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International Magazine
For Promotional
Products

July 2025

Volume 64

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PSI Journal
International Magazine
For Promotional
Products

July 2025
Volume 64

PSI Academy Awards

Professional, transparent,
inspiring

Product Guide

Christmas, presents,
customised products Toys
and plush products

Spranz

Six decades of innovation
and partnership

Fruit of the Loom

For the masses but classy

Toys and stuffed animals

Playful and safe advertising





PSI ACADEMY AWARDS 2025

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Editorial



Learning from sport

As a Mainz resident, please allow me to caress my football soul a little: Mainz 05 is not only in 6th place in the Bundesliga football table. It is also playing in the European Cup and Mainz coach Bo Henriksen was voted coach of the year. This is all taking place in a city that is not really a football city. As a student, I supported the "Football Week" advertising campaigns in the Bruchweg stadium. This made me feel ashamed, both in terms of the football match and the spectators. Anyone who thought anything of him or herself could not be found at football matches. And then Jürgen Klopp came along and led the club into the Bundesliga in 2004.

But long before that, something had already happened in the association. Experienced people from the worlds of sport, business and local small- and mid-sized businesses had come together on the management board to form a team. They had set themselves a goal – to join the Bundesliga. Because without a goal, there is no cup and certainly no Bundesliga. "Kloppo" matched this team, this aim and this squad, which was largely made up of home-grown talent. There was no money for big purchases. "Kloppo" was followed by Thomas Tuchel, Martin Schmid, Jørn Andersen and now Bo Henriksen. All resounding names. After years of relegation fears, the Dane motivated and even briefly led the team to third place in the league over the course of the year. All of this happened in a city that is not really a football city.

What can companies learn from sport and perhaps even from Mainz 05 in particular? Yes, it's about goal setting and strategy, mental strength and resilience, discipline and communication, empathy and decisiveness. And it is the ability to "recharge" what has become boring, to give it new lustre and make it attractive. If you think something of yourself, you are suddenly all in – because you have to be. The step taken by PSI and twelve companies from the promotional products industry at the OMR digital festival in Hamburg fits this requirement profile perfectly. It continues with the PSI Academy and the PSI Academy Awards 2025. Not only companies can learn from sport to generate excitement and have a goal in mind. Entire industries can too. In the 1990s, sponsorship in sport was a somewhat boring affair whose impact was barely recognised. Then market research provided evidence, resulting in more creative, diverse and surprising product presentations. Today, sponsorship is an indispensable pillar and central element of modern marketing strategies. Haptic advertising can do the same and is on the right track.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Memorable!

Make a statement in sustainability and elegance.

The embossing is particularly sophisticated. It does not rely on colors and allows the design/logo to stand out solely through the embossing and its texture and the light-shadow effect.

The fabric's texture is visibly and tangibly altered, giving the bag an even more refined and high-quality appearance. This makes it an ideal promotional item for companies that want to present themselves both ecologically and stylishly. For best results, we recommend embossing all cotton bags from our collection with a weight of approximately 190 g/m² or higher.

The embossing stamp has been designed for multiple reuse of same motif, meaning it is suitable for a variety of applications and can be used long-term with proper handling. You can choose from 18 stylish stock bag models:

Paula, Karla, Antje, Edda, Mats, Lisa, Hugo, Theo, Lucia, Enzo, Renata, Reno, Rita, Oskar, Arnie, Ludwig, Thilo, Tom.

The minimum quantity for customized productions begin by 3.000 pieces.



PSI Academy Awards

8

The PSI Academy Awards recognise outstanding sustainable promotional products and concepts. Suppliers, distributors and creative minds in the industry are invited to submit their innovative products and initiatives until 30 June 2025. The independent jury of recognised experts makes the award even more valuable.

Playful and safe advertising

10

Toys and soft toys are among the most appealing advertising media. To ensure that they bring joy to the recipient and do not endanger anyone, they must meet special product safety requirements. Manufacturers and importers are responsible for this. A current overview and an interview with Peter Fuchs, Managing Director of Trigon Deutschland GmbH.



Spranz: Six decades of innovation

62

When Spranz GmbH was founded in 1965 by Reinhardt Spranz with just one employee, driver's licence holders and key cases were the first products the company supplied to the fledgling promotional items industry. Sixty years later, the family-owned company with around 90 employees and over 800 items is a renowned and loyal partner to the promotional items trade.



Fruit of the Loom: Mass with class

66

Quality, sustainability and efficiency – these three pillars characterise Fruit of the Loom International's modern production facility in Morocco. In the exciting television report 'Masse mit Klasse' (Mass with Class), the textile specialist gave the TV team extensive behind-the-scenes insights into the manufacturing, working conditions and goals of its own production facility in Morocco.



Cast off: Fun in and by the water

Summer means freedom, holidays, laughter and the sparkling pleasure of refreshing water on your warm skin. The sunlight glistens on the gentle waves and children's cheers fill the air. A bath towel with your own name or a personalised water bottle are small gifts that create great memories. They accompany you to the beach, in the pool or at the lake, telling stories of togetherness and team spirit.

Customised gifts connect advertising companies and customers emotionally with moments of carefree happiness and intensify the joys of summer. Every time these advertising messages are used, images of sunny days and happy hours by the water come to mind.

Advertising messages at every turn

The range of products for the summer months by the water spans from swimming slippers to neoprene water shoes and rain boots. Thanks to the possibility of placing advertising messages over a relatively large area, their recognition value is very high. For larger quantities, customisation is integrated into the production process and is therefore significantly cheaper. Smaller quantities of rain boots or flip-flops starting from 50 pairs can now be customised using the thermal transfer process. Schuh-Depot Bockstiegel www.schuhdepot.de PSI 47439



Sporty on the beach and in the water

Neoprene bouncy water balls belong in every swim bag and offer entertaining fun on the beach for all ages. The soft balls made of TPR material with a polyester fabric/lycra outer shell are easy to grip and can be customised in up to six colours. These classics are available in a wide range of colours, shapes and sizes. Ballprint gmbh www.ballprint.de PSI 48636



Scented protection from the sun's rays

Waterproof sun milk formulas offer reliable protection for every type of skin – whether sensitive and fragrance-free (SPF 30/50) or classically scented (SPF 30). These protective and moisturising summer companions are available in 10 ml sachets, 25 ml, 50 ml or 100 ml tubes, in a duo pack or as a spray. All products are of course free from nanoparticles and microplastics, coral-friendly in accordance with the Hawaiian Reef Act and available with customised printing. Sanders Imagetools GmbH & Co. KG www.imagetools.com PSI 46551



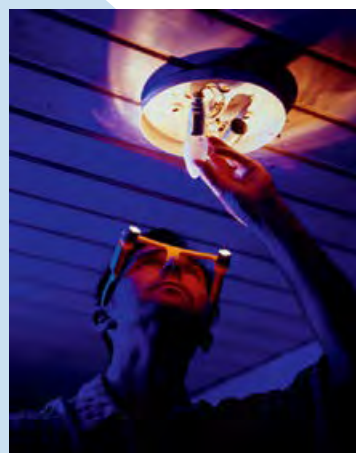
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For electrical work or in the car workshop, the LB01 illuminated goggles provide light for every job and therefore also for the safety of employees. A particular advantage is that your hands remain free. The bright lights are mounted at eye level and always shine exactly in the direction of vision. People with glasses can simply wear the illuminated work goggles over their usual prescription glasses. They are powered by batteries and can be customised with an individual imprint on request.

INDEXA GmbH
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Reflective fabrics “Made in Europe”

Reflectors accompany us in everyday life and make road traffic or the working world safer. They increase visibility at dusk and in the dark thanks to their high signalling effect. The gym bag for schoolchildren is made of yellow fluo fabric, which is Oeko-Tex certified, and has metal rings for fastening as well as reflective logos in silver applied using heat transfer. Reflective products offer safety through visibility in almost all areas of life.

refiAktive – Eine Marke der safeReflex GmbH
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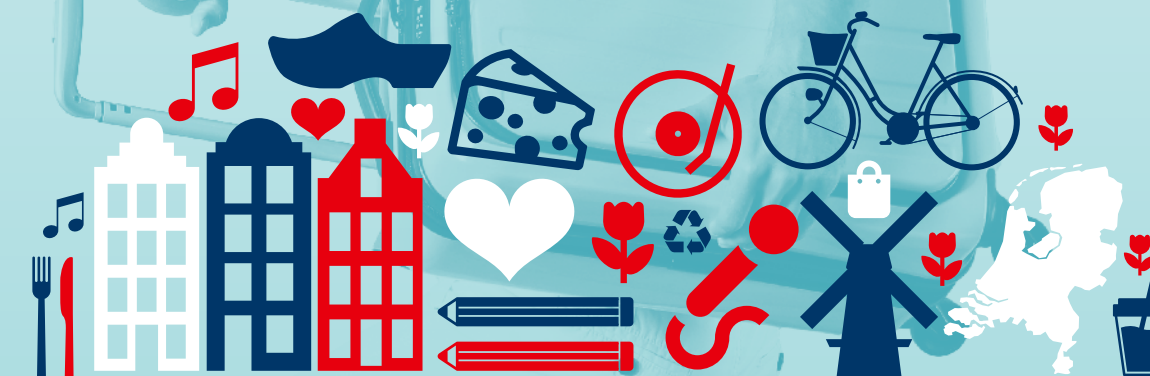
Sensitive data remain invisible to thieves

You can pay with your credit or debit card not only online, but nowadays in practically all retail shops, restaurants and even at the bakery and market. As convenient as this is, digital thieves can quickly read the card in passing and then make use of someone else's account. An RFID blocker card offers protection against this, making any unauthorised access virtually impossible thanks to its shielding function.

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PROMOTIONAL PRODUCTS OF PRICELESS VALUE

The PSI Academy will bring the promotional products industry together a second time a year to complement the PSI Trade Fair. The highlight will be the PSI Academy Awards, which will be presented for the first time on 11 September 2025 in Cologne. An interview with Nils Bader, Managing Director of the Green Future Club and partner of PSI.

Industry Highlight PSI Academy Awards

Professional, transparent, inspiring

The PSI Academy Awards, which will be presented for the first time this year, are entering the decisive phase. The expert jury is currently reviewing and examining the evaluations and will then select the nominees. Thanks to the many years of experience of PSI partner Green Product Award, the entire process is highly professional, transparent and comprehensible. PSI Journal spoke with Nils Bader, Managing Director of the Green Future Club, about the process, the jury and the criteria of the PSI Academy Awards, which can inspire the entire promotional products industry.



also take care of issuing the certificates, which provide participants with formal recognition of their achievements. In addition, we provide recommendations on suitable PSI Academy offers to ensure that participants are not only equipped for the Awards, but can also benefit from training and resources from the PSI Academy. Our aim is to make the PSI Academy Awards a highlight of the promotional products industry and to promote the best sustainable products and innovations.

How many awards have you or your team already accompanied?

Over the past 13 years, my team and I have successfully organised the Green Product

Awards, which now comprise 12 categories and receive around 1,500 applications every year. These years of experience have not only given us a deep understanding of the diversity and innovative spirit of companies, but also the opportunity to build an international network. The international perspective that these awards offer is particularly impressive. At the end of May, we welcomed visitors from 35 countries to the Green Product Awards ceremony. This shows how important ecological sustainability and innovative products are globally and that our commitment to promoting sustainable developments extends far beyond national borders.

An expert jury scrutinises the submitted products and campaigns. Can you tell us about the PSI Academy Awards jury?

The PSI Academy Awards jury is a diverse and highly qualified group consisting of both academics, such as Prof Ki-

ersten Muenchinger from the University of Oregon and Prof Claus-Christian Eckhardt from Lund University, and practitioners, such as Karsten Bleymehl, CEO and founder of The Circular Materials, or Lydia Junker, designer at Hama GmbH & Co. KG. When selecting the jury members, we attach particular importance to a balanced mix of sustainability and product expertise. This ensures that the assessment is made from both a theoretical and a practical perspective. This ranges from expertise in sustainable product development to knowledge of market and customer needs. This combination ensures that all submissions are judged fairly and comprehensively. Another important aspect is the separate jury that is specifically responsible for assessing reports. This enables us to also assess the documentation and communication behind a product, and not just the product itself. This multi-dimensional approach helps us to grasp the quality of the products submitted and their positive impact on the environment and society in all facets.

You provide the jury with an evaluation scheme. Can you explain to us and the participants what this is all about and which criteria are particularly important?

We have created an extremely detailed catalogue of criteria on which the jury and participants can base their submissions. This catalogue is divided into overarching and theme-specific evaluation criteria that enable both products and campaigns to be evaluated objectively and comprehensively. Outlining these individually would go beyond the scope of this interview. However, they are publicly accessible and explained on the PSI Academy Awards website. All criteria can be viewed by participants at any time. This guarantees transparency and enables them to prepare their submissions in the best possible way.



