident DJs. “The Center of Seven Senses” was designed in positive green tones. Side display cases showed various examples of products tailored to the concept of the festival and the bar – a small spectrum from the seemingly endless reservoir of a creative industry that can give the marketing mix of any brand enormous momentum.

More Sense for Stronger Brands”

This was also the essence of the accompanying exclusive masterclass “More Sense for Stronger Brands” by multi-sensory advertising expert Olaf G. Hartmann, which provided exciting and insightful insights into the future of brand communication. Supported by the latest valid results from impact research, Hartmann demonstrated how brands can not only impress, but also touch people. cyber-Wear >>



Steven Baumgaertner's guided tour entitled "Merch that works" attracted a great deal of interest.



Attractive showcases were integrated into "The Center of Seven Senses" booth, showcasing the variety of haptic merch accelerators.



Concluded the masterclass with best practice examples (from left): Olaf G. Hartmann, Sören Zinner, Steven Baumgaertner, and Ulrich Klenke.



Communicator and ambassador for multisensory advertising: Olaf G. Hartmann at his masterclass on "More Sense for Stronger Brands."



A tactile highlight in the world of digital marketing: the official and highly coveted OMR festival duck.

www.thehap.bar

Managing Director and co-initiator of "The Hapticologist" Steven Baumgaertner welcomed the audience to the sold-out masterclass and, following the presentation, moderated the discussion with special guests Ulrich Klenke (CMO Deutsche Telekom) and Sören Zinner (Head of Global Sponsoring & Merchandise), who presented best practice examples and tried-and-tested models from their companies. – On the evening of the first day of the trade fair, "The Hapticologist" bar became the center of a lively stand party that lasted into the late hours of the night, offering stimulating networking, delicious drinks, finger food, and ultimately lots of fun.

Merchandising tour with impact

Another program item that reinforced the strong haptic performance was a guided tour on the second day of the trade fair, which was held under the motto "Merch that works" and was very well received. Tour guide Steven Baumgaertner led the large group to four different stands to present the most creative, sustainable, and innovative merch products at OMR. The tour ended with drinks and exclusive goodies at "The Center of Seven Senses."

Strong performance with a desire for more

The team from "The Hapticologist" – consisting of the combined expertise of cyber-Wear, Global Brand Concepts, Halfar System, Kalfany Süße Werbung, Karl Knauer, Kolibri, Mahlwerck Porzellan, mbw, Prodir, Toppoint, and uma – delivered a strong and truly multi-sensory performance both in front of and behind the bar on both days. In addition, a limited edition VIP box containing products from the protagonists was put together and raffled off via the website www.thehap.bar. The impressive appearance of the promotional product industry thus became a haptic highlight amid the hustle and bustle of the digital marketing world, whetting the appetite for more events of this kind and for a reunion – or rather, a reunion of the senses – perhaps at the next OMR Festival.

Participating companies

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

Media partners

PSI Journal • WA Media

Boosting its presence with third Location

Kaiser Promotion AG took over simcla AG in Basel on 1 April 2025. With this strategic step, the company is boosting its position in the market and expanding its presence with a third location, in addition to the sites in St. Gallen (headquarters) and Affoltern am Albis.

Kaiser Promotion AG and simcla AG are well-established Swiss promotional product distributors that have offered innovative solutions in the area of individual consulting for haptic advertising for many years. The integration reflects a merger between two companies that share common values such as customer proximity, creativity and the highest quality standards. Together, they have more than 30 years of experience in the industry. Through the integration, Kaiser Promotion profits from simcla AG's creative expertise while simcla receives Kaiser Promotion's renowned certifications, including Ecovadis (Gold) and Swissmedic. The company says the merger makes it possible to provide customers with even more comprehensive and sustainable support. "The integration of simcla AG in our company is a significant step for us," says Peter Kaiser, CEO of Kaiser Promotion AG. "Basel is an important business location, and we are delighted that we can maintain closer customer relationships and set new creative standards."

Existing customers of simcla AG will continue to profit from its proven services and will also receive access to Kaiser Promotion AG's enhanced service portfolio. We are taking over Simcla AG's employees to ensure continuity and gain from their expertise. "With the new location in Basel, Kaiser Promotion AG will continue its growth trajectory and underscores its position as one of the leading companies in the promotional products industry in Switzerland," sums up Peter Kaiser.

www.kaiserpromo.ch



Kaiser Promotion

Sarah Beringer, owner of simcla AG and new Branch Director in Basel, and Peter Kaiser, CEO of Kaiser Promotion

EIDEX now more sustainable

EIDEX GmbH, a full-service provider of promotional products with headquarters in Baierbrunn, is ramping up its commitment to sustainability: "As an environmentally-certified company, we focus every day on the sale of sustainable promotional products to our customers from different industries. Even internally, EIDEX does not lack a real sustainable structure either. For this reason, we are modernising ourselves," says Managing Director Thomas Gottschall. The existing 800 m² PV system on the roof of EIDEX's company building already supplies more than 20 households in Baierbrunn with green energy. Now, it has equipped another 50 m² on the roof of a carport with PV modules. The new, high-quality elements come from REC, which has been "a satisfied EIDEX full-service customer for many years." Since February 2025, the new solar system on the carport at EIDEX has produced almost half of the energy for the main office in Baierbrunn, including Warehouse 1, when the sun shines during the main working hours. Additionally, the four company electric vehicles can be recharged with self-generated electricity using the newly installed wall boxes on the company's sites. "Since the solar module was used at the beginning of March, we have already produced more than 1,000 kWh of energy and have avoided 400 kg CO₂ as a result," says Thomas Gottschall delightfully. www.eidex.de



Picture: Eidex GmbH

Kolibri provides warmth

Cosy blankets, warm lights and hot tea – for many of us, winter and cold temperatures bring cosiness into our homes. But what about the people who don't have a home at all? Supporting people who spend the cold winter nights outdoors is a particular concern for Konrad and Marion Godec from the Austrian promotional products specialist Kolibri. "We have everything we need – we have a wonderful family, a warm home and our company is doing well. But what about our compatriots who live on the streets and for whom no one feels responsible?"

Therefore, they decided to donate warmth: In early February 2025, Marion and Konrad Godec handed over 200 sleeping bags suitable

for temperatures down to -20° C and 200 waterproof sleeping mats to the Vienna-based "das Stern" day care centre of the Red Cross to alleviate some of the suffering. "We could have also donated the corresponding amount of money, but that doesn't protect people from the cold! That's why it was so important for us to provide the most effective protection: sleeping bags and waterproof sleeping mats", said Kolibri managing director Konrad Godec. He adds "During this very emotional encounter with the homeless, we realised that there was a lack of many essential items, such as clothing, shoes,

dishes, towels, etc. By following our example, the some of our suppliers – Cotton Classics,

Kontur, Nestler Matho, SND, Hepla and Spranz – generously supported us with precisely these items. This will make the hard lives of these people a little easier and we will repeat this campaign next winter."

"das Stern": Das Stern is a counselling centre for homeless people on and around Praterstern, which offers daytime accommodation for homeless people. The people concerned receive counselling and support, coffee and tea, and have the

opportunity to cook, shower and do their own laundry. During this time, the team looks after the needs of homeless people and supports them with their various individual problems. Another service is medical care, which consists of medical and psychiatric consultations. They must leave the centre by 6 p.m. at the latest and find somewhere to sleep for the night.

www.kolibri.eu

Cooperation on a B2B level

The Dutch company Valenta International B.V., known for its high-quality accessories and innovative product lines, is officially transferring the sales department for its B2B channel to Premium Square Europe, an internationally operating specialist for sustainable and creative promotional products headquartered in Moordrecht/The Netherlands. A company statement says, 'Both parties are bundling their strengths in this strategic partnership to drive continued growth and professionalisation on the promotional product market.

Premium Square Europe will now be responsible for the sale, logistics and customer service of Valenta's promotional products. 'Thanks to this cooperation, customers can expect a wider assortment of products, faster delivery times and optimal customer service', explains Arthur Strijbos, CEO of Premium Square Europe.