“Our aim is to make the PSI Academy Awards a highlight of the promotional products industry and to promote the best sustainable products and innovations.”

Nils Bader,
Green Product Award
Green Future Club

What is a jury meeting like? Can you tell us something about this?

The jury members first analyse the submissions digitally and carry out an initial assessment. This digital exchange ensures that all relevant information is transparent and can be discussed in a targeted manner. Following the digital evaluation, the jury members meet on site. During this phase, each submission is viewed and discussed together once again. This personal interaction promotes the exchange of arguments and experiences, which can lead to in-depth analyses and potential adjustments to the original assessments. In order to achieve comparable results, one jury duo is responsible for each category. This arrangement minimises discrepancies and ensures that the assessments within a category are coherent and comprehensible. The entire process ends with a consolidated assessment that combines the different perspectives and evaluations into a final decision.



TOYS AND STUFFED ANIMALS AS PROMOTIONAL PRODUCTS



Toys and cuddly toys are among the most appealing advertising media, which is why they have a long and reliable effect. To ensure that they bring joy and do not endanger anyone, they must fulfil special product safety requirements. Manufacturers and importers are responsible for this. Here comes an up-to-date overview.

Plush toys tailored to the customer: You can hardly advertise more precisely. Experienced manufacturers such as Trigon are the ideal partners for custom-made products.



Lifelike zoo animals: In close cooperation with zoos and animal parks, Trigon develops cuddly souvenirs for young and old.

Everyone knows the effect: we see a fluffy little rabbit, a dog, a teddy bear or some other particularly cute little buddy at a trade show – and we pick it up and are guaranteed to say “It’s so cute!”. Plush toys are simply irresistible and charming to people of any age – both in real life as well as in advertising – because something that comes across as so likeable and wants to be touched triggers good feelings all round. Advertising messages on stuffed animals are therefore particularly well received. Considering that well-known manufacturers have a whole “zoo” of cuddly companions in their assortment and can create not only animals but also other figures according to customer requirements, there is a wide range of applications for many target groups. This essentially also applies to other toys. However, plush figures score points with their special haptic experience, while their cuddly factor gives them an edge over wooden figures, for example. They are all creative, versatile and can be customised in many different ways. And what else do they have in common? The safety standards of toys and soft toys are understandably very high and lacking conformity can lead to serious health risks.

Check products with all your senses

Consumer advice centres and environmental organisations not only warn of the dangers for children, but also offer advice on buying and handling toys. The recommendation to scrutinise the product as closely as possible before buying is at the top of the list. At least in principle, this information is also relevant for toys designed as advertising media, as the recipients, both children and adults, often come into close contact with them. We can therefore conclude that although the price alone is no guarantee of safety, experience has shown that cheap toys are more often poorly made and more likely to contain dangerous ingredients. If possible, the importer and later the distributor should check whether small parts can be easily detached, as there is a risk of children choking >>

Some legal requirements for toys

- Toys must be designed in such a way that their components and detachable parts are large enough so that they cannot be swallowed or inhaled.
- Toys must not be so loud that they can cause damage to hearing.
- The chemical ingredients must not cause bodily harm if they come into contact with the skin, mucous membranes or eyes.
- The voltage of electrically operated toys must not exceed 24 volts.
- The toy must not be a dangerous flammable object in the child’s environment.
- Accessible corners, flaps, protruding parts and fastenings of a toy must be designed and manufactured in such a way as to minimise the risk of injury to the greatest possible extent.
- Toys with strings, cords or cables, including packaging, must not pose a risk of strangling or suffocation.
- Toys must be designed or manufactured in such a way that hygiene and cleanliness requirements are met in order to avoid the risk of illness and infection.
- Toys must be robust enough to withstand the strains of play.



Special rules apply to sophisticated electronic toys.

Playful and safe advertising

A particularly explosive issue: Harmful chemicals are repeatedly discovered in toys. They are the most common reason for recalls.



Toxic substances in toys

Phthalates and polyvinyl chloride (PVC) have long been recognised as health risks, especially in children's toys. Phthalates are commonly found in PVC and have been linked to asthma, allergies and other illnesses. They are also a frequent cause of toy recalls. According to the US Consumer Product Safety Commission, around 34 per cent of all recalls in 2022 were related to children's products (an increase of 6 per cent on the previous year). Most of these recalls involved children's toys, with harmful chemicals making up the majority of recalls. Of the total toy recalls in the EU in 2022, 28 per cent were due to excessive levels of phthalates in the toys and were classified as a serious risk. Affected products violated the US CPSIA or the EU REACH regulation and led to penalties and market restrictions.

Source: Quima (an internationally operating company that carries out tests, inspections, certifications and conformity tests)

on them. With wooden toys, you should make sure that the wood has been carefully processed. The cut surfaces should be cleanly sawn, sanded and free of splinters and sharp edges. You should also pay close attention to the recommended age specifications or the notice "Not suitable for children under three years of age". If in doubt, ask the manufacturer for details. It is more difficult to track down critical chemical substances. Unfortunately, not all substances that pose a health risk are as easy to recognise as smelly solvents, for example. We point out characteristic recognisable features in the overview of the most common harmful substances (see page 13).

Obligatory labelling

Labelling, warnings and instructions for use are mandatory. The following also applies to toys as promotional products: The instructions for use are an integral part of the product, meaning that the product is incomplete without instructions for use. The name and/or company name and/or logo and address of the manufacturer therefore

must be clearly visible and permanently affixed to the toy or its packaging in the national language. The CE mark must also be present to confirm conformity with the European specifications, but is not a test seal in the true sense of the word. CE labels and seals of quality are often confused and cause uncertainty, which is why we are introducing them once again.

The CE label is not very meaningful

The European CE label is not very informative: manufacturers generally award this mark themselves and merely confirm that certain minimum requirements for the free movement of goods within the EU are met. Manufacturers are obliged to affix CE labelling and thus only ensure the conformity of their products with the applicable EC directives. They are therefore also responsible for these products. The CE label does not guarantee independent testing and is not a reliable mark of quality – not even for toys. The Oeko Tex Standard 100 label is often found on stuffed animals and guarantees that textiles comply with the limit values for harmful substances. In this respect, it confirms that specifications are met.

All-round sustainability:
the SEMO
Eco-Edition.



Seal of quality label offers limited safety

The seal of quality label for "Tested Safety" is a voluntary test label. It indicates that a product has been tested for safety and freedom from harmful substances by an independent testing centre according to specified criteria and found to be safe. The label is mainly used for technical work equipment, consumer products and toys. It is awarded by recognised bodies that are always named on the seal, such as the Technical Inspection Association (TÜV) or other testing institutes. Functional tests are only included in the scope of testing for the seal of quality label to the extent necessary for testing safety. The seal of quality label is therefore not a general mark of quality. The detailed quality characteristics, such as the service life of a product, are not tested. Changes to the product must be reported.

EU toy regulation is coming

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 standardised application in all EU Member States. 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 online trade in toys have also been clearly defined. Altogether, the new regulation means that manufacturers and importers as distributors are subject to stricter obligations. Even if moves towards greater safety are to be welcomed, they are once again likely to result in more bureaucracy for and additional investments by the industry. >>



These cute meerkats were created as part of a project with Hanover Zoo.

Beware of these chemicals

Plasticisers

Some plasticisers are banned because they endanger fertility. The more intensive the contact with contaminated toys, the greater the risk of absorbing plasticisers through saliva or the skin. You can neither see nor smell whether dangerous plasticisers are present. However, you should make sure that the products are labelled as "PVC-free". Unlike PVC, many other plastics do not require any plasticisers at all.

PAHS

Polycyclic aromatic hydrocarbons are carcinogenic and mutagenic. They are contained in plasticiser oils and carbon blacks, which are added to rubber and plastics to make them elastic or to colour them black. Products with a high PAH content have a distinct odour of tar or mothballs.

Solvents

There are many solvents, some of which have a strong odour. One of the best known is benzene, which was once frequently used as a solvent in the chemical industry. Due to its high carcinogenic potential, it has now been largely replaced by less toxic substances. Hazardous solvents such as benzene are repeatedly detected in felt-tip pens. So never put felt-tip pens in your mouth! Do not use pens with a strong chemical odour.

Formaldehyde

In toys made of plywood, synthetic resins containing formaldehyde are used to glue the layers of wood together. Formaldehyde outgasses from the glue, spreads in the air and irritates the skin and mucous membranes. It is suspected of causing cancer. You are on the safe side with toys made of solid wood and also acting ecologically sustainably when using them.

Azo dyes

Azo dyes can cause cancer on contact with the skin and mucous membranes and are therefore banned. They are not volatile and can hardly be washed out, as the colour should last as long as possible in the textiles. Domestic textile manufacturers do not use these dyes, but they are still detected in imported products.

Disperse dyes

The majority of disperse dyes are considered allergenic. Eight of them should no longer be used in textiles because of the health risks they pose to consumers. Disperse dyes can be contained in dolls' clothes, for example.

Heavy metals

Heavy metals such as cadmium or lead can be contained in the paints of wooden toys, for example. If a child sucks on a toy, the heavy metals can be released through saliva and absorbed by the body. The seal of quality for "Tested Safety" reduces the risk.

Teddy bears are your best friend and go everywhere with you. To ensure that they bring joy for a long time, they must be of the best quality and fulfil all requirements.



European standards: EN 71 “Safety of toys”

There is a group of European children's toys standards that specify the requirements for toys for children under 14 years of age. Part 1 of this group of standards specifies requirements and test methods for mechanical and physical properties. Part 2 deals with requirements for the flammability of the materials used. The purpose of the standards is to minimise as far as possible any hazards that are not immediately recognisable to the user. If the data situation for imported goods cannot be assessed with certainty, importers have some products tested by accredited testing institutes in the country of origin. This is a useful quality assurance tool to prevent complaints and product recalls.

Ban on hazardous chemicals

A key point concerns protection against chemicals of concern. 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 sensitisers or associated with targeted organ toxicity will also be banned in toys. Traces of the banned harmful chemicals may not exceed a safe and technically unavoidable level. The use and labelling of allergenic fragrances will be more strictly regulated.

Digital product passport to be introduced

The digital product passport for toys will be introduced for the first time. In the future, it will replace the EU Declaration of Conformity and contain all relevant information about the product (such as the name and address of

the manufacturer, product identification code, substances of concern contained in the toy, etc.) for market surveillance, customs and end customers. With this digital product passport, the manufacturer declares compliance with all regulations/directives and harmonised standards relevant to the product. The digital product passport should be made accessible to everyone via a QR code on the product and packaging. Ecological sustainability aspects are not required. Reference is made here to the new ecode-sign law. The Digital Product Passport (DPP), which importers also have to present in the future, strengthens the enforcement of market surveillance, as the DPP identifies every manufacturer and importer and will also contain information that demonstrates 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.

Focus on online commerce

Special attention has also been paid to growing online commerce. The regulations for online marketplaces are being more clearly defined 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 commerce 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.

Anchoring the precautionary principle

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 considered 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 industry to implement the new requirements effectively. The regulations are therefore likely to take effect from 2029 at the earliest.

<https://ec.europa.eu>
www.bmu.de
www.vis.bayern.de

www.ihk.de
www.qima.com
<https://lua.rlp.de>

“We would like to touch people with our products”

For over four decades, Trigon has been supplying the European toy market with cuddly animals from Germany with its SEMO brand. They are so skilfully and creatively modelled after their natural counterparts that they delight young and old alike. It's no wonder that these fluffy favourites are also firmly established in the promotional products market. We spoke to Managing Director Peter Fuchs about the possible uses, quality and safety of the cuddly toys and introduce Trigon as an experienced manufacturer with a high level of innovative expertise.

Mr Fuchs, you bring a small zoo to every PSI in Düsseldorf that enchants visitors from all over the world. They are amazingly lifelike animals of all kinds, but also many creative figures that convey a message or create identity. Where will these cuddly fellows find their new home? The sheer breadth of our product range means that there are virtually no limits to our customers' imagination – or rather, their ideas. After all, Trigon offers the European toy, merchandising and promotional products market almost 700 different cuddly toys, which can be used in a wide variety of ways. Our original focus was on the toy market, where we are still successful today with our realistic-looking plush toys. Since the early 1990s, we have opened up further business areas thanks to our manufacturing expertise. In close cooperation with zoos, wildlife and leisure parks, we are constantly developing new cuddly toys inspired by zoo dwellers or current themes. They serve as popular souvenirs for shops or for the zoos' and parks' own advertising campaigns. We are well positioned with our high-quality cuddly toy segment at a fair price, especially because our “zoo” grows with every new task. For example, we are particularly proud when we succeed in creating an exotic animal such as the



Peter Fuchs, Managing Director
of Trigon Deutschland

Australian rabbit-nosed tiger (for Leipzig Zoo), which we admittedly had never heard of before, or when we are able to draw on the expertise of the zoo director from Kleve Zoo when developing our elephant shrew. Projects like this only succeed if you work well with your partners.

This applies equally to the promotional products industry. How did Trigon discover this distribution channel?

The idea of offering our products to the promotional products market came to me at an ASI trade show in the USA and later resulted in PSI membership. We not only can customise products from our range for promotional use, but also have the expertise to develop original cuddly toys and other figures according to customer requirements: for example, as brand ambassadors, customised sport mascots, giveaways or part of bonus campaigns. Many companies without a focus on animals also rely on our cuddly advertising media because they are so likeable and well-received. We offer tags, printed accessories such as T-shirts, hats, scarves, etc. to enhance and individualise the cuddly toys in our standard range. The special thing about our animals is the lifelike and detailed realisation of nature features in plush. This is only possible thanks to high-quality materials, various filling techniques and professional design.

How does customised product development work?

If customers have an individual idea for a cuddly toy, we create their personalised promotional figure entirely according to their wishes and ideas. They turn out to be original, funny, cuddly and, above all, of high-quality and safe. A photo, drawing or sketch is all you need as a template for a customised product. We usually allow two weeks for an initial model design. Depending on the number >>

and complexity of requests for changes, the development of a prototype can take longer. Customers should allow at least four to six months until delivery for customised products. Throughout the entire process, we advise customers and adapt the designs if necessary. By listening carefully to our partners, we find out what they want and get to know their requirements. This enables us to develop customised products and keep improving. This is a win-win situation, as customers benefit from our many years of experience and expertise.

Quality and safety are particularly important when it comes to toys and stuffed animals.

We are on board! We are committed to complying with the European Toy Safety Directive 2009/48/EC and have implemented a comprehensive quality management system. All factories are certified according to the well-known ICTI or BSCI standards and we are also a member of the amfori BSCI (Business Social Compliance Initiative). Safety and fair working conditions without child labour have been among the most important principles of our business activities as a manufacturer since our foundation 45 years ago. We regularly carry out personal inspections ourselves on site in China and Vietnam and maintain good contacts with our suppliers. The in-

tensive exchange of information leads to the continuous optimisation of products and processes. The use of high-quality materials and colours guarantees a long service life of our products and therefore pleasure that lasts for decades.

This spring, the EU member states agreed on a new toy regulation that replaces the previous EU directive from 2009. It is intended to better protect children and people who come into contact with toys from risks and dangers. The industry has been granted a transitional period of four years to implement the stricter requirements. How will Semo adapt to this?

The new toy regulation is indeed a major challenge for the entire industry. The already very strict requirements regarding chemicals will become even stricter in the future. This means more complex testing procedures and correspondingly higher testing costs. In addition, there are new requirements such as the digital product passport, which is primarily intended to help market surveillance authorities to identify unsafe toys – especially those entering the EU via foreign online marketplaces – more quickly and remove them from the market. This is good news for children's safety, as many untested products reach Europe via this distribution channel.



Thanks to our membership of the German Toy Association (DSVI e.V.) and our close cooperation with TÜV Süd, we are informed about relevant developments at an early stage and can act accordingly with foresight. For example, we already take foreseeable changes to labelling requirements into account when placing new orders – both for standard items and custom-made products.

Ecological Sustainability is a necessity and once becoming aware of this many companies have embarked on a sustainable path. How has Semo positioned itself in terms of sustainability?

For many years, we already have been intensively involved in the search for alternative materials to make our products more environmentally friendly. In our view, cuddly toys are already sustainable to a certain extent, simply due to their long lifespan. We regularly receive letters from customers whose SEMO plush toys are already 20 or even 30 years old and still treasured. Nevertheless, they remain plastic products that can have a long-term impact on the environment. Offering cuddly toys made from recycled PET bottles is an important step for us towards greater sustainability. We started using recycled filling wadding early on, but that alone was not enough for us. In 2020, in the middle of the pandemic, we were finally able to set the next major milestone: the development of cuddly toys made from 100 per cent recycled materials. The implementation was not easy, in particular due to the high minimum order quantities for the many colourful fabrics we need for our "zoo". But thanks to an unused coronavirus loan, we were able to realise this major investment.

And the result?

One of the largest collections of cuddly toys made from 100 per cent recycled PET, with over 70 different models. We are now also able to manufacture numerous customised products entirely from recycled material and support sports clubs, for example, in making their mascot collections more ecologically sustainable.

Mr Fuchs, after more than 40 years of success, what can your customers look forward to in the future?

We will continue to work passionately on developing high-quality and safe cuddly toys in the future – with an alert eye for social developments and ecological responsibility. Sustainability remains a central theme, as does proximity to our partners. We want to continue to touch people with our products, whether as long-loved children's toys or as emotional brand ambassadors. The next ideas are already on the table and we are looking forward to continuing to grow our "zoo".

Trigon Deutschland at a glance

Founded in Germany in 1980 and renamed Trigon Deutschland GmbH at the beginning of 2007, the company has its roots in Korea. Trigon Deutschland GmbH, owner of the SEMO cuddly toy world brand, supplies the European toy market from Viersen. Thanks to the lifelike design and the large variety of soft toys, Trigon has become a firm partner of zoos and theme parks as well as the promotional products industry. Peter Fuchs has been with the company since 1990 and Managing Director of Trigon Deutschland since 2008.

When it gets colder outside and the smell of Christmas cookies is in the air, it's the perfect time for special promotional ideas. Especially at Christmas, touchable (promotional) gifts are **little brand ambassadors with a big heart.**



PSI 46905
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Creative glass products

Brauns-Heitmann offers premium glass moulds that are full of "heart and soul" for use as high-quality promotional items. Made in Europe, the glass moulds act as ornaments for Christmas trees and are mouth-blown, hand-painted and always individually packaged. Each piece is a small work of art with character and emotion. They are high-quality durable products with a strong brand impact that are not thrown away, but rather passed down through generations. Ideal for customers who value quality, origin and sustainability. The minimum quantity is 1,000.

Customised marketing

mbw® offers customised marketing with promotional products that uniquely showcase every advertising message. The promotional product specialist from northern Germany puts an end to "mass instead of class" and focusses on individuality. Customised models offer endless possibilities for perfectly showcasing the desired advertising message. Schnabels® squeaky ducks, MiniFeet® cuddly toys, Schmoozies® display cleaners or Squeezies®, which are all unforgettably popular figures to enthuse your target group, can also be produced in the matching CI colour. The desired product in the desired colour can already be made in small quantities.



PSI 42020 • MBW Vertriebsges. mbH
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PSI 47430
RO-WE SNC DI Brusaterra Roberto & C.
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Natural decorations

Ro-we presents a new collection of Christmas decorations made from apple skin material. Apple skin is a specially created material from apple peels and seeks. For optimum performance, the Italians have combined apple skin with a cork base, which is also plant-based and vegan. These Christmas ornaments can be personalised with digital printing on both sides, making them a perfect gadget for customers. There are almost no limits to creativity and the minimum order quantity is 100. The promotional product manufacturer offers three shapes: round ornaments, a star-shaped version and a 3D ornament to clip together. Made in Italy.



PSI 60833 • Vanten Inc.
Tel +86 18913188884
frank@vantenpromotions.com
www.vanten.biz

Delightful cracking

This traditional 15-inch wooden nutcracker from the Chinese promotional products manufacturer Vanten Inc. is the perfect way to create a festive Christmas atmosphere in your home. This popular product is guaranteed to match any Christmas decor. The decorative nutcrackers are manufactured from high-quality wood, making them not only attractive, but very durable as well. They are also hand-painted and decorated, making each piece unique. The festive Christmas atmosphere in your own home becomes even more festive with the beautifully designed decorations, while the natural snack favourites make you want to bring them out again year after year. Nutcrackers are perfect for display on tables, shelves, worktops and much more.

A variety of flavours for the tongue

The chocolate ball set from B&B Promotional Sweets combines an affordable Christmas gift with a touch of luxury. The chocolate box contains six Belgian milk chocolates in the shape of Christmas ornaments. The milk chocolates made of 44 per cent cocoa content are decorated with dark chocolate, white chocolate and rice flakes with a salted caramel flavour and gold-coloured icing. The pralines are presented on a black, gold or silver tray and packaged in a box with full-colour promotional printing in CMYK. They are also available in a gold or silver metallic carton with embossing or in a matt carton in black, dark blue and other colours, with gold or silver hot stamping. The minimum order quantity for the sweets, which have a shelf life of around six months, is 50.

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



Sustainable festive cheer

tobra transforms Christmas tables into festive eye-catchers with napkin rings made from sustainable birch plywood. Models such as "Reindeer" and "Christmas tree" are individually engraved and packaged in an environmentally friendly way for a stylish brand presence. The durable finish ensures that they can be enjoyed over several festive seasons.



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

– Advert –

Zu Verkaufen

Erfolgreiches Werbebüro in Baden-Württemberg mit treuem Kundenstamm aus Altersgründen zu verkaufen.

Seit über 15 Jahren etabliert, mit jährlich stabilen Umsätzen zwischen 600.000–800.000 €. Das Büro wird derzeit von einer Einzelperson geführt – keine Mitarbeiter, daher ideale Gelegenheit für kreative Selbstständige oder kleine Agenturen, die expandieren möchten.

Die Übergabe kann flexibel gestaltet werden, bevorzugt ab Ende 2025, ggf. auch früher nach Absprache.

Langjährige, vertrauensvolle Kundenbeziehungen bieten eine solide Grundlage für einen nahtlosen Übergang und weiteres Wachstum.

Ernsthafte Anfragen bitte unter
Chiffre Nr. 20250501 an
psi.media@rxglobal.com

Gift bag with humour

The Claus Bag from New Idea Crafts is a Christmas bag handmade from dyed, unlaminated canvas fabric. The cotton-filled handle looks like a cherry on top. It has the look and feel of a sweet candy cane. The two-colour screen print design consists of white, gold and a pinch of humour. The bag is suitable for jewellery, chocolates, woollens, toys and all kinds of Christmas decorations. The Indian cotton bag partner factory Green Bridge Exports has been producing and exporting environmentally friendly and sustainable products since 1970. Based in Kolkata, India, Green Bridge is known for quality, innovation and on-time delivery.



PSI 60551 • New Idea Crafts GmbH
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www.newideacrafts.de

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



Give a personal gift – and make a daily impact

Geiger-Notes AG presents a high-quality gift for satisfied employees, the MagicPix Table Quer Bestseller. It is a desk calendar that combines functionality with personal design. Thanks to MagicPix technology, the monthly motifs can be personalised with individual names that are visually adapted to the image, for example as a cloud formation in the sky or an inscription on a label. Particularly practical: the starting month can be freely selected – for example, to match the starting date of a new employee or their birthday month. The calendar in landscape format has 12 monthly pages and a sturdy stand-up back panel. The German-language calendar features a clear, modern design, while an advertising space at the bottom of each calendar page provides space for the company's brand message. In addition to the Table Quer model, the MagicPix calendars are available as desk calendars or even wall calendars.

XXL Christmas magic for golfers

The impressive customised promotional bags in XXL format available from Igro Import und Großhandelsgesellschaft ensure maximum attention. One of the bags in the product range stands out as special Christmas packaging for golf caddies. Made from high-quality cotton canvas in individual Pantone colouring and finished with a striking customer print, this XXL packaging in 75x75x15 cm format is impressive. It emphasises the exclusivity of the products in a unique way and demonstrates the eye-catching effect of customised solutions in large format. Igro, a specialist in customised promotional bags, carries out such projects starting at a minimum order quantity of 1,000.

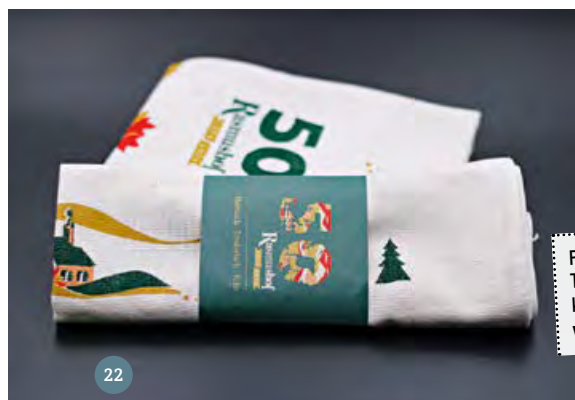


PSI 40940
Igro Import und Großhandelsgesellschaft mbH
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www.igro.com

Tea towels for the cookie season

The tea towels from marcolor, which are made of cotton in Germany and printed afterwards, are robust, crease-resistant and perfect for the cosy cookie season, which is preferably spent baking in the kitchen. In addition to the high-quality industrial quality, the short delivery time is also impressive. The kitchen towels are screen-printed in up to eight special colours. The print shop from the Eifel region uses water-based, vegan and palm oil-free printing inks. On request, the white tea towels can also be provided with a customised printed paper sleeve made from recycled paper. The banderole holds the folded tea towel in place and offers additional space for Christmas greetings. Both sets of 1 and 2 can be made. The entire assembly is done by hand on site with great attention to detail. Special requests regarding packaging and customisation, for example with a sponge cloth, wooden spoon or noodles, can also be met. The minimum order quantity is 100.