'We were looking for a partner that is outstanding in sales and shares our vision of quality and design', says Valenta's owner, Sander Vos. 'Premium Square Europe is the ideal partner to increase our sales in the B2B channel'. The transition is already underway and Premium Square Europe will process all current and future orders. More information is available at:

www.valenta.com • www.premium-square.com



Kolibri Handelsgesellschaft



Marion and Konrad Godec (2nd from the left and right) handing over the sleeping bags and mats to the day care centre "Das Stern". Photo credits WRK/H. Kellner

New headquarters for the Tool Rebels

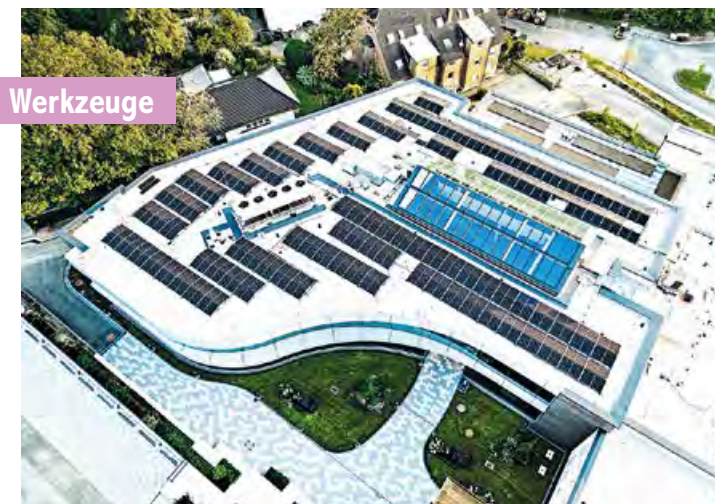
With a new building complex on its premises in Wuppertal-Cronenberg, the internationally active tool manufacturer Wera Werkzeuge GmbH has created the conditions for further growth. The architectural design of the new headquarters is as unusual as the product innovations with which the Wuppertal-based company, known in the industry as the 'Tool Rebels', continues to inspire craftsmen, retailers, industry and even the promotional products sector.

The façade was inspired by Wera's signature Kraftform screw-driver: the curved wave shape of the building's architecture is based on the design of the Kraftform handle. The unusual façade is not only a visual eye-catcher, but also presented a special construction challenge. 'Each pane element is individually curved and therefore unique,' explains Jens Friedrich, Head of Industrial Engineering & Facility Management at Wera.

Today, the glass Wera wave combines old and new parts of the building to form a modern administrative location that is geared towards the further growth of the tool manufacturer and offers sufficient space for new developments. According to the company, the Tool Rebels want to continue to live up to their name in the future by constantly questioning the tried and tested and searching for new solutions.

www.wera.de

Wera Werkzeuge



Particularly easy to see from a bird's eye view: the curved building modelled on the Kraftform handle. Photo: ISOLAR

New location – new strengths – further growth

terminic GmbH, a renowned calendar manufacturer from Bremen, has continued driving its growth by opening a new sales location in Wesel, North Rhine-Westphalia, in March. With this strategic step, the company is expanding its sales structure and responding to the increasing demand for high-quality promotional calendars.

In recent months, terminic has recruited Jenny Schroeder and Jannik Frank as new sales representatives for their Bremen production site. In addition, Thomas Marott and Christiane Graefen are providing experienced contact for terminic customers at the new location in

Wesel. Both have extensive experience in the calendar industry, having previously worked at Kalenderliebe GmbH. Site manager Thomas Marott, who has worked in the sector for many years, is delighted with the opportunities offered by the new site: "My first few months at terminic have been very positive. I'm looking forward to working with this motivated team and to wowing our customers with high-quality calendars," he commented.

With the new office in Wesel and the expansion of the sales team by a total of four people, terminic is underpinning its ambitions to expand further. In addition to expanding the sales area, the opening of the western sales office is also an important measure to strengthen the company's claim to providing personal and individualised customer service. "Our new colleagues fit perfectly into our team, both personally and professionally. By strengthening our sales team, we are continuing our promise to consistently offer our customers a personalised all-round service. I am very much looking forward to working together," says Huschke Rolla du Rosey, Managing Director of terminic GmbH, with a view to the company's future development.

www.terminic.eu



Jenny Schroeder (top left) and Jannik Frank (top right) have joined the sales team in Bremen, while Christiane Graefen (bottom left) and Thomas Marott (bottom right) will be looking after customers at the new sales location in Wesel. Photo: terminic GmbH



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

The company headquarters of KP Plattner GmbH in Innsbruck.



KP Plattner

Generation change at KP Plattner

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

The company was established in 1972 by Kaspar Plattner, who built it up with plenty of dedication and far-sightedness. After his son Markus, Philipp Plattner also ultimately joined the family-owned business. Philipp Plattner, already an experienced multi-entrepreneur at the age of thirty-two, has been working in the company for nine years and, for six years, as a member of the management, has been responsible for the company's continued strategic development. "I'm looking forward to continuing to advance the company and taking it into a modern future using innovative approaches," declares Philipp Plattner. His focus lies on digital trans-

formation, the optimisation of internal processes, and the expansion of sustainable business models. Additionally, he is planning to continue to strengthen the market position of KP Plattner GmbH by means of new partnerships and innovative products.

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

uma ALUMA wins the German Design Award 2025

What began as a thirst quencher has become an award-winning writing instrument. The uma ALUMA made by uma Schreibgeräte Ullmann GmbH is the first writing instrument in the world to be made from recycled PET bottles and aluminium beverage cans, and it has received the German Design Award 2025. At first glance, it may not be obvious that these materials were once used to transport thirst quenchers. Now, they are being used to make writing instruments. The extraction and processing of the rPET material is done in Europe; the material is made

from 100% recycled PET bottles and rAL material, which is extracted from 100% recycled aluminium beverage cans. The ClimatePartner-certified production combines cool elegance with coloured accents and offers many communication opportunities that reflect a company's corporate image by using laser engraving or a promotional imprint. By pairing the product with the story of certified production processes and a verifiable carbon footprint, uma is taking another step toward sustainable and responsible writing and advertising. More information is available at:

www.uma-pen.com/aluma



The award-winning and sustainable uma ALUMA

Sustainable. Recycled². Innovative.

Delighted about the new award (from L to R): Uma's Managing Directors Jochen, Peter and Alexander Ullmann with the certificate.

JUNG Verpackungen, the specialist for high-quality imprinted tissue and wrapping paper, is expanding its production capacities with a new digital printing line. It adds to the company's flexo and screen printing technology and opens up new creative opportunities for brand and commercial packaging.

New opportunities on silk and gift-wrapping paper

Tailor-made brand experiences

Digital printing on lightweight tissue paper has been considered technically impossible for a long time – until now. JUNG Verpackungen has managed to overcome this hurdle. "The precision and brilliant colours that we can achieve with this delicate material has surprised even us," says Managing Director Claus Jung. This breakthrough was made possible by the specially configured machines and precisely calibrated material feed. It was developed in-house to meet the high demands of luxury packaging.

Small print runs are now possible

The biggest advantage of digital printing is its flexibility: Small print runs can be realised without printing plates and with low minimum quantities. For brands, that means: Customised and seasonal packaging solutions are less expensive and can be realised significantly faster, which makes them ideal for e-commerce campaigns or limited editions in retail stores.

Tissue paper as a brand ambassador

Claus Jung explains, "Digital printing is a real game changer, especially in terms of high-quality online packaging". Brands that want to upgrade their unboxing experience can now design custom tissue paper that reflects the latest campaigns, collections or target groups. The actual paper becomes a brand ambassador and reinforces the emotional impact when unpacked. Additionally, the technology facilitates agile production of seasonal collections such as Valentine's Day, Easter or Christmas without any upfront costs for printing plates. With this technology, special editions can also be made on short notice and on a small budget. Often, just a few days are needed to go from the design stage to realising the finished product.

New visual and haptic standards

This new speed and design freedom make it possible to differentiate between luxury brands and premium dealers even more clearly and bring their brand identity to life in a completely new way. Combining three printing technologies under one roof is particularly innovative: Flexo-printing for flatness, screen printing for upgrading and digital printing for personalisation. This one-of-a-kind equipment enables the creation of design solutions that set new visual and haptic standards. Brands interested in the product are invited to have a look for themselves: Original printing samples can be requested as of now.

More information is available on the company's website.

tinyurl.com/bdffsr7w
tinyurl.com/ywvvp8tu



Brands looking to enhance their unboxing experience can now design customised tissue paper that reflects current campaigns, collections or target groups.

www.jung-design.de

New company name at Bühring

Two years ago, Gabriele Bühring, specialising in customised products, celebrated their 75th anniversary. Now the company, based in Trittau near Hamburg, is announcing another significant event: Gabriele Bühring is now operating under the name “Bühring Sonderanfertigungen GmbH”. “This change of name reflects the continuous adaptation to a dynamic market environment and the endeavour to create even more professional structures in order to do justice to the company’s growth,” says Gabriele Bühring, who is the second generation of the family now managing the company.

Since its foundation in 1948 by Adolf Bühring as an exclusive leather goods distributor in Hamburg, the company has developed steadily. Today, Bühring Sonderanfertigungen GmbH is a renowned supplier of sustainable promotional items and customised sales promotion products. Their portfolio includes customised items made from materials such as leather, felt, cork, fine cardboard and plastic. The use of innovative and environmentally friendly materials such as plant-based imitation leather, recycled PET felt and cork is particularly noteworthy. A particular highlight is the “rescued leather”, in which offcuts from the automotive and upholstery industry are processed and turned into small leather goods “Made in Germany”.

The decision to change the company’s name to Bühring Sonderanfertigungen GmbH underlines their commitment to adapting to market requirements and further optimising internal processes. The new company form sets the course for future growth and creates the basis for even more efficient processes.

Gabriele Bühring emphasises, “We look back on over 75 years of successful company history with pride and gratitude. The change of name is a logical step towards strengthening our position in the market and continuing to offer our customers innovative and high-quality products in the future.”

According to a statement from the company headquarters in Trittau, Bühring Sonderanfertigungen GmbH will continue to operate with their established team and familiar quality standards. Apart from the name, nothing will change for customers and suppliers. All existing contracts and agreements will remain valid. “We would like to thank all our partners for the trust they have placed in us and look forward to continuing our successful collaboration under the new name,” says Gabriele Bühring. More information about the company can be found at: www.buehring-shop.com



Markus Pawelke

New colleague in sales

The Kaldenbach Group from Hersbruck welcomes Markus Pawelke as a new team member. Since 1 April 2025, he has been strengthening sales for the promotional products segment in Germany, Austria and Switzerland, both by telephone and in person on site.

Markus Pawelke brings over 20 years of experience in the promotional products industry, many of them with a renowned German manufacturer. “With his extensive expertise, he will support us in providing our customers with even more targeted advice and developing customised solutions. Markus’ addition to the team sends a clear signal in favour of customer proximity, quality and further growth,” says Managing Director Marco Kaldenbach.

With its camarc® and FamousFood® brands, the Kaldenbach Group stands for innovative, ecologically sustainable promotional products – spanning from high-quality design products to confectionery and snacks from fair trade production in Hersbruck near Nuremberg. Its range of products is complemented by the runnin’display® division, which specialises in modern, mobile video walls and counters with its own patented transport technology.

www.kaldenbach.com

Goldstar strengthens its commitment to sustainability

Goldstar, an international supplier of promotional products headquartered in Dublin, Ireland, has announced that the company is continuing to advance its sustainability efforts with key milestones in environmental responsibility. The company has released a new Environmental, Social, and Governance (ESG) report, outlining its progress and ambitious future goals.

Goldstar has achieved the Forest Stewardship Council® (FSC) certification for paper and bamboo products, ensuring that they are sourced from responsibly managed forests. The ESG report also provides a detailed overview of Goldstar’s initiatives in meaningful product development, ethical sourcing, and its commitment to building positive relationships with its global partners. The company is actively pursuing ambitious environmental targets, such as achieving Net Zero carbon emissions by 2040.

“Sustainability is at the core of everything we do,” said Heather Smartt, Global Head of Goldstar. “From our ESG report to our FSC product certification, every step we take reflects our commitment to making a meaningful impact and shaping a better and more sustainable future, not just for us, but for our partners too.”

As part of this commitment, Goldstar continues to expand its sustainability initiatives in key areas:

- Made Better™ Initiative – Increased availability of recycled and responsibly sourced products.
- Transparency – Improved supply chain transparency with Aware™ tracers and digital product passports.
- Ethical sourcing – Increased supplier audits and ethical labour practices.
- Product safety – Ensuring compliance with stringent global safety standards.

“By making real progress in these areas, we’re helping distributors offer smarter, more responsible solutions that meet the growing demand for sustainability”, Smartt added.

www.simplygoldstar.com



Goldstar



Cutlery set RE98-Cutla wins Red Dot Award 2025

The cutlery set RE98-Cutla of the multi-specialist REFLECTS® from Cologne was awarded the Red Dot Award 2025 for its outstanding product design. The in-house design of REFLECTS® won over the international jury with its high-quality design and originality.

RE98-Cutla is a portable cutlery set made from recycled stainless steel and packaged in a box made from recycled plastic. It combines a handy design with high quality. Compact and stowed in a box that securely locks, the set is a high-quality reusable solution for cutlery when you are out and about. RE98-Cutla is made from long-lasting, durable materials and is the ideal alternative to single-use cutlery. All cutlery parts are stored in a colourful storage box with a transparent lid that can be safely sealed. The box comes in black, white, red and dark blue. It can also be used as a knife rest to protect the head of the cutlery from contact with surfaces.

The cutlery tucked away inside is hygienically and safely stacked over each other. A slight curvature in the handles makes it possible to lay the cutlery on top of each other to save space in the container. The size of the cutlery is designed to be suitable for a main course and for small snacks. Advertising can be placed on the box using pad or UV printing, or the cutlery can feature laser engraving. The product is delivered in attractive gift packaging.

www.reflects.com



Picture: Reflects GmbH

Toys are to become safer throughout Europe. The EU member states, the European Parliament and the EU Commission have agreed on a new regulation to this end. The Toy Safety Regulation replaces the existing EU Directive from 2009 and ensures uniform application in all EU Member States.

EU Toy Safety Regulation

Toys to become safer



The new Toy Safety Regulation bans harmful chemicals in toys and strengthens the enforcement of market surveillance. It also holds online distributors more accountable.



The new toy safety regulation is intended to better protect children and their health from potential risks, particularly from harmful chemicals in toys. The rules for the online trade in toys have also been clearly defined.

Protection against precarious chemicals

A key point of the new regulation concerns protection against precarious chemicals. Among other things, the so-called "eternal chemicals" PFAS will be banned from toys in the future. Other substances and groups of substances that are hazardous to health will also no longer be permitted in toys. In addition to substances that are classified as carcinogenic, mutagenic or reprotoxic, substances that are endocrine disruptors, skin and respiratory sensitizers or associated with targeted organ toxicity will also be banned in toys. Traces of the banned harmful chemicals must not exceed a safe and technically unavoidable level. The use and labelling of allergenic fragrances will be more strictly regulated.

Obligations for online distributors

The new Toy Safety Regulation strengthens the enforcement of market surveillance. The central tool for this is

the Digital Product Passport (DPP), which importers will also have to submit in the future. Every manufacturer and importer can be identified with the DPP. It will additionally contain information that verifies compliance with basic safety requirements. This will provide market surveillance and customs authorities with direct information that will help them to keep unsafe toys from third countries off the European market. Special attention was also paid to the growing online trade. The regulations for online marketplaces are further specified to ensure that only safe toys are offered for sale online. The DPP, CE labelling and warnings should also be easily accessible to consumers in online retail in order to enable informed purchasing decisions. To this end, marketplaces must design their platforms in such a way that sellers can visibly display safety information and a link to the digital product passport before finalising the purchase.