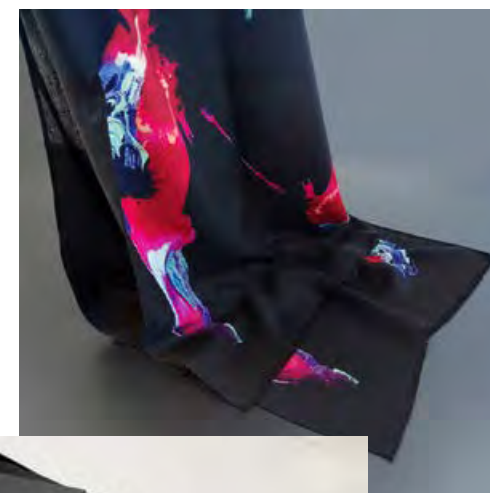
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kontakt@marcolor.de
www.marcolor.de



PSI 49646 • Tie Solution GmbH
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www.tiesolution.org

Measured winter scarves

High-quality winter scarves made from fine materials such as cashmere, mohair, pure wool, brushed silk or acrylic are elegant and exclusive gifts that leave an impression. They are a gift solution that combines design, quality and customisation. Whether classic and elegant, modern and graphic or discreet with a logo, Tie Solution manufactures according to the customer's wishes and in the colour of their choice. From jacquard woven scarves to printed silk and woollen winter models, every custom-made product is unique. Flexible in terms of quantity, material and branding, the scarves are made by certified partner companies in Spain, Italy and Asia. Company logos can be implemented as a web logo, embroidery, hangtag or label. Alternatively, many customers deliberately do without a logo in order to give a discreet, design-orientated product as a gift. In both cases, stylish scarves are created that meet high standards. On request, Tie Solution can supply the scarves in high-quality gift boxes with a customised insert, company logo or personal Christmas greeting. They are ideal as a ready-to-ship premium gift – straight from the distributor. Tie Solution acts as a manufacturer in the background on request. "If required, we can advise your customers in their native language (e.g., English, French, Spanish, German) – on your behalf, of course, without your own brand communication. You remain the first point of contact, and we discreetly provide for the professional implementation," says Managing Director Antonio Gea. The production time for custom-made products is approximately four to six weeks, depending on the material and quantity. The B2B shop at shoptiesolution.org offers immediate access to pricing, configuration, and ordering.



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uma-pen.com/en



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

Tasteful festive joy

The emotion factory from Heri-Rigoni enchants culinary hearts with the “Christmas” recipe book set. 24 pages full of inspiring recipe ideas for drinks, soups, salads and desserts promise moments of pleasure during the Advent season. It is complemented by an attractive folder and a practical wooden cooking spoon. Available in standard or customised versions, starting in quantities of 500. It is an emotional promotional gift for customers and employees that skilfully combines enjoyment and brand loyalty.

Effective tea enjoyment

The organic TeaStick from Sanders Imagetools is a special marketing gift for Christmas. Available in a total of eleven flavours, there is something for every taste and promotional use. It works very simply: to enjoy a tea, the stick simply needs to be steeped in a cup of hot water. For Christmas, the manufacturer recommends its special fruity and spicy Christmas blend. For Christmas mail, Sanders also offers the TeaStick on a DIN long card for sending in a DIN long envelope. The TeaStick is made entirely from renewable and natural raw materials and is biodegradable. The packaging is made of paper from sustainable forestry and can be simply disposed of with the paper waste. The paper packaging can be printed with a customised design in quantities of 250 or more. Five of the tea varieties are also available from stock at short notice in smaller quantities.



PSI 46551
Sanders Imagetools GmbH & Co. KG
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www.imagetools.com

A ray of hope during Advent

With the modern and simple Rominox® Luce set of four tea lights from Römer Lifestyle, creative people can advertise with calmness, serenity, security and harmony. The set consists of four modern tealight holders, which can be used as a modern Advent wreath during the cold season. However, they are not only a real eye-catcher in the run-up to Christmas, as the flexibly combinable wooden and stainless-steel cubes are suitable for any table all year round. The stainless-steel edge of each cuboid is ideal for laser engraving, making the advertising message stand out brilliantly.



PSI 43892
Römer Lifestyle by Römer Wein und Sekt GmbH
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info@roemer-lifestyle.de
www.roemer-lifestyle.de



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

Sugar-sweet greetings

Christmas is the perfect opportunity to say thank you with stylish, appealing confectionery specialties from Der Zuckerbäcker. Christmas sweets in a set from the advertising specialist based in Baden-Württemberg are the ideal gift for companies that want to give their customers, business partners or employees a special treat. The winter-themed sweet bags come with fruity and classic flavours that are not only exceptionally tasty, but are also lovingly packaged by hand in high-quality packaging. Particularly practical: the individual bags are particularly suitable as small gifts, for example as an enclosure in shipping parcels, as a giveaway at events or as a sweet greeting at work. When customised, the sweets are charming brand ambassadors that are guaranteed to be a sweet memory.



– Advert –

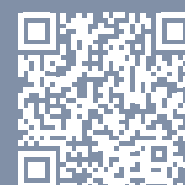
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elasto

Compact warmer

The teapot warmer from Fairwerk is compact, stowable, clear and minimalist. The practical teapot warmer keeps tea or other hot drinks warm. When the teapot is not in use, it can be taken apart and stored in the drawer in a single motion. Another highlight is the viola felt on the underside. It protects the table from unsightly scratches and allows the teapot to sit gently. The product impresses with its minimalist design made of solid, oiled oak with a sustainable felt base made of Violan and its sustainable production of the highest quality.



PSI 60835
Fairwerk // Inntal-Werkstätten, Stiftung Attl
Tel +49 8071 102226 • info@fairwerk.de
www.fairwerk.de



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

Pattern-filled folding fun

Making your own Christmas origami art is child's play with the illustrated step-by-step instructions and beautiful origami paper from EMF-Verlag (Edition Michael Fischer). The Christmas patterns and cheerful colours on high-quality origami paper will surprise your own customers. EMF can customise the size, design and features of the pad to suit customers' ideas and wishes. On request, the manufacturer can also place the desired logo on the cover and/or products on the inside pages. This enables the production of completely individualised copies.

Shiny performance

Frank Bürsten's classic shoe care set for smooth leather shoes is an elegant gift idea for the Christmas season. The set consists of two horsehair cream brushes and two horsehair shine brushes, which are complemented by two high-quality shoe polishes in glass jars and a polishing cloth. The enclosed care instructions support correct application, thus ensuring a shiny appearance. The set is packaged in an elegant black box with a magnetic clasp. Elegant black decorative paper emphasises the high-quality character of the gift, thus giving it an exclusive touch. The box and brushes can be customised with individual company or advertising logos on request. This makes the shoe care set a personalised, high-quality gift that combines elegance and practicality.



PSI 41853 • Frank Bürsten GmbH
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www.frank-brushes.de



PSI 49729 • Condedi GmbH
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www.condedi.de

Handy advertising talent

The multifunctional tools from Condedi, which are available as "Gero", "Bike" and "Auto" metal cards from the "Selter wirkt" product series, help with unexpected problems or small changes in just a few simple steps. As an all-round multi-tool, Gero is the perfect companion with 22 different functions for the home, garden and office. The "Auto" metal card offers two more functions. "Bike" impresses with its seven practical functions. Each multitool is packed in a black case and can be safely stowed away in clothing. The metal cards are customised by printing and engraving as well as by printing on the case. Happy Pen also presents itself as a functional multitool with eight bits, packed in a black gift box. It is finished by printing or engraving. The products are sturdy as well as rustproof and impress with their elegant, harmonious design in black and silver, combined with absolute functionality. The same goes for the key-to-go keyring, which can be customised by printing and is equipped with two Phillips and two slotted screwdrivers. The products are kept in stock and also available in small quantities.



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Laptop-Rucksack STAR
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Halfar System GmbH
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info@halfar.com / www.halfar.com



PSI 60997 • Zwiesel Kristallglas AG
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www.zwiesel-glas.com

A modern classic

The Pure series from Zwiesel Glas is a modern classic among advertising materials that has been impressively standing out for over ten years. It is characterised by strikingly distinctive contours. This feature makes the glasses truly recognisable worldwide and adds that certain something to any dining table. Manufactured in Germany in an environmentally friendly way, the Tritan® crystal glasses are also characterised by their particular brilliance and resistance to breakage and dishwashing. On request, the glasses can also be personalised with a logo or lettering to give them a personal touch. Packaged in premium gift packaging for two, the glasses are perfect as a Christmas present to show genuine appreciation to customers, employees and loved ones.



PSI 45974 • Multiflower GmbH
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www.multiflower.de

Little Christmas bakery

The tinplate cookie cutters in a handy box, available from promotional products specialist Multiflower, are a beautiful and popular giveaway for customers. The pack can be used in the standard design for an advertising message or, also in quantities of 250 or more, for a customised design. The box includes two cookie cutters, each around five centimetres in size, in Christmas tree and star designs, as well as a recipe on the box.

For moments of pleasure

The combination of classic wine, matching accessories and savoury snacks in the new wine and snack gift set from Römer Präsente will win over connoisseurs and wine lovers alike. A natural-coloured box contains a bottle of Cabernet Sauvignon and la Fornaia Focaccette crackers with tomato and oregano as a snack to accompany the wine. To open the bottle directly, the Rominox® Basic wine set with a simple sommelier knife and a bottle stopper is also included as classic basic equipment for wine lovers. The set comes in a high-quality wooden box that can be engraved. A mood sticker on the box ensures a resounding first impression.

PSI 43892
Römer Lifestyle by Römer Wein und Sekt GmbH
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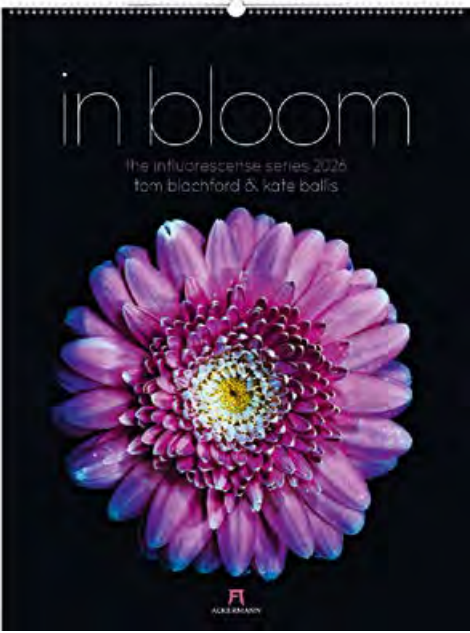


PSI 40604 • Ackermann Kunstverlag
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www.ackermann-kalender.de



Fascinating galaxies of light

The flowers that Kate Ballis and Tom Blachford have grown with dedication in their own garden in Melbourne glow with ultraviolet light in their photographs in the extraordinary calendar from Ackermann Art Publishing House. The long exposures and special technique reveal the hidden glow of the flowers and every intricate detail in spectacular shades of colour, enabling you to glimpse luminous constellations and pollen nebulae in a distant galaxy. Each month, the beholder is transported into a universe of colours and shapes that intensifies the magic of nature in an unparalleled way. Like all Ackermann calendars, they are printed exclusively in Germany on paper that comes from well-managed, FSC®-certified forests and other controlled sources. Transparent CO₂ compensation takes place in cooperation with climate partner NatureOffice, which demonstrably reduces greenhouse gases and promotes the local environment and the interests of the population. Advertising imprints are available starting in quantities of 50.



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

An exemplary product

mbw is launching its Christmas and New Year-themed sample box, ideal for sampling to customers to help them plan their Christmas business. This unique box is filled to the brim with plush items, display cleaners, bath ducks, dog toys and the popular Herr Bert® figure, all in keeping with the festive season. As an employee gift, customer surprise, present for the local preschool's Christmas party or as an addition to your own product, mbw promotional items are versatile. They are an effective way to practically present your promotional items and optimally fulfil the needs of your customers. Further inspiration for creative and certified gifts and appealing promotional items can be found at www.mbw.sh in the webshop.



PSI 46925 • Pins & mehr GmbH & Co. KG
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www.pinsundmehr.de

Functional brand ambassadors

Lanyards are key rings and ideal as practical everyday helpers and powerful advertising media. Whether classic polyester, fine nylon or sustainable materials such as rPET, bamboo fibre or cork, Pins & mehr has the right solution for every project. The lanyards are available in various lengths and shapes: classic, flat, wide, narrow or tubular. The range of products is rounded off by short lanyards with various accessories. Printed, woven or embroidered and supplemented with safety fasteners, carabiners, badge holders and more, Pins & mehr creates sophisticated customised products that are always in sight. Flexible, functional and customised.