Transition period ends in 2029

The German Federal Ministry of Economic Affairs and Climate Action (BMWK) negotiated the Toy Safety Regulation at EU level on behalf of the Federal Government. The Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) was closely involved in this process. Germany was particularly in favour of anchoring the precautionary principle in the new regulation. The precautionary principle means that risks that may arise from toys for children must be taken into account at an early stage and with foresight. The agreement still has to be formally approved by the European Parliament and the Member States in the Council. The new rules will enter into force following their publication in the EU Official Journal. There will then be a transitional period of four and a half years to allow the industry to effectively implement the new requirements. The regulations are therefore likely to take effect from 2029 at the earliest.

www.bmwk.de



For this, and any other questions...
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FYVAR

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for the Iberian market**

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



Even before the corona lockdown, we knew how important safety and hygiene are at work and during our leisure time. Our industry offers a fine and effective selection of clever products in this area.



PSI 46551
Sanders Imagetools GmbH & Co. KG
Tel +49 9401 607980
welcome@imagetools.com
www.imagetools.com

Insect protection for young and old

The sensitive insect repellent spray from Sanders Imagetools protects against mosquitoes for up to six hours and ticks for five hours. The mild, allergy-friendly formula is suitable for children from the age of two. Two practical spray variants and environmentally friendly packaging with customised printing make the product the ideal promotional item for outdoor, travel and leisure.

Safety on the ground

Safety already starts on the ground: The non-slip floor stickers from marcolor not only provide orientation, but also actively protect against accidents. Whether distance warnings or signposts, the films with anti-slip laminate can be custom-printed and are available in slip resistance classes from R9 to R13. They are robust, durable and custom-made for greater safety with a strong message.



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



NEU

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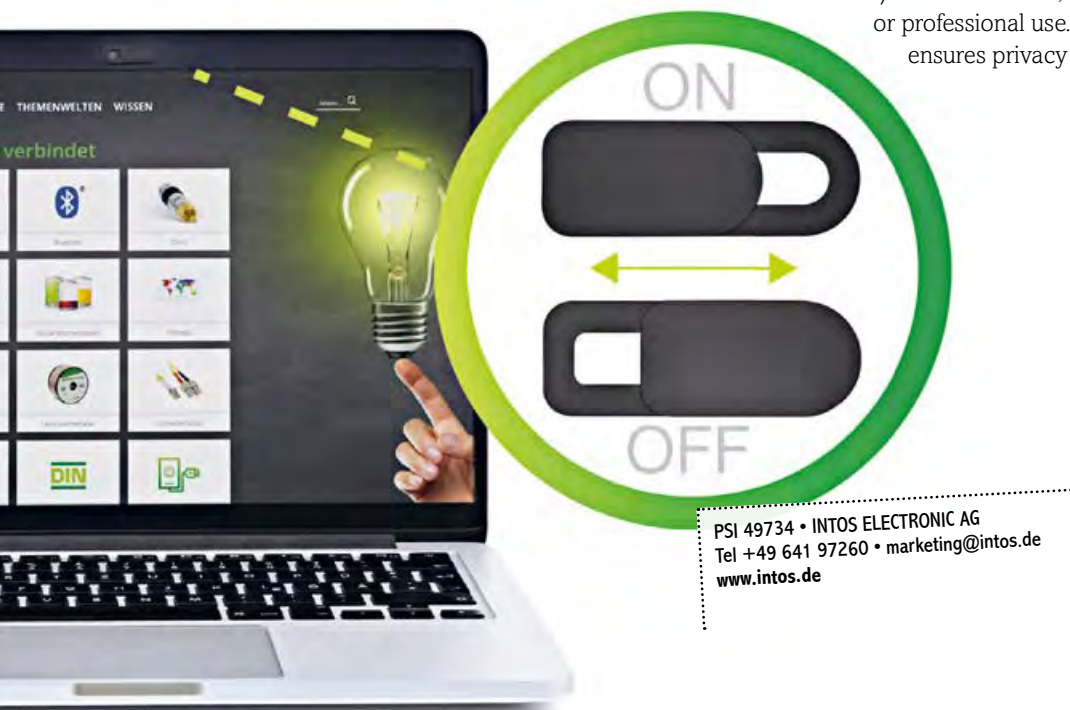


Well-reflected functionality

The HACCP-compliant BP® polo shirt from ZEGO is safe, stylish and hygienic, especially for use in the food processing, care and catering sectors. It combines comfort, safety and customisation options spanning from logos to CI-compliant designs. It is available in eight colours and stands out with its well-reflected functionality.

Privacy at the touch of a button

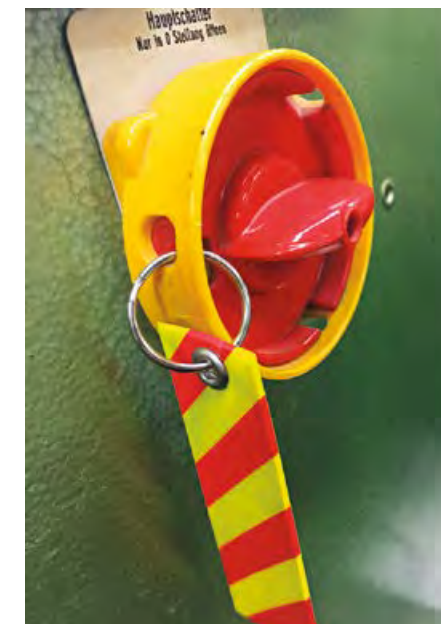
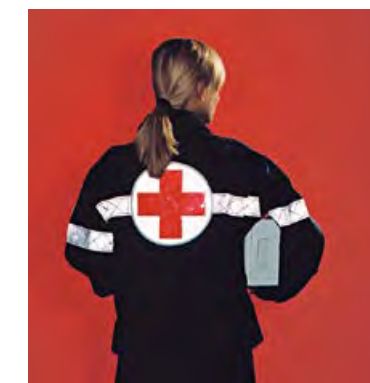
The INLINE® webcam slider from INTOS protects your privacy with a simple, effective cover. Self-adhesive, ultra-flat (less than 1 mm) and in a set of 2, it is ideal for notebooks during private or professional use. Practical, discreet and reliable, it ensures privacy at the touch of a button.



PSI 49734 • INTOS ELECTRONIC AG
Tel +49 641 97260 • marketing@intos.de
www.intos.de



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



Visibility saves lives

Whether at a construction site, workshop or on the road, reflective products from reflAktive ensure safety and visibility. The “Made in Germany” solutions offer a wide range of applications spanning from protecting critical components to customised back signs for emergency services. In addition to standard items, customised products are also available that offer both protection and optimum advertising space.

Hygiene to go

The hand cleansing gel from Römer Wellness is ideal for on the go, when travelling or at work. Consisting of 70% alcohol, it effectively removes germs, while the aloe vera moisturises. The fragrance-free formula ensures a clean feeling without water. It is available in quantities of 100 or more with a customised 4c label – also via express service. Practical, safe and customisable, it is the perfect giveaway with added value.

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

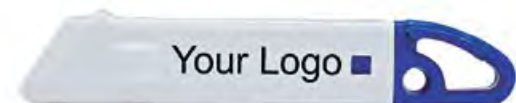




PSI 46897 • Dosenspezialist GmbH
Tel +49 3621 7338017
sara.ludwig@doseplus.de
www.doseplus.de

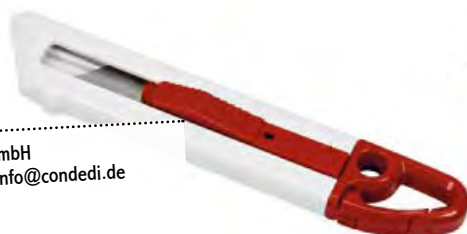
Aroma protection with style

The high-quality tinplate coffee tin from Dosenspezialist impresses with its functionality and design. It is airtight, protected from light and hygienic, ensuring that coffee stays fresh for a long time. Customisable with printing, engraving or embossing and fully recyclable, it combines ecologically sustainable pleasure with a strong brand presence.



Small, sharp and safe

The "Shorty" safety knife from Condedi impresses with its automatic blade retraction and key ring. It is always with you and always safe. The "Safe Cut" model also impresses with its clip and ergonomic handle and is ideal for storage or when travelling. Both knives are compact, lightweight and customisable, thus making them strong advertising media for safe use.



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



Quickly located with a tracker

The InLine® KeyFinder from INTOS combines modern design, smart localisation and powerful light output in one. Whether it's connected to a bunch of keys, tools or a bicycle, the small tracker can be easily located via Apple "Where is?". With up to 300 lumen LED light, a flashing mode and IP65 protection, it is also suitable for outdoor use and emergencies. The 300 mAh battery lasts up to 6 hours and can be recharged in just 1.5 hours via USB-C. It is a compact, lightweight and robust everyday helper with advertising impact.



PSI 49734 • INTOS ELECTRONIC AG
Tel +49 641 97260 • marketing@intos.de
www.intos.de



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



Protective set

tobra offers smart security to go with RFID blocker cards, webcam covers and USB data blockers. The result is a compact set of digital protection solutions. It comes in paper, wood or plastic versions and is customisable and space-saving. Whether as a sustainable advertising medium or a gadget for employees, security has never been so cleverly packaged.

Hygienically cool and clever

The stainless-steel ice packs from Cookie Cutter set new standards. Elegant design, high reusability and hygienic properties make them a stylish companion for warm days. The engravable surface of this durable and sustainable high-quality product is ideal for effective brand messages.



PSI 49747 • Cookie Cutter
Tel +49 77216809150
info@cookiecutter.de
www.cookiecutter.de



PSI 45720 • Dreampen Producer
of ballpens and tourniquets
Tel +48 68 4772232
sales7@dreampen.com
www.bestcover.eu

Reliable protection with style

BestCover from Dreampen combines safety and brand presence in a high-quality product line. Whether tourniquets with skin-friendly, latex-free material, face shields or masks, the products offer reliable protection and can be customised with logos on the strap or buckle. The tourniquets particularly impress with their one-handed operation, quick-release fastener and high wearing comfort. Whether used by medical facilities, in the care sector or for promotional purposes, they are functional and visible with a strong branding effect.

A radiant all-rounder

The ECO KNICKLICHT MICRO from TROIKA is small, clever and powerful. The multifunctional pocket-sized LED flashlight offers five light modes, including a red safety light, making it the ideal companion for the workshop, camping or a twilight stroll. The bendable light head (90°), a strong magnetic base and an 800 mAh rechargeable battery with a USB-C charging function make the product convenient and ecologically sustainable. The included headband transforms the light into a headlamp as well. With its aluminium case and 500 lumen light output, it is a real all-rounder for long-distance light.

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



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

Colourful and visible

The NATPRIDE "Pride" high visibility waistcoat from ZEGO combines safety with a statement. The reflective rainbow waistcoat stands for diversity and cohesion. It is ideal for events, parades or company campaigns. It is certified, customisable and easy to put on thanks to Velcro fasteners. For brands that stand out and take a stance.

Blooming advertising effect

The Schmoozies® Evergreenies® from mbw® bring fresh greenery to desks and displays. With six characters, soft microfibre and a customisable flag, they are practical display cleaners with charm. Ideal for trade shows, customers or employees, they make a floral statement for your brand.



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





PSI 49734 • INTOS ELECTRONIC AG
Tel +49 641 97260 • marketing@intos.de
www.intos.de

No need to search any longer

The INLINE® Wallet Finder from INTOS is a smart tracker in credit card format that is compatible with Apple "Where is?". With up to 10 months standby time, a Qi charging function, splash protection and Bluetooth 5.3 technology, it efficiently protects valuables. Whether in a company car, briefcase or wallet, it provides security to go.



PSI 60392 • Result Clothing Ltd.
Tel +44 1206 790673
kblackstock@resultclothing.com
www.resultclothing.com
www.resultrecycled.com

Recycled safety

The R506X softshell jacket from Result combines function, environmental awareness and advertising impact. Made from 20 recycled PET bottles, it offers certified visibility (EN ISO 20471:2013 Class 2), wind and weather protection as well as many customisation options. Its packaging makes a strong statement for sustainable safety.

Better breathing, healthier living

The WS 9422 room climate station from technoline reliably measures the temperature, humidity and dew point. Thanks to its LED display, it also warns you silently of mould risks. With storable maximum and minimum values and a 12-hour history, it brings preventive indoor air monitoring into the home or office. The stylish appearance with a large LCD display also makes it an attractive advertising medium that is customisable for health-conscious branding.



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

A ray of light for the workbench

The LB01 illuminated goggles from INDEXA bring brightness directly into the field of vision and are therefore ideal for electrical work, workshops or detailed tasks. Two side-mounted LED lights provide precise illumination at eye level, leaving your hands free. The goggles can be easily worn over a visual aid and are battery-operated. Optionally available with a customised print, they are a practical advertising medium for industries with a technical focus. Functionality, comfort and brand presence are in view and at hand.



PSI 44531 • INDEXA GmbH
Tel +49 7136 98100 • info@indexa.de
www.indexa.de

Sustainable and smart

Todomodo's tissue packs are completely plastic-free and globally unique with 100% paper packaging. Ideal as an environmentally conscious promotional gift with a strong brand presence, they can be personalised for events, retail or promotional campaigns. Distributed by Tonki, they offer an original alternative to classic giveaways and are practical, creative and completely recyclable.

PSI 60579 • Tonki Srl.
Tel +39 0 3280533212 • hello@tonki.it
www.tonki.com





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

Naturally professional

Available in 10 variations, the clipboards from Holz Frank are handmade in Germany from FSC-certified wood. With a lacquered surface for hygienically demanding areas of use such as the catering or care sector, they not only are highly functional, but also provide stylish advertising space. They are customisable by printing or engraving. A durable, ecologically sustainable helper that strengthens brands with character.

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



Advertising impact on your tongue

The CreaChew 6 Eco chewing gum from ANDA Present is an ideal pocket-sized giveaway and provides fresh breath for the advertising brand. As part of the BE CREATIVE collection, it offers fully printable packaging and high recognition value. Its practical, individual and tasty advertising impact melts in your mouth.

Keys find their way home

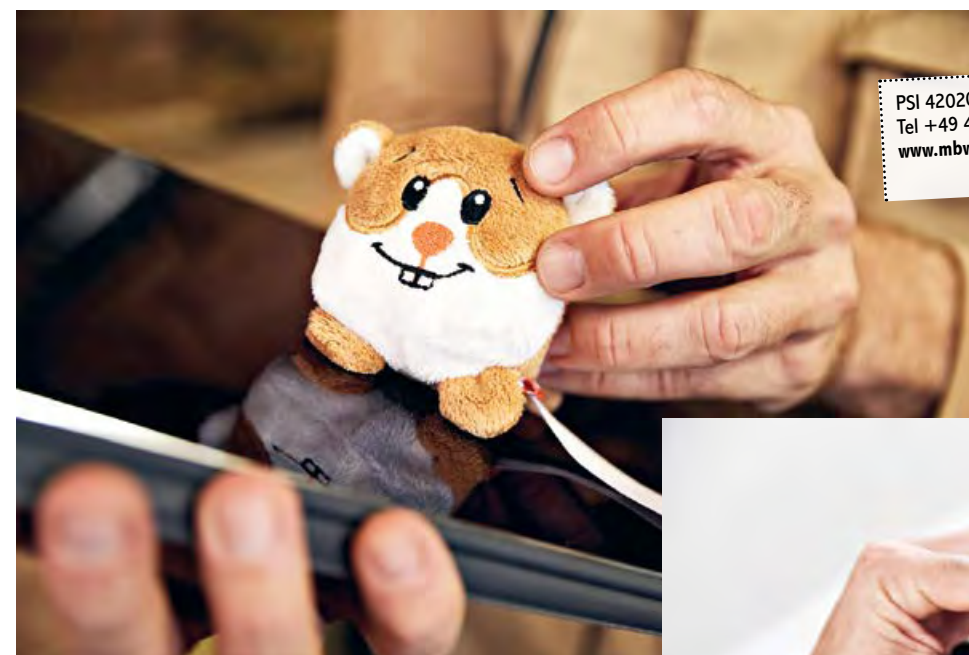
Lost keys are no longer a problem. The CODE24 key fob from TROIKA combines elegant design with a digital call-back function. An integrated QR code and lost-and-found service ensure that lost keys can be found safely. With its aeroplane and suitcase charm, it is a stylish travel companion made of matt cast metal and including a two-year free lost and found service. Security meets style – for travelling and everywhere else.