Delicious and original

The innovative Tea Bears® Advent calendar from Kalfany Süße Werbung features two practical dispenser openings on the front, from which the 24 lovingly packaged Tea Bears® paper bags can be easily removed. 12 per side. There is a choice of two atmospheric standard designs. The highlight is that five generous advertising spaces offer enough room for an individual brand message, ensuring maximum visibility in the run-up to Christmas. Both the dispenser and the bag packaging stand for ecological sustainability: They are made from FSC-certified paper as a conscious, environmentally friendly alternative to conventional Advent calendars. There is a choice of two flavoured blends: cinnamon-orange, ginger-lemon, raspberry-vanilla and peach-lemon, elder-rhubarb and spruce-pomegranate. The Tee-Bären® fruit gums with fine tea extract are a delight both on their own as a snack or infused as a hot drink. They are perfect for cold winter days or as a creative alternative to coffee in the office.

PSI 42706
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Tel +49 7643 8010 • info@ksw24.com
www.suesse-werbung.de



Pleasurable Christmas

Whether fine spices, delicious chocolate specialties, aromatic nuts or high-quality dried fruit, Bremer Gewürzhandel stands for moments of the highest level of indulgence. Without any flavour enhancers or artificial additives, the range of products offers the best quality that you can taste. Personalised gifts that convey genuine appreciation are particularly in demand at Christmas time. Bremer Gewürzhandel offers gift ideas for companies, spanning from small promotional items to exclusive gift sets. The classics include a homemade trail mix, lovingly composed spice blends and melt-in-the-mouth chocolates. They all come with a large selection of festively designed labels. On request, they can also be completely customised to match the corporate design or occasion. A portion of every sale supports specific social projects through the Genusshelfer Initiative (pleasurable help initiative), thus combining high quality with social commitment.

PSI 60907 • Bremer Gewürzhandel GmbH
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vertrieb@bremer-gewuerzhandel.de
www.bremer-gewuerzhandel.de



Marketing in maxi format

Display-Max showcases brands in XXL format: When it comes to extraordinary brand presence, the inflatable product replicas from Display-Max are the inevitable choice. With over 25 years of experience in the development and production of inflatable advertising media, Display-Max has established itself as an innovation leader in the field of inflatables. Manual labour meets high-tech here. The special inflatable shapes are manufactured in Germany. The products span from classic product replicas such as bottles and cans in heights of three to five metres to complex mascots and logos. Particularly impressive are the sports installations such as inflatable player tunnels or oversized jerseys used by Bundesliga clubs. They are practical thanks to quiet, continuous air-filling blowers and require only one power connection. Only B1-certified materials and TÜV-tested components are used. Thanks to their small pack size and easy handling, the inflatables are ideal for mobile use at events, trade shows or sporting games.



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– Advert –

45 YEARS mbw

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A charming gingerbread man

The gingerbread man from Boogie Design is made of warm, wintery felt and shines in two ways: as a napkin ring or as a garland, thus creating a festive atmosphere. It is a unique promotional product with nostalgic charm that is particularly fun for children and families, while offering creative decoration options.

Decorative tinplate tins

Advertisers can give customers, business partners or employees a special treat with the stylish, personalised tinplate tins from Dosenspezialist. The festively designed tinplate tins are already lovingly filled with high-quality gifts. The fine sweets, winter specialties or small surprises transform each tin into a tasteful ambassador of appreciation. The festive designs create an instant Christmas atmosphere, while the sturdy tin will remain in use for a long time as a stylish storage item. For an all-round personal gift with a lasting advertising impact, they can be custom-finished on request.



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



PSI 45720
Invame original perfumes c/o DreamPen
Tel +48 68 4772232 • invame@invame.eu
www.invame.eu

The scent of Christmas

The fragrance diffusers from Invame original perfumes, which are available from DreamPen, are well designed with a focus on cosiness and are a little magical. They are the perfect choice as a Christmas promotional gift because they combine elegant design with festive fragrances that instantly bring warmth to any home. For example, the limited edition “Baked Cookie” fragrance promises a calming effect. It consists of a blend that smells just like freshly baked Christmas cookies from the oven. It is sweet, nostalgic, irresistibly cosy and brings the scent of Christmas cheer in a bottle.

Cosy liquid warmth

When it gets cold outside, the non-alcoholic mulled punch from Römer Drinks provides cosy warmth. Packaged in a charming one-litre jug, the drink combines a festive atmosphere with nostalgic enjoyment. The punch consists of grape juice and water and is rounded off with classic Christmas flavours such as cloves, allspice, cinnamon and many other ingredients. Whether for customers, employees or business partners, the punch is ideal as a gift and seasonal highlight with a personalised label from a minimum order quantity of 60.



PSI 50967
Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 8129-0
info@roemer-drinks.de
www.roemer-drinks.de

noma noma

The noma noma vacuum flask from fid retail GmbH is made from recycled stainless steel with a capacity of 750 or 1000 millilitres. Available in the colours Smoothie Green, Co ee Black, Soda Blue, Grenadine Red and Ice Silver, the drinking vessels are sustainable, stylish and customisable, with a patented design for brands that want to stand out. It is double-walled insulated, carbonated and dishwasher-safe and perfectly suited as an advertising messenger for companies that prioritise quality and functionality. It is customised by means of engraving or printing starting in quantities of 50. Special productions are possible for quantities of 5,000 and more.



PSI 60933 • fid retail GmbH
Tel 49 911 37733722
thorwart@fidretail.com
www.nomanoma.com



PSI 43144
Fare – Guenther Fassbender GmbH
Tel +49 2191 60915-0 • info@fare.de
www.fare.de

Storm-proof premium umbrella

The Windfighter® models have long been true Fare classics and three models are expanding the range of products in 2025: the AOC guest pocket umbrella Jumbomagic® Windfighter® 2.0 (5602) for two people, the AOC oversize pocket umbrella Magic Windfighter® 2.0 (5692) with an extra-large diameter, both available in six colours, and the AOC oversize pocket umbrella Magic Windfighter® Carbon 2.0 (5696), which is available in black with an extra-large diameter and handle in an elegant carbon look. From a technical standpoint, the three storm-tested umbrella models offer everything your heart desires: a convenient double automatic system, a high-quality Windproof PLUS system with extremely flexible fibreglass rails and an additional overlapping ventilation cover that regulates excess pressure caused by strong gusts of wind. The fashionable reflective piping in silver ensures better visibility in the dark. The Windfighter 2.0 also impresses in terms of design and sustainability. All three models are equipped with a comfortable lining with a high-quality zipper. The cover is manufactured from water-saving coloured polyester pongee waterSAVE® material made from recycled plastics. The handle is made from recycled ABS (acrylonitrile butadiene styrene) from the EU.

Unique display care

The SmartKosi® mini display cleaner from Polyclean ensures streak-free displays at all times when travelling, in the office or in everyday life. The front side made of high-quality P-9000® HD microfibre cleans efficiently and gently. The self-adhesive backing adheres securely to the back of smartphones and is always at hand and visible. It is ideal as an advertising medium. With customised printing of the logo, design or QR code, the advertising brand always remains in view. The quality product is available in various standard sizes or as a customised format on request. SmartKosi® acts as a clever giveaway and ensures a strong brand presence. Photos: © Anja & Marco Tiwisina, Tiwigrafie GbR



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www.polyclean.com



PSI 48956 • LimeBOX
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www.lime-box.com

Pamper your hands

Winter hand creams in two different warm vanilla and cranberry fragrances are available from LimeBOX. They offer the ultimate hand care experience. The creams are fully customisable and pamper the senses with their wonderful fragrances. The rich, moisturising formula has been specially developed to moisturise dry, rough skin and protect hands from unpredictable weather conditions. The practical tube fits perfectly in your pocket or handbag. The packaging is also fully customisable: the tubes can be entirely printed with an individual design, giving the brand a personal touch that makes customers feel special. The minimum order quantity is 250.

Lanyards for strong brands

As Europe's leading manufacturer of lanyards, TedGifted presents printed sublimation lanyards with atmospheric motifs for the Christmas season. Made from smooth polyester, the lanyards impress with their brilliant colours and details. The environmentally friendly version made of rPET is a sustainable choice. The lanyards are customisable with logos and accessories such as carabiners or safety clasps.



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www.zego-tvz.de

Beanie with a signalling effect

Eye-catching and anything but boring: with the Reflective Beanie from Daiber, customers and business partners can say goodbye to uncreative gift ideas. The cool beanie is a must-have for the festive season. It is available in four trendy colours and equipped with reflective stripes for extra visibility. It is perfect for evening walks or outdoor sports adventures. Made from cuddly, double-knitted material, it not only keeps you warm, but also looks great. Best of all, the Reflective Beanie can be easily personalised with a company logo or individual design using embroidery or a leather label. With an Oeko-Tex® certification of testing for freedom from harmful substances, advertisers not only score points in terms of fashion, but also safety.



PSI 46970
reflAktive – Eine Marke der safeReflex GmbH
Tel +49 4971 9233-12 • info@reflaktive.de
www.reflaktive.de



For better visibility

safeReflex offers new reflective fabric products made in Europe. In addition to high-visibility waistcoats, armbands and other items for better visibility at dusk and in the dark, which have already been in the product range for some time, reflaktive is also able to supply other products customised according to customer requirements. Both components manufactured exclusively in Europe and goods imported from non-European countries can be used. Projects are carried out in Europe. One example is the gym bag shown here, whose materials have been manufactured and processed exclusively in Europe. It consists of yellow fluo fabric, Oeko-Tex, in accordance with EN ISO20471-2023, with metal rings for fastening in the corners. It has black/silver reflective cords as well as reflective tape strips and reflective logos in silver applied using heat transfer. Printing with other non-reflective colours is also possible.

The world's best support

Whether it's Goethe, Shakespeare or a cookery book, the Troika globe bookend ensures that literary classics, guidebooks and other favourite reads are perfectly stored and appreciated. The wide book holder consists of a black and silver globe with a diameter of 13 centimetres and a black metal bookend with a large engraving area for the customer's logo. A magnet makes it easy to remove the globe and look at it comfortably. The physical globe called Bookglobe Single with green-brown country areas and blue seas is labelled in English. With its realistic details and high-quality workmanship, the globe is not only a decorative element, but also an educational tool for curious minds of all ages.



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



Writing with a festive accent

If you are looking for a thoughtful, stylish and practical gift for Christmas, the elegant pens from DreamPen are perfect because they are more than just writing instruments. They are a symbol of care, elegance and daily inspiration. With their smooth ink flow and timeless design, they are the perfect gift for someone who still relies on the unmistakable power of the handwritten word. Whether it's for a colleague, a friend or a loved one, a beautifully crafted pen is a meaningful gift that says "I was thinking of you."

PSI 45720 • DreamPen Producer of ballpens
Tel +48 68 4772232 • sales@dreampen.com
www.dreampen.com • www.clip4you.com



Exclusive set

The Unique product family from Klio-Eterna combines special materials with high-quality workmanship and exquisite design. In addition to the traditional ballpoint pens, the high-quality metal writing instrument is also available as a sophisticated rollerball version. The high weight and the spring-loaded steel clip reinforce the overall impression of high-quality. Whether in modern carbon fibre or elegant walnut wood, the Unique models impress both visually and haptically and leave a lasting impression on the recipient. Made from brass, the writing instruments have a shiny silver tip and a matching upper section. Just like the ballpoint pens, the rollerball versions also have a silver-look grip and cap. The combination of elegant weight and velvety-soft writing feel make the Unique premium writing instrument a timelessly beautiful gift idea. This individual and exclusive gift can be customised by means of permanent laser engraving and with a matching gift box.



PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co KG
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www.klio.com



PSI 49171 • Allers Grupa sp. z o.o.
Tel +48 533921418 • sales@lanyard.pro
www.lanyard.pro



Memories in soft cushions

Among the festive gadgets that truly enchant, the sublimation cushions from LanYard.PRO occupy a special place. The range includes classic square cushions measuring 40 × 40 cm as well as shapes inspired by the magic of Christmas: Santa Claus, a reindeer head and a Christmas tree with colourful baubles. Each of these soft, cosy cushions immediately conveys a feeling of comfort, childlike wonder and festive cheer – perfect for the home, office or seasonal promotions. But these are just examples. At LanYard.PRO, there are no limits to the imagination. The company also implements its own customer requests: „We transform your vision into a unique cushion that will give you pleasure for many years to come.“



Christmas tea magic

The Henosa-Plantanas Group focusses on aromatic delights during the Christmas season. Popular tea varieties are stylishly presented in tins, glasses or colourful paper and glossy bags. The range is complemented by delicious roasted, snow or cinnamon almonds, packaged in 50 or 100 gram units. The products can be customised with your own labels starting in quantities of 100.