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

Charming display cleaners

Cute, useful and effective, the Schmoozies® display cleaners from mbw® ensure a clear view. They impress with their microfibre underside and charming design. Perfect for smartphones and screens, they come with a customisable advertising banner. As a giveaway or employee gift, they remain present in everyday life so that your brand will be fondly remembered.



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



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

A clear commitment to the environment

“We live sustainability”



The Kolibri management team (from the left): Karin Jagersberger (managing director), Verena Konrad (member of the management board), Heiko Ziegler (owner and managing director).

Kolibri GmbH, based in Kernen near Stuttgart, has been an integral part of the promotional products industry since 1996. Founded by Heiko Ziegler, the company has made a name for itself thanks to its innovative power, customer-orientation and sustainable business practices. “From the very beginning, our aim was not only to sell high-quality promotional product concepts, but also to take responsibility for the environment”, explains Heiko Ziegler, who has run the company together with Karin Jagersberger since she came on board in 2001.

Ecological sustainability as a company philosophy

Sustainability is not just a trend for Kolibri GmbH, but a fundamental philosophy that is reflected in all areas of the company. An important milestone on this path is its current certification according to ISO 14001, the internationally recognised standard for environmental management systems. This confirms that Kolibri has implemented a comprehensive environmental management system that goes far beyond the legal requirements. This makes Kolibri one of the few companies in the industry in Germany that bear this certification. Its aim is to work in a resource-conserving, sustainable and environmentally conscious manner – at every stage of the value chain. “Our customers are paying increasing attention to where they buy from and which of their suppliers operate sustainably. We see ourselves as pioneers in the industry here. It was a logical and important step for us to obtain this certification in order to make our philosophy visible to the outside world”, says Managing Director Karin Jagersberger, true to the motto of owner Heiko Ziegler, who emphasises sustainable management as an essential part of the corporate strategy: “We are only guests on this planet Earth.”

Maximum customer support

Visitors to the Kolibri showroom, which is filled with imaginative ideas for sustainable marketing campaigns, immediately can see that creativity and sustainability go hand in hand. This is where the promotional product distributor showcases all its skills – from innovative promotional product collections to customised special productions. The space is also the venue for exclusive events such as the Kolibri Academy, which offers knowledge transfer and di-



Completed in 2016, the KOLIBRI company building is not only an architectural highlight, but also state-of-the-art in terms of environmental technology. The company building is equipped with highly modern photovoltaics.



Karin Jagersberger and Heiko Ziegler are proud to have received official certification in accordance with ISO 14001, the globally recognised standard for environmental management systems.

logue for customers. “In addition to this, we send our customers a ‘box of ideas’ two to three times a year, sorted by theme. This is not about the individual product, but about making themed storytelling literally tangible”, says Karin Jagersberger.

Environmentally friendly energy supply

The company building, which was completed in 2016, is not only an architectural highlight, but also state-of-the-art in terms of environmental technology. The building is equipped with highly modern photovoltaics plus two battery storage units, which cover around 90 per cent of the electricity requirements. It is lighted all around by economical LED lamps. The company calculates the CO₂ emissions at the Kernen site every year and has retroactively offset all emissions since the company was founded. “For us, sustainability doesn’t just mean working in a way that conserves resources now, but also taking responsibility for our past,” explains Heiko Ziegler. The company is also focussing on minimising waste, for example by using compostable bags instead of the usual disposable polybags. Used cardboard is turned into filling material, delivery note bags and adhesive tape are made of paper, waste is consistently separated and the company’s own composter ensures sustainable waste utilisation. By doing so, Kolibri is also pursuing the ambitious goal of dras-



A view of the Kolibri showroom, filled with creative ideas for ecologically sustainable marketing campaigns. This is where the promotional product distributor shows off all its skills.



KOLIBRI’s fleet now comprises five electric cars and two hybrid cars, and more are on their way. The entire e-fleet can be charged directly at the two in-house charging stations.

tically reducing the use of plastic in packaging. Instead, the company is increasingly relying on recyclable and biodegradable materials. This applies to both the dispatch of the products and the design of the promotional products themselves.

Commitment to climate protection projects

Climate protection activities are another important element of the sustainability strategy. Kolibri is particularly dedicated to the “Climate Protection Project + Tree Planting”, which implements effective measures to protect the environment both internationally and in Germany. The projects are certified according to the highest international standards and help to combat poverty and improve living conditions in newly industrialising and developing countries.

“Creative energy”

It is not only the climate on earth that is important to the promotional products specialists, but also the people in the company itself. Kolibri attaches great importance to a feel-good working atmosphere with flat hierarchies and

extremely friendly interactions. The office space is pleasantly open and quiet, with employees working in groups. There is a fitness room in the basement. A general meeting is held once a month to exchange new ideas and provide each other with inspiration. “Creative energy flows here”, as Karin Jagersberger puts it. The company’s own product design generates haptic merchandising concepts for customers. And Kolibri is also a training company. Five trainees are currently completing their apprenticeships.

Protecting biodiversity – the “Koli-Bees”

Since 2019, the company has been actively committed to preserving biodiversity. With the ‘Koli-Bees’ initiative, Kolibri sponsors a bee colony and 100 square metres of natural bee pasture every year. “We not only want to offer sustainable products, but also actively contribute to the preservation of our ecosystem”, says Karin Jagersberger. The natural meadow provides a habitat for numerous animal species, insects and plants and is an important symbol of environmental protection and nature conservation in practice.

Sustainable mobility

Kolibri GmbH is also setting a good example in the area of mobility. The company’s own fleet now includes five electric cars and two hybrid vehicles, which can be charged at one of the company’s own four charging stations. The company is also taking part in the Bike & Work project. “It’s important for us to not just talk about sustainability, but also actively live it out down to the last detail”, explains Heiko Ziegler.

Future-oriented responsibility

With these and many other measures, Kolibri GmbH is setting standards in the promotional products industry. The combination of innovative, emotionally appealing prod-

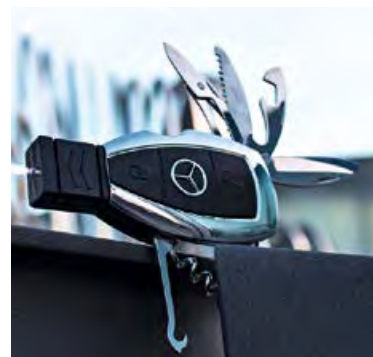
ucts “that people can identify with” (Heiko Ziegler), production expertise, customer-oriented service and sustainable business practices makes the company a role model for creative promotional product marketing that is rooted in environmental responsibility. “We are proud to make our contribution to environmental protection and offer our customers sustainable solutions”, summarises Karin Jagersberger. “Sustainability is not a short-term trend for us, but a commitment to future generations.” <



Customised mini racing suit with matching shoes for the AMG baby collection.



Special production of original snow globes for STIHL.



A multitool specially designed for Daimler AG with the look of a car key, which is sold in the Mercedes-Benz Merchandise Shop.



An eye-catcher even at dusk: the Kolibri company headquarters.

www.kolibri.net

In a world that is quickly becoming increasingly digital, non-digital products are regaining importance – especially if they tell stories, evoke emotions and are “tangible” in the truest sense of the word. Playing cards are one of them.

How classic cards become creative advertising media

Rethinking playing cards



The Bio-Excellence Cards are currently in particularly high demand



Karsten Wohlfeil, Account Manager for Germany at Schneiders.

right cardboard, the feel, the brilliance of the colours in offset printing and

the right packaging – from the high-quality folding box to the elegant slip lid box to the transparent plastic box, which we also offer on request.” Schneiders works exclusively with resellers and offers ideal solutions for customised campaigns and special promotions, even for small print runs.

In particular demand: Bio-Excellence Cards

The Bio-Excellence Cards are currently in particularly high demand: a 350 g/m² playing card board without a black intermediate layer. It is stable and fully recyclable – ideal for customers who value ecological sustainability. “Of course, we also offer the classic version with a black core for maximum opacity and durability,” says Wohlfeil. He then adds what makes the playing cards specialist so exceptional: “We think along with our customers. They have the ideas and we turn them into functioning games, optimised for printing, die-cutting and game mechanics. This results in cards that are not only played, but also remain a unique advertising medium in the long term.”

Contact: Tel +31 70 3080 225 • info@schneiders.nl

www.schneiders.nl

Koziol has been producing beautiful and functional products for almost 100 years. It offers a wide range of products from tableware and creative designs for the kitchen to useful items for the bathroom and for travelling. Today, the company's assortment includes over 300 different items.

Plastic production with a clear conscience

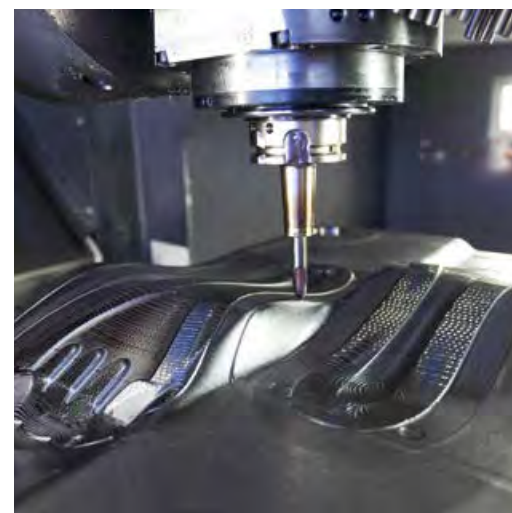
Seamless vertical range of manufacture



Daniel Koziol (from left), Uwe Thielsch, Petra Lassahn and Stefan Koziol in the bright early summer weather before the tour of the "factory of happiness".

When "PSI on Tour" is on its way to Koziol and the weather cooperates, it feels like a holiday trip. Travelling between the Rhine, Main and Neckar rivers, you pass through charming low mountain ranges and picturesque villages. You are overcome by a feeling of happiness and it is therefore no wonder that you wind up at a "happiness factory". "Nomen est omen" or "The name says it all". Sales Director Uwe Thielsch emphasises that "that's just the way we are". And indeed, during the conversation with Stefan Koziol, the second-generation owner, Daniel Koziol, the designated successor, and Uwe Thielsch, there is a lot of joking and laughter. "We enjoy working on beautiful products that make other people hap-

Uwe Thielsch is completely in his element. He guides Petra Lassahn and Simon Dietzen (PSI Journal) through every step of the seamless vertical integration process.



Koziol produces the moulds for its products itself in its in-house toolmaking department. Here is a view of a CNC milling machine.



The handling device (robot technology) removes the finished moulded part from the machine and places it on a conveyor belt to cool down.



The injection moulds must be cleaned and maintained regularly. The moulds are dismantled into their individual parts for cleaning and repair.

py." It's as simple as that – and yet not quite so simple, because behind all the beauty is plenty of work by 150 employees in Erbach and 200 designers from all over the world who provide the ideas. Koziol manufactures its products with complete vertical integration. From the idea to the design, prototypes, toolmaking and injection moulding to distribution in 50 countries, everything is made by Koziol. And Stefan Koziol explains why: "Every plastic part is only as good as the mould from which it is made."

From ivory to plastic

This has been the case from the very beginning of this traditional company. It all began in 1927 with Bernhard Koziol. When ivory was en vogue, he founded an ivory carving company and quickly moved with the times as the "gold from Africa" was increasingly replaced by plastic. Already in 1935, he invested in a plastic injection moulding machine. This opened the door to the production of snow globes. Koziol's first and highly successful product for many years. Under the management of Stefan Koziol, it was the "TIM" dishwashing brush that brought the Koziol name to the world. "TIM" was an iconic design product in an area that until then had nothing to do with design at all. Today, Daniel Koziol is once again responsible

for such a ground-breaking utensil, the "Superglas". Made from high-tech plastic, it is not only 100 per cent recyclable and dishwasher-safe, but also insulates four times better than conventional glass. Every generation of the family has had and continues to have a product that once again demonstrates how innovative, design-oriented and high-quality products from Erbach find their way around the world.

In-house toolmaking

A tour of the production facilities shows why this is the case. In the in-house toolmaking department, there are plenty of steel moulds whose complicated inner workings are invisible. The moulds are eroded, milled, ground, turned and polished here. The modern specialised machinery and qualified personnel reflect a high level of financial investment. As the saying goes, "A plastic part is only as good as the tools used to make it."

A passion for plastics

When it comes to plastics, Stefan Koziol is at his best. For him, plastic is the product of the modern age. Almost all the things in life that we use today would not be possible without plastic. "Koziol's core range of products is now made entirely from bio-circular organic material," says Stefan Koziol, not without pride. But he also has another issue: Germany and its bureaucracy. The cheerful, visionary entrepreneur turns into a critical contemporary who sees Germany as a highly jeopardised location for the manufacturing industry. "Although we are doing everything imaginable when it comes to ecological sustainability – especially because we feel very committed to our beautiful location, the people and the landscape – we constantly have to defend ourselves with lawyers and time-consuming product descriptions because of the smallest details. That costs time, energy, money and motivation, but thankfully it has not yet completely done us in."

Koziol will soon be 100

Koziol supplies 35 per cent of its product range to the promotional products industry. However, business is currently "a bit tough", says Uwe Thielsch. There have never been so many enquiries, but unfortunately this does not apply to orders. "Logically," Thielsch also realises, "if the entire economic environment is stagnating, we can't post great figures." However, Stefan and Daniel Koziol as well as Uwe Thielsch are confident about the future, because "we create good designs with a clear conscience" and committed employees. Our customers know that. "We are approaching our 100th anniversary with joy, lots of ideas and full of expectation," says Stefan Koziol as he bids farewell on the PSI Tour.



Big Bear Treats Come in a Flowpack

Individually wrapped but full of flavour: The big bear treats from MAGNA sweets combine colourful optics with **20% fruit juice** – for a really fruity snacking treat. Wrapped in a flowpack that can be individually imprinted, the sweet present is perfect for attention-grabbing advertising messages. Whether used as a giveaway or brand ambassador at trade shows, these gummy bears combine delightful treats with a pocket-sized, powerful promotional message.

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



Corporate Tool with Character

Whether on a hiking tour or during the everyday routine at the office – the new Companion pocket knife from Victorinox combines **15 practical features** with an elegant design and customizability. It is a useful eye-catcher that features an innovative package opener, classic tools and new colours such as Sunny Side or Mango Tango. Knives, watches and luggage can be customised with engraving, printing or a 3D effect using the online configurator. It is a Swiss original that merges functionality and brand messaging in a stylish way.

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



An Icon and Symbol Turning 50

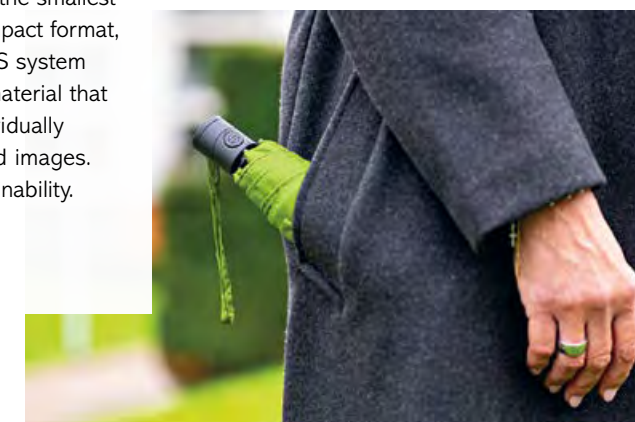
The company Prodir is celebrating its 50th anniversary and is marking this special occasion with an impressive expansion of its QS50 writing instruments family. The QS50 Stone was inspired by the traditional pencil shape and symbolises writing itself. Its elegant shaft is made from a minerally enriched material containing 60% less plastic, and it is around 50% heavier than conventional plastic pens. This weight conveys value and makes a **strong statement when used in marketing**. The anniversary edition comes in twelve intense colours, from malachite green to rose quartz. For the first time, QS50 is also available in different versions; it can come with an ABS shaft, in matt or with a soft touch surface. There is also a wide range of clips, buttons and clip holders available that have a large printing area on the clip. Giorgio Pagani, founder of Prodir, sees QS50 as a symbol of reliability: 'A timeless classic that shows how significant writing instruments have remained in the business world', explains Pagani.