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



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

Festive greetings in wood

Modern finishing techniques combined with fine wood veneer are part of marcolor's core expertise. This combination resulted in a special printed Christmas card made of wood veneer with filigree laser punching. Made from a thin and slightly flexible walnut wood veneer, this Christmas card in DIN-A6 format is something very special. In addition to the natural material itself, the finishing techniques are also impressive: Firstly, the digitally printed white print on the dark background creates a striking contrast and sets the perfect scene for the Christmas message. A filigree candle arch was then punched into the wood veneer using laser punching, which is initially held in place by small holding points. The candle arch can be taken out and set up by the recipient. The unusual realisation method guarantees a long-lasting effect even after Christmas.

Interactive chocolate experience

The FamousFood® AdventsBoxx fair from Kaldenbach is not just an Advent calendar: it is an experience with a message. Packaged in an elegant, frosted box in red, blue, green or transparent, it combines modern design with sustainable enjoyment. Behind each of the 23 lovingly designed doors is a delicious Ritter Sport chocolate cube, made up of the four varieties Yoghurt Treasure, Chocolate Greeting, Thank You and Let's Celebrate. The culmination on 24 December is a FairTrade Father Christmas that melts in your mouth. It is such a special product because the high-quality slipcase with full-surface photo printing inside and out becomes an interactive experience with an Advent design to tick off. The customised 1c logo print on the box is already included. It is ideal for brands with high standards and is ecologically sustainably produced in Germany. Whether for customers, employees or business partners, the AdventsBoxx is a gift with style, heart and leaves a lasting impression.



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

Customised advertising wonders

tobra offers customised wooden promotional products spanning from shopping trolleys to gift tags. Flexible, creative and quickly available, the personalised products are ideal brand ambassadors with a personal touch. The quick realisation of samples makes decision-making much easier.



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



Merry Christmas in focus

People always get a true Christmas feeling when they see the customised logo mat from advertising specialist emco Bautechnik. The Christmas mats bring a particular sense of joy if they are personalised and therefore unique. This is because the doormat can also be customised with winter and Christmas themes, for example. In combination with other small gifts in the same design, they make the perfect surprise for business partners and customers. The emco Christmas doormats are guaranteed to be the centre of attention during the Advent and winter season. The manufacturer's design collection comprises a wide selection. In addition to benefits such as the effective absorption of dirt and moisture, the printable carpet mat impresses with the permanent presence of the customer logo. Available in quantities of just one, also by express delivery.



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



PSI 46325 • Slodkie sp. z o.o.
Tel +48 226479000 • sales@slodkie.com
www.slodkie.eu

Sweet calendar

This Advent calendar in original packaging from the company Słodkie Upomniki Spółka contains 24 milk chocolates in the shape of stars, flowers or hearts and combines visual appeal with environmental awareness. The entire calendar, including the mould in which the chocolate pieces are held, consists of paper, making the packaging completely biodegradable. Each chocolate is wrapped in a 100 per cent recyclable film. The packaging can be fully personalised on both sides using digital printing and offers space for any graphic design and company logo. There are three types of paper to choose from: classic white, natural kraft paper and eco-friendly ecru paper with grass fibre content as the most ecologically sustainable option.

Advertising messengers with a glitter effect

Reidinger presents customisable pencils as sustainable promotional gifts for companies for the Christmas season. With festive motifs, high-quality packaging and individualised products in the corporate design, the useful everyday helpers with the "financial climate contribution" label are ideal as customer gifts, mailings or giveaways at events. The elegant crystal pencils with original Preciosa® crystal are particularly popular, stylish, functional and durable. Made from FSC®-certified wood, the pencils not only signalise quality, but also environmental awareness.

PSI 42938 • Reidinger GmbH
Tel +49 9732 9105 64 • info@reidinger.de
www.reidinger.de



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

Winter lip care

Lipcare Winter Edition is a lip care product with a Christmas aroma that the cosmetics specialists at KHK have developed in their in-house laboratory. The baked apple and almond flavours are available in all classic lip care sticks in quantities of 1000 or more. Made in Germany, this good lip care product is particularly valuable in the cold season and is perceived as a personal gift. Thanks to their long service life, the moisturising Christmas greetings have a high advertising impact. As a special eye-catcher, they are also available with three different 3D attachments on the cap: as a heart, Christmas tree or Santa hat. All KHK lip care products are produced in accordance with the Cosmetics Regulation and Cosmetics GMP and registered in the CPNP portal.

A stylish eye-catcher

The four individual glasses in this extremely stylish vase from Fairwerk make any flower arrangement a success. Individually designed, the wooden vase is a stylish eye-catcher. Alternatively, the flower pot can also be filled with four candles and transformed into a festive candle holder. It is ideal for the Advent season or as a cosy light source at the dining table. The product consists of a successful combination of oiled oak and glass. The wooden vase can be personalised with an individual logo and text.



PSI 60835
Fairwerk // Inntal-Werkstätten, Stiftung Attl
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www.fairwerk.de





PSI 43993 • Paper Fantasies Ltd.
Tel +370 611 10888
zilvinas@paper-fantasies.com
www.paper-fantasies.com

Festive advertising honeycomb tree

The new 3D honeycomb paper Christmas tree from Paper Fantasies is an interesting mailing item for the festive season. The tree fits into a standard envelope and transforms into a stylish 3D element. The company has over 100 years of experience in the production of honeycomb items in a wide variety of sizes and shapes. It makes not only trees, but also a selection of over 500 different shapes, models and sizes as well as around 50 colours. All products are manufactured in the company's own factory in Lithuania.

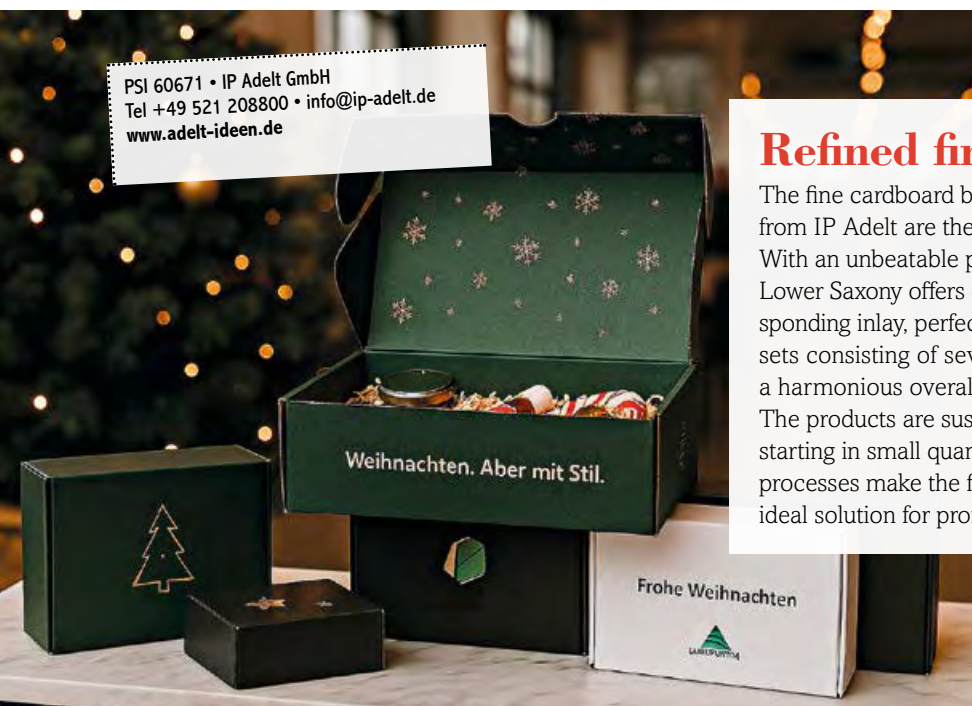
A decorative small tree

Multiflower supplies a live sugar loaf spruce measuring 20 to 30 centimetres, packed in an individual shipping box. The small tree is the perfect gift for Christmas. Classic and decorative, this sugar loaf spruce brings a Christmassy atmosphere to any room. Starting at a minimum order quantity of 250, the banderole can be provided with an advertising message in the standard motif or completely customised. The tree can be sent directly from the supplier to individual recipients on request. A separate slipcase is also available as an advertising space.



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www.multiflower.de

PSI 60671 • IP Adelt GmbH
Tel +49 521 208800 • info@ip-adelt.de
www.adelt-ideen.de



Refined fine cardboard boxes

The fine cardboard boxes made of refined corrugated cardboard from IP Adelt are the perfect choice for high-quality Christmas gifts. With an unbeatable price-performance ratio, the company from Lower Saxony offers customised design options, also with a corresponding inlay, perfectly matched to the contents. Especially for gift sets consisting of several products, the elegant packaging ensures a harmonious overall image and clearly showcases their value. The products are sustainably produced in Germany and available starting in small quantities. Short delivery times and uncomplicated processes make the fine cardboard packaging from IP Adelt the ideal solution for promotional product retailers and agencies.

PSI MEDIA GUIDE 2025

PSI



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SCAN ME



Schneider Schreibgeräte

A PV system with 262 modules installed on the new Schneider warehouse. Photo: Schneider Schreibgeräte GmbH

Automated small parts warehouse opened

Schneider Schreibgeräte GmbH has expanded its infrastructure sustainably with the opening of a new automated small parts warehouse. After a long project-planning phase and a three-year construction period, the building (at 11 million euros, the most expensive single building investment at Schneider) has been in operation since the beginning of the year.

The warehouse is 40 metres long, 20 metres wide and 27.5 metres high. Semi-finished parts are now stored and retrieved fully automatically on four transport aisles by self-propelled, electric transport units and roller conveyors to and from the four floors of the assembly departments. With this measure, the company has gained 30 per cent of its production space. The storage area is inert, i.e. it is filled with a gas so that no fires or explosions can occur. Even raw materials such as wood, plastic and cardboard can no longer burn in this atmosphere. The warehouse has a total of 52,800 storage spaces for large load units (L600 × W400 × H295mm) or 95,040 for small ones (L400 × W300 × H295). With four rack serving units, 520 containers can be stored and retrieved in one hour – a major increase in productivity and safety.

A PV system with 262 modules is also installed on the building, which helps offset the energy requirements of the automated small parts warehouse and generates an output of 100 kWp. This saves around 48 tonnes of CO₂ emissions per year. In addition, a new compressed air centre with integrated oxygen reduction was constructed to heat the automated small parts warehouse using a heat recovery system. With this strategically sustainable investment, Schneider is laying the foundation for further sales growth, according to a statement from the company headquarters in Schramberg.

www.schneiderpen.com

Cuddly comfort for seriously ill children

Mbw, the specialist for emotional promotional products from Wanderup, Germany, is launching a cooperation project with the foundation Make-A-Wish Germany. "Together, we want to make unforgettable experiences possible for seriously ill children, by giving them a cuddly toy crafted with love from our MiniFeet collection. This gift will turn every fulfilled wish into something really special", explains Jan Breuer, mbw's CEO. "Our cuddly toys stand for security, consolation and joy. This is exactly what should accompany a heartfelt wish. We will give one of our cuddly friends to a child for each wish that Make-A-Wish Deutschland fulfils so that they have a memento to remember their moment full of hope and strength. This partnership is a project dear to our hearts. It fills us with such joy when our products are part of such a significant moment for a child", adds Breuer. "With the support of mbw, we can give the kids making wishes a lovely memento that will make their magical experiences even more unforgettable", says Peter Schröder, Managing Director of Make-A-Wish Deutschland, adding "the cooperation with mbw is another step towards fulfilling the special wishes of gravely ill children. If you would like to support the organisation, donations or volunteers are always welcome". More information is available at:

www.makeawish.de • www.mbw.sh



mbw / Make-A-Wish

The spring season of the trade show formats of the German Promotional Products Association (GWW) ended with a successful day in Berlin on 14 May 2025, and with a clear message: despite economic uncertainties, the promotional products industry is in remarkable shape.

GWW-NEWSWEEK

Tradition-rich tour with a successful outcome

As summed up by GWW, this year's NEWSWEEK impressed at all six stations with high visitor frequency, a positive atmosphere and strong interest in haptic advertising. According to the association's concluding press release, NEWSWEEK sent "A clear signal for the relevance of physical brand ambassadors in the modern marketing mix." Around 3,400 visitors took the opportunity to find out about the latest trends and product innovations in the industry in Stuttgart, Hamburg, Wuppertal, Frankfurt, Dresden and Berlin. Renowned suppliers and manufacturers from the industry presented themselves personally and directly with a total of 74 exhibitions, showcasing creative solutions and tried-and-tested classics.

Positive attendance record

A new visitor record for NEWSWEEK was set at the opening event in Stuttgart with 715 participants. According to GWW, the other venues also confirmed the positive trend. With 595 visitors, Hamburg recorded an increase of 32 per cent. Wuppertal attracted 355 participants (+22 per cent). In Frankfurt, the previous record from February was even surpassed with 721 guests (+24 per cent). Berlin remained at a consistently high level with 506 visitors, while Dresden achieved a relative increase with 480 participants. Even though the number of visitors at GWW-TREND Spring on 12 February was down from the previous year with 396 participants, "the format remains an important meeting point — especially for distributors offering advice", according to the GWW.



There was keen interest in haptic innovations with strong advertising appeal in Dresden as well.

Outlook: GWW-TREND Autumn

GWW-TREND Autumn will take place on 23 September 2025 in the halls of the North Boulevard of the Cologne Trade Fair exhibition grounds. Around 150 exhibitors will have the opportunity to give a new impetus to year-end business. This year's special highlight is that the exclusive evening event on the Rheinterrassen will be reserved exclusively for GWW members for the first time. "With a spectacular view of Cologne Cathedral, the Rhine and the Hohenzollern Bridge, the atmospheric setting promises a worthy end to an intensive day at the trade show – and plenty of opportunities to network in a special atmosphere," says the association.



Queue in front of the entrance to the Dresden location.

www.gww.de

New authorised Signatory on board

EIDEX GmbH, one of the leading providers of promotional product distribution and fulfilment services in Germany, is expanding its management team. Stephan Mock has been appointed as the company's new Authorised Signatory. With his appointment, the management level is now complete and will in future consist of a Managing Director and three Authorised Signatories. In addition to Managing Director Thomas Gottschall, Stephan Mock has now joined the two existing Authorised Signatories, Jessica Feyrer and Alex Schuster.

"With Mr. Mock, we're gaining an experienced expert who ideally matches both our corporate values and our strategic direction," says Managing Director Thomas Gottschall. "His expertise in the areas of AI, e-commerce and shop administration will make a significant contribution to further advancing our growth targets." In his new role, he will focus in particular on the topics of AI-supported workflow optimisation, shop programming and data protection. "We are looking forward to our new partnership and the impetus it will provide for innovation and growth," adds Gottschall.

www.eidex.de



The extended management of EIDEX GmbH (from left): Alex Schuster, Thomas Gottschall, Jessica Feyrer, Stephan Mock. Picture: EIDEX GmbH



Gesa Christiansen

Gesa Christiansen granted power of attorney

The company mbw Vertriebsges. mbH, in Wanderup, Germany, has granted general commercial power of representation to Gesa Christiansen. On 7 April 2025, mbw entered Christiansen in the Commercial Registry with general commercial power of representation. Gesa Christiansen has been employed at mbw for six years and is head of the Accounting, Finance & Controlling department. 'Granting the power of representation shows how much the company appreciates her dedication, and it recognises her work and her contribution to the company's success', explains CEO Jan Breuer.

www.mbw.sh

New Key Account Manager on board

Melanie Wehner has been part of the Key Account Management team at Senator GmbH in Southern Germany, Austria and Switzerland since 7 April 2025. With ten successful years on the retailer side, during which she held several positions in the promotional product sector, she has extensive experience and a deep understanding of market requirements, which she is now incorporating into her new role on the supplier side at Senator.

At Senator, one of the leading manufacturers of personalised writing instruments, mugs and cups, she will look after existing customers and develop new partnerships. She will benefit not only from her in-depth understanding of the market, but also from her keen instinct for customer-orientated solutions. "Ms Wehner knows the market first-hand and her experience will be a valuable asset to our sales team," explains Judith Fröhlich, Global Sales Director at Senator GmbH. "We are delighted to have her on board with us."

www.senator.com



Melanie Wehner

The first open house day to mark the 125th anniversary of writing utensil manufacturer Klio-Eterna from Wolfach was a "complete success" on 18 May. The enthusiastic guests experienced hands-on production and real teamwork.

Open house day Klio-Eterna

Over 1,200 enthusiastic visitors



The first curious guests arrived even before the official start – and the stream of visitors did not stop until late afternoon. Around 1,200 interested visitors took the opportunity to take an exclusive look behind the scenes of the company. What fascinated the visitors most was the extraordinary vertical range of manufacture. Many guests were particularly amazed by the fact that the pen refills are produced in-house, which happens seldom in the industry. The visitors also greatly appreciated the ecological sustainability practices of the company. The tour demonstrated how CO₂ emissions are drastically reduced from over 400 to only around 70 tonnes per year, thus making tangible what often remains abstract in everyday life.

Informative, transparent and well thought out

"The tour was great – you could experience the entire ballpoint pen production process up close," was the feedback from one visitor. And he wasn't the only one impressed by the organisation and setup of the tour. Each station was

Visitors marveled at the pen refill production during the tour.

Above right: Insights into the in-house print shop.

prepared by the employees with great attention to detail, making the tour informative, transparent and well thought out. There was particular praise for the employees, who guided visitors through their work areas with joy and expertise. They were patient, dedicated and still genuinely enthusiastic even after hours. Many guests remarked on the noticeably positive working atmosphere and the strong team spirit at Klio-Eterna.

Exciting insights – genuine enthusiasm

Of course, Klio-Eterna also catered to the physical well-being of the guests. According to the company, the first open day was a success in every respect: full of encounters, exciting insights and genuine enthusiasm. "We are overwhelmed by the positive response," said the management team led by Edeltraud Syllwasschy and Michael Gleich. "Our thanks go to all the employees who worked so hard to make this day possible – and of course to our guests, who contributed to this special experience with their great interest, feedback and good mood."

uma boosts international presence

Family-run uma Schreibgeräte Ullmann GmbH from Fischerbach is boosting its international presence with two new partnerships. By joining two national associations in the promotional product sector – the French association 2FPCO and the Belgian BAPP (Belgian Association of Promotional Products) – uma is strategically expanding its co-operation and networking with partners and customers in France and Belgium.

“Our memberships in 2FPCO and BAPP underline our commitment to continuous development and the active exchange of expertise within the sector,” says Managing Director Alexander Ullmann. “The new partnerships not only allow uma to expand its own network in two key European markets, but also to become even more involved in the discussions surrounding trends, innovations and sustainable solutions,” he adds.

A first highlight in this new context is already imminent: Hanna Künstle, Export Sales Management, is looking forward to a personal exchange at the BAPP Networking Gift Show on 28 August in Brussels. With these memberships, uma is taking a further step towards internationalisation – and is focusing on proximity, partnership and the future.

www.uma-pen.com



Hanna Künstle with the BAPP certificate.



The uma France team with Olivier Chabal and Annalena Markolf.

uma Schreibgeräte Ullmann

elasto launches customisable 3D figures

elasto GmbH & Co. KG, a well-known manufacturer of promotional products and specialist for merchandise articles, is expanding its range of products with an unusual item: customisable 3D figures, which are now available online starting from an order quantity of just one.

The hand-crafted miniatures made of polymer clay are based on high-resolution photos and impress with their detailed design, which makes each figure unique. The figures are approx. 15 cm tall, painted in several colours and are supplied in individual white boxes. Optional accessories or shake-head elements are available. For larger quantities of 100 or more, elasto offers professional series production with individual moulds and casting processes. This creates eye-catching products for advertising, merchandising or as brand ambassadors with personality.

“Our new 3D figures take brands to a new, tangible level. Whether as a giveaway, collector's item or at events, they stand for individuality, creativity and proximity to the target group,” explains Marcus Sperber, CEO of elasto. With the new products, elasto is once again emphasising its promise to combine brands and messages with emotional added value and sustainable benefits. This is entirely in the spirit of the family business, which has been focussing on quality made in Germany and efficient global sourcing since 1980.

For further information and enquiries please visit www.elasto.de or contact your personal account manager directly.



elasto

Image: elasto

Zubehör
optional
verfügbar!

In its 278th year of doing business, Abraham Dürninger & Co. GmbH is attracting attention again with interesting new products. The traditional specialist for custom textile finishing is certified by Fairtrade and GOTS (printing and embroidery) and is also pretty green in other ways.

Abraham Dürninger – Regional and Dedicated

50,000 new workers at Dürninger



On left: Roland Lensing, Sales Director of Dürninger Textildruck. On right: Jens Ebert, Executive Director of 'DieFirmenbiene.de'.

By 2013, Dürninger planted around 3,000 softwood trees; later, it added numerous shrubs and around a dozen fruit trees. In its anniversary year, 2022, the company, headquartered in Herrnhut, planted 275 black fir trees – one for each year the company has been in business.

The textile printing company's latest sustainability strategy is to have 50,000 new workers who will swarm the surrounding fields and fruit trees and ensure a green and sweet future. These 'workers' will be housed in a beehive on the company's grounds. Under the motto 'regional – sustainable – committed', Abraham Dürninger & Co GmbH is making an immediate contribution to preventing species extinction with its own bee colony.

On behalf of nature

“This special sustainability concept is ideal for anyone who wants to focus on environmental awareness seriously. On behalf of nature, and without any pressure from certification bodies or any bureaucratic obstacles, the company's bee colony makes a significant contribution to nature and the environment in the region”, explains Sales Director Roland Lensing. ‘Bees play a decisive role in our ecosystem and help preserve biodiversity. 80% of the pollination of cultured and wild plants depends on bees. Millions of flowers are also pollinated every year by our bee colony. Around 85% of the agricultural yields in plant and fruit cultivation depend on honey bee pollination. Two out of three supermarket shelves would be empty if bees did not exist. Bees also facilitate a good climate: Bee pollination creates biomass that binds carbon dioxide’.

Fabulous workers

Dürninger acquired the new ‘workers’ from a company called ‘DieFirmenbiene.de’ (company bee), headquartered in Zwickau. Bees are not the only ones swooning over Dürninger and the environment. The company is also crazy about the new staff, too. After all, they are known for their hard work, organisational skills, perfect time management, strong communication skills and high efficiency. ‘Bees are the workers that every company dreams about. They are always working, are happy to work overtime for free, never complain, always deliver on time, and never ask for time off work or higher wages. Bees are also a benefit for any company and are real economic heavyweights’, raves Roland Lensing.

www.duerninger.com

A Transatlantic Dialogue

Branded Wor(l)ds – A Transatlantic Dialogue is a brand new podcast hosted by US industry expert Jeff Solomon and European sustainability activist Steven Baumgaertner. Each monthly episode offers an open, insightful, and sometimes provocative look at how branding, merchandise, and culture relate to the pressing challenges of sustainability.

From circular product design to transatlantic cultural contrasts, Branded Wor(l)ds delivers inspiration, best practices, and in-depth conversations with leading voices in the industry. Branded Wor(l)ds is available on Spotify, Apple Podcasts, and all major platforms. New episodes are planned every month.

Branded Wor(l)ds



The two protagonists: Steven Baumgaertner (left), Jeff Solomon.

The new website is online – product configurator in focus

The new website www.stabilo-promotion.com is online. At the heart of the relaunch is the product configurator for customising promotional writing utensils. With its optimised online presence, STABILO Promotion Products offers partners and customers more service, enhanced usability for mobile devices and thus a greatly improved user experience in a fresh brand design.

Compact overview

The new website provides a compact and clear overview of the extensive range of products. New products can be quickly identified at a glance on a separate webpage. The most important information for partners and the direct path to booking an online consultation can be found directly in the start menu. Under “Discover STABILO”, interested visitors will find a wealth of information about the company, sustainability initiatives, services and finishing options. FAQs and downloadable materials can also be found here. The entire STABILO Promotion Products team introduces itself here as well. Visitors can identify STABILO distributing partners via the convenient STABILO distributor search, which is prominently placed directly next to the product search box at the top of the website.

The animated product slider at the top of the website makes it particularly easy to access the desired product category by illustrating it with product images. Alternatively, the STABILO product finder is hidden behind the red label at the edge of the website, which leads to the desired product with specific questions.

Find your favourite pen quickly and easily

The intuitive and minimalist design guides you quickly and easily to your customised product. Here you can select colours, upload logos or enter free text. An individual offer for the personalised product can then be requested with just a few clicks. A search engine-optimised website structure and adaptation to a contemporary, responsive design were important criteria for this relaunch. **www.stabilo-promotion.com**

STABILO Promotion Products



In the impressive setting of the Rottweil power station, an industrial monument in the idyllic Neckar valley, Schneider Schreibgeräte GmbH celebrated an extraordinary company event according to the motto “Make it matter”, the company’s new slogan.

Schneider Schreibgeräte

Great atmosphere at the company party



New motto “Make it matter”

Schneider’s managing directors then led the workforce through a presentation on the company’s new brand identity. The guiding principle “Make it matter” places greater emphasis on emotions and positions the company even more internationally with the business units “Write, Create, Promote”. This was a logical decision, as 65 per cent of sales are generated outside Germany. The company’s successful path was presented in impressive film scenes with a focus on the future – on new collaborations, product innovations, digitalisation and ecologically sustainable corporate strategies.

Many impressions

There was also no shortage of entertainment. Magician Johnny Diabolo from Salzburg enchanted the guests, while hobby artist Bianca Weber encouraged the employees to be creative with Schneider products. A total work of art was created from many small mosaics, which depicted the importance of each individual person and reflected the company philosophy artistically. Finally, the band “Premium Style” provided a variety of music to dance to. The celebrating guests left the community-building event with numerous impressions, a T-shirt with the motto “Make it matter” and a printed K15 ballpoint pen in the company colours and print.