PSI 42332 • PRODIR
Tel +41 91 9355555 • sales@prodir.ch
www.prodir.com

Technology Meets Compact

The FiligRain Only200 from FARE is a **top-notch pocket umbrella**. This product weighs only 200 g and has a length of 26 cm, making it the smallest FARE umbrella with double automatic mechanism. Despite its compact format, it scores points with technical details such as the windproof PLUS system and a cover made from the waterSAVE® material. It is a special material that conserves water and resources. The soft-feel handle can be individually upgraded, and the segments and the cover offer space for brand images. It is ideal for urban groups that value functionality, style and sustainability.

PSI 43144 • FARE - Guenther Fassbender GmbH
Tel +49 2191 609150 • info@fare.de
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Shining Light with a Conscience

The new text marker Shine-Up from Schneider combines functionality, design and environmental awareness. It is made 80 % from bio-based plastic and has been awarded the renowned 'Blue Angel' eco label. The chisel tip ensures a text is highlighted precisely, and the **ergonomic triangular-shaped shaft** lies comfortably in your hand. Four neon colours – green, yellow, orange and pink – bring colour into any highlighting experience. The Shine-Up highlighter is a sustainable and radiant companion packed in practical sets or as a counter display that can be used at the office, school or while out and about.

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

Creative Fun for Little Hands

Emotion factory relies on advertising with kid-friendly creativity for its colouring books and colouring sets. The handy DIN A6 books offer 18 different motifs for colouring, ranging from a farm to a fire brigade. They can either come with standard motifs, or the motifs can be **individually designed**. The colouring sets come with a box of 6 coloured pencils, packaged in an imprinted folder. This product is ideal for events, waiting areas or advertising campaigns that focus on families. It is educational, entertaining, and effective advertising all in one.

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



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Soothing Balm for the Soul By Mail

This tasty treat from Dr. Oetker is an emotional eye-catcher straight from your mailbox and will warm the soul. The pudding cups in vanilla or chocolate are sent by MAGNA sweets in a FSC®-certified mailing folder or a folding box together with a wooden spoon so it is **ready to enjoy straight-away**. The packaging is fully customisable and perfect for personal customer gifts or attention-grabbing mailings. This is how a simple dessert can be turned into a charming ambassador with advertising impact – sustainable, surprising and delicious.

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

Precise Advertising Effect

With the 'Hotel and Restaurants' box, mbw® offers a precise selection of promotional products for the hospitality industry. It is ideal for sampling and highlights products for specific target groups that catch people's **attention and make a positive impression**. They can be sent directly to customers in neutral packaging, which simplifies the distribution process. It is perfect for promotional product distributors who rely on efficiency and relevance. For instance, addressing customers is really easy; it is targeted, convincing and boosts sales.

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



Writing with Apple Power

With the Organic-Book green+blue, Geiger-Notes is focusing on sustainability that you can touch: The hardcover is made from 'appleorganic', a material **produced 39% from leftover apples**. The book features 192 pages made 100% from recycled paper that has been certified with the 'Blue Angel' label. The notebook is available in six colours and features micro-perforation, a storage pouch, a fastener and a pen holder loop. The blind embossing on the binding makes it a stylish advertising medium. It is made using a fully ecological and high-quality production process in Germany.

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



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

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Fulfilling Wishes from a Glass

A piece of summer conserved in a ball made from glass: The 'wish fulfiller' from Die Stadtgärtner is a personalised gift box with real, **hand-picked dandelions** from Nordhorn. This original present becomes a symbol for wishes, appreciation and closeness to nature through its collaboration with the local counselling centre. The new, big folding box offers space for logos and a creative design. Use this lovely giveaway to send positive wishes in style.

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



Message Keeps Growing Too

With seed paper, emotion factory adds a vibrant dimension to the term 'sustainable advertising'. The **biodegradable material** contains integrated seeds that will grow into flowers or herbs – tangible brand messages with added value. In addition to DIN formats, special shapes are also possible for a minimum order of 2500 pieces, ranging from a bookmark flower to an apple motif. This product is perfect for environmentally-friendly campaigns that people remember – creative, ecological and emotionally effective.

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

Elegant and Natural Writing

Klio-Eterna has added the 'Boa matt eco + wood' pen to its product range, which is an elegant combination of sustainability and design. It is made from biobased material with visible wood fibres. This **pen is made in Germany** and is not made with any plastic from fossil fuels. It comes in five natural-looking colours, wins people over because it is ecologically produced, has comfortable haptics and looks elegant. The long-lasting silk-tech refill and energy-efficient production make this pen the ideal companion for an environmentally conscious writing culture.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG
Tel +49 7834 9730 • klio@klio.com
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From an experiment to a statement

Sometimes the best stories start with a little venture. “The Hapticologist” was one of those. It was an idea, an experiment, and trial and error. And what should I say? It more than succeeded.

What was created on 6 and 7 May 2025 at the OMR Festival (70,000 visitors) in Hamburg was far more than just promotional products between the digital world and a stylish bar. It was a joint project: eight suppliers, three consulting agencies, PSI and two media companies – and an industry that pulled together. Without friction, without vanity and with a clear goal: to showcase haptic advertising in the way it deserves.

The fact that this worked on Europe’s biggest digital stage of all places makes me proud – cheers for the team spirit, for the result, and also for the courage to just to it. “The Hapticologist” showed what is possible when we move closer together as an industry, think outside the box – and push boundaries. The stage we created there was loud, colourful and tangible. And it was heard (p. 30 et seq).

The aim of creating awareness for promotional products was a completely achieved. The response was huge – from the digital industry, from marketing, from people who for the first time consciously felt what haptic advertising can generate.

It is therefore clear that such moments need to be continued and require creative thinking, diversity and interdisciplinary collaboration. They need a platform and a place where everyone can come together – distributors, suppliers, finishers, consultants and agencies. PSI is precisely this place. We are creating space for exchange, knowledge and new impetuses with the PSI Academy on 11 September. We are giving the excellence of our industry a platform for particularly sustainable, creative or effective products and projects – the PSI Academy Awards.

Experiments like “The Hapticologist” show what we can achieve if we dare to do something – together, with a distinct approach and with a clear goal in mind. Now is the time to carry forward with this courage. Let us show how we can make a sustainable, visible and strong impact as an industry with the Academy and the Academy Awards.

Yours truly,



Petra Lassahn
Director PSI



PSI ACADEMY AWARDS 2025

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Touching and touchable

When it starts getting colder outside and the smell of biscuits fills the air, the perfect time for special promotional concepts has arrived. Especially at Christmas, (promotional) gifts you can touch will also touch your heart. They are personal, tangible and often longer-lasting than any digital campaign. Gifts with a logo - but with style, please! Whether a cosy blanket with branding, an elegant gourmet set or a clever customised gadget: Promotional items representing the company and this season show genuine appreciation. And - ideally - will be remembered all year round. Customised products make this possible, turning standard items into something very special. Christmas sets the stage for emotions - and astute brands capitalise on this. In this section, we show you how festive promotion can make a real impression. Perfectly suited to this are the themes of our second product category: "Playthings and cuddly toys".

Please consider the product presentations in the August/September 2025 double issue of the PSI Journal, which will be dedicated to the topics "Eco-friendly and Zero Waste" as well as "Chocolate, Sweets, Snacks", and send your product suggestions (image and text) by **27 June 2025** at the latest: Edit Line GmbH, PSI Journal editorial team, e-mail: hoechemer@edit-line.de



From key cases to brand diversity

When Spranz GmbH was founded in 1965 by Reinhardt Spranz with just one employee, driving licence covers and key cases were the first products to be supplied to the fledgling industry. 60 years later, this family business with around 90 employees and over 800 articles is an established and trusted partner in the promotional product sector.



Three decades of powerful promotion

For three decades, Bags by Riedle from Langenbrettach in Baden-Württemberg has stood for expertise and full service in the development and production of high-quality paper bags. This practical mode of transport is a highly efficient and sustainable promotional medium.

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