The former powder factory, now a venue for the event agency “trend factory”, provided the perfect setting for an evening full of inspiration, good conversations and, finally, culinary delights. The entire workforce and accompanying persons were invited to celebrate the company’s successes together. Culinary delights were served at numerous food stands, accompanied by an exquisite selection of drinks. Yet the celebration was far more than just a taste experience – it was a tribute to Schneider’s corporate culture.

Keynote speech on innovation and transformation

A special highlight was the inspiring keynote speech by Herbert O. Zinell, former Lord Mayor of Schramberg. In keeping with the highly symbolic location, Zinell emphasised the importance of innovation and transformation in a rapidly changing world. Tradition alone is not enough – it takes courage to break new ground in order to keep pace. This is also the meaning of “Make it matter”, because “the work of employees can make a real difference – for the company, for customers and for society.”

The managing directors of Schneider then led the workforce through a presentation on the company’s new brand identity.



Hobby artist Bianca Weber encouraged employees to be creative with Schneider products.

www.schneiderpen.com

The EU's new General Product Safety Regulation(GPSR) has been in effect since 13 December 2024. While it targets quality assurance in online trade, some important changes will also affect the industry in general. The Austrian VÖW association analyses what the regulation means for the promotional product trade.

Verband österreichischer Werbemittelhändler (VÖW)
(Austrian Association of Promotional Product Distributors)

Product Safety is a Top Priority



The Product Safety Regulation affects all products sold within the EU market and intended for consumer use. The Verband österreichischer Werbemittelhändler (VÖW) (Austrian Association of Promotional Product Distributors) is addressing the topic of product safety regulation and its impact on the industry.

Un effect since 13 December 2024, the European Parliament regulation (EU) 2023/988 from 10 May 2023 on general product safety replaced the directive on general product safety, and it has ushered in a new era in terms of consumer protection. The Product Safety Regulation affects all products sold within the EU market and intended for consumer use. Existing regulations will continue to apply to product groups with their own directives, such as toys, electronic devices, personal protective equipment, food, etc. The GPSR is thus primarily a safety net for consumer products that do not have any special rules within the EU.

Adjustments to stricter requirements

VÖW, the Austrian Association of Promotional Product Distributors, is addressing the topic of the EU Product Safety Regulation and its impact on the industry: 'Even if the buyers of promotional products are other companies, the industry cannot avoid its responsibility. At the end of the day, these products will end up in end consumers' hands. We will also be affected as part of the supply chain,' says VÖW

President Klaus Pohn. Since the GPSR is a regulation, it does not have to be transposed into national law by individual EU member states. The requirements are already valid and replace the EU Product Safety Directive from 2001 and the Austrian Product Safety Act from 2004. 'Now, we have to ensure that the products we sell and how we handle them conform with the GPSR,' explains Pohn. Distributors and importers of the affected product groups are facing stricter requirements for product traceability, labelling and risk assessment. This includes checking whether manufacturers and importers have indicated information such as type, batch or series number on the packaging or in an accompanying document. The information on the commercial product, including risk assessments and technical documentation, must be accurate and accessible to consumers. This means they must be provided in a language that is easy to understand for consumers and that is prescribed by the member state in which the product is placed on the market.

Trustworthy collaboration with suppliers is important

Importers must also ensure that the products they get from non-member countries comply with EU standards, and they must also assume full responsibility for complying with regulations. Klaus Pohn adds: 'This requires corresponding documentation and proof that the products were tested and assessed before they were imported. If safety risks are determined during this inspection, distributors must act quickly to inform the manufacturer and importer and initiate a recall if necessary. Furthermore, the market surveillance authorities must be notified through the Safety Business Gateway. This requirement makes it clear that it is important to foster close, trust-based collaboration with manufacturers, similar to how VÖW maintains close relationships with its company members,' says the VÖW President. However, receiving the goods is not enough. Manufacturers must ensure that the storage and transport do not impair a product's safety and that the safety instructions in the accompanying document remain legible and do not get lost.



**"The industry cannot
avoid its responsibility".**

VÖW President Klaus Pohn

Special case: online trade

Special online distributors have new information requirements, but a distinction must be made between the Online shop operator and the distributors on an online platform. The strict requirements do not apply in online shops, where a company can sell their own products or the products of third parties under their own name and on their own account. However, the requirements are relevant for online platforms or marketplaces where a wide range of economic players offer and

sell their products. Their operators must register themselves on the Safety Gate Portal of the European Commission and have far-reaching cooperation and information obligations. For example, they must indicate the manufacturer's name, address and email address on every product they sell. With the introduction of digital product passports, information about a product's origin and safety standards are easily accessible, such as product images, information on the type of product and clearly visible warnings and safety information. <



<http://werbemittelhaendler.at>

The small but fine selection of products in the toys and plush products category “snuggles up” perfectly with our first product category in this issue. Their pleasant feel conveys a **cuddly advertising appeal.**



Floating Magic for Kids

The Floating bottles from Global Innovations offer customisable designs with floating motifs that children love, ranging from unicorns to spaceships. Every sip becomes an adventure. Colours and motifs can be customised, or customers can select a popular standard design. This is a promotional product with a real fun factor.

PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 930860
info@globalinnovations.de
www.globalinnovations.de



Accuracy with Nostalgia

Versatile and sustainable: Holz Frank presents the beechwood slingshot as an original promotional product for outdoor events, team buildings and promotions. The slingshot is handy, long-lasting and customizable with laser engraving. It awakens childhood memories while combining fun with a brand message. It is produced sustainably and guarantees a brand will stay in the spotlight for a long time.

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

Brain Games with an Anti-Cheat Guarantee

The creative brain game notebook from EMF brings generations together around a table. This game offers fun while on the go with its practical portable format and prevents cheating with a clever screen. The format, contents and design can be customised, making the brain game set the perfect advertising medium with added value.



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



Scary But Cuddly

The Halloween Gang from mbw turns cuddle time into a promotional message. The jack-o'-lanterns, bats, mummies and Frankenstein combine eerie charm with soft comfort. The cuddly toys can be customised, are versatile in their use, and always spark emotional brand experiences. The cuddly, Halloween-inspired figures are ideal for seasonal campaigns or as loyal promotional companions with sentimental value.

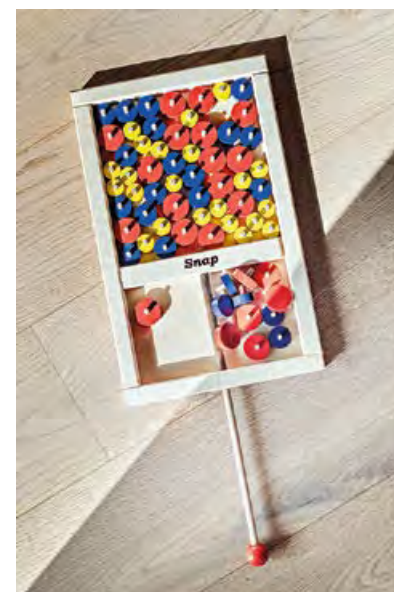
PSI 42020 • MBW Vertriebsges. mbH
Tel +49 4606 94020 • info@mbw.sh
www.mbw.sh

Creative and Sustainable

The Colozy puzzle from ANDA brings a fun spirit to any campaign. The entire surface of the puzzle can be customised is; it is made from paperboard and wood and is perfectly suited for educational projects or team events. As a GO GREEN product, it embodies environmentally-friendly marketing with creative animal designs – a puzzle that connects.



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



Thrilling Game

With the skill game SNAP from Fairwerk, every game night becomes a thrill. Its colourful wooden disks, clever pressure mechanism and easy rules make it an entertaining highlight for the young and old. It is produced fairly in workshops for people with disabilities and is a game with real added value.

PSI 60835 • Fairwerk – Stiftung Attl -
Einrichtung für Menschen mit Behinderung
Tel +49 8071 102226 • info@fairwerk.de
www.fairwerk.de



Sustainable Wooden Games

With tobra, classic games are turned into sustainable promotional ideas. The FSC®-certified wooden games, such as Tic-Tac-Toe, Tangram or the Magnetix puzzle, are made in Germany using solar and green energy. Custom engraving or imprinted packaging conveys messages in a fun and sustainable way. They are ideal for companies that value environmentally friendly and high-quality promotional products.

MADE
IN
GERMANY



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

– Advert –



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



Tangible Brand Loyalty

With the fluffy MiniFeet® from mbw®, brand communication becomes an affair of the heart. Fans of teddy bears and cuddly toys can dress their little friends in customised clothing – such as t-shirts made from recycled SEAQUAL® YARN. It turns the plush messengers into a sustainable highlight for loyalty campaigns, trade shows or collector's items. Fluffy, personal and full of emotion.



PSI 47460 • B&B Promotional Sweets
Tel +48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl

Chocolate Meets Strategy

The ladies' chocolate set B&B Promotional Sweets combines pleasure with a fun game. Twenty-four figurines made from fine milk and white chocolate are presented on an elegant tray and packed in a chessboard box. The packaging can be customised and reused, making it ideal for creative promotions with sweet added value.

Giving Feel-Good Moments

The gift set from Römer Wellness combines an OEKO-TEX®-certified flannel fleece blanket with two elegant tea light holders. It is packed in a festive design with a 'Merry Christmas' tag, creating emotional brand moments. Upon request, it can be customised – for lasting impressions during the cold season.

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



Doing Puzzles with a Profile

The latest puzzle from elxact brings brand ambassadors into people's memory in a fun way. The puzzles are FSC- and PEFC-certified, made from 100% recycled cardboard and CE-inspected, making them the perfect sustainable promotional gift. It is an analogue classic game for all generations: individual, durable and with a positive effect.



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

A Cute Fluffy Pretzel

The fluffy pretzel from team-d is an original eye-catcher made from 100% rPET – a statement of regionality and environmental consciousness. When used as an exhibition piece or fan merchandise, the custom soft pretzel is sure to whet people's appetite for more and is likely to be remembered for a long time.



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

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zeckenkarten.de
mikrofasertuch.de





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

Cuddle Factor with a Green Accent

The RPET plush collection from ANDA combines environmental awareness with brand strength. Since the cuddly animals featuring t-shirt branding are made from recycled materials, they are ideal promotional gifts for family-friendly campaigns. Five different characters – ranging from a monkey to a dog – capture hearts and minds of people alike.

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



Bringing Structure to Routines

The Marcolor routine planer, made from durable, recyclable plastic, promotes autonomy in a fun way and offers structure to children in their everyday routines. It features magnetic flaps and is easy to mount, making it practical and long-lasting. Ideal for educational and therapy facilities, social service providers and family-oriented businesses.



Game for Learning How to Tell the Time

With the mini thanxx® coloured pencil set (s), Spranz presents a colouring set with pencils and a colouring template that children can use to learn how to tell the time in a fun way. The wooden pencils are untreated, non-toxic, and VPE 500. The set contains six coloured pencils and a colouring template, which are delivered in a customised paperboard box. More products related to this or other topics can be found in the latest Spranz Collection.



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



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

Warmth with a Message Creates Bonds

The micro-fleece cuddly blanket from ZEGO is the perfect advertising messenger on cold days. It is fluffy and large (180 × 130 cm), available in nine colours and can feature custom embroidery. It is a stylish present with a personal touch, making it ideal as a festive gift with a cuddle factor.



Encouraging Environmental Awareness

With the colouring book 'Mein Energieheft', the company emotion factory from Heri-Rigoni offers a child-friendly colouring book that conveys information about sustainable energy in an engaging way. On 18 pages, children learn how to handle resources in an age-appropriate and creative way. The set includes a high-quality folder and coloured pencils. It is ideal for use in schools, at trade shows, or in public utility companies. It can be customised with a logo.

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



Ducks with Character

Whether for nurses, handymen or people working at desks, the Schnabels® squeaky ducks from mbw® bring charming laughter to everyday life with over 250 individual designs. When used as a humorous advertising medium with a logo imprint, they attract people's attention and remain in their memories, whether in the bath, at a reception desk or a trade show. It is a classic toy that is guaranteed to put a smile on people's faces.



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



When Spranz GmbH was founded in 1965 by Reinhardt Spranz with just one employee, driver's licence holders and key cases were the first products the company supplied to the fledgling promotional items industry. Sixty years later, the family-owned company with around 90 employees and over 800 items is a renowned and loyal partner to the promotional items trade.

Six decades of innovation and partnership

From key cases to brand diversity



The sales team in the company foyer. In the foreground (from left): Lorne and Reinhardt Spranz with sales manager Kevin Frantz.



Father Reinhardt and Lorne Spranz at the letterpress, a tool from the company's early days.

The Spranz company was founded in May 1965 in Koblenz by Reinhardt Spranz, who gave the company its name, with just one employee and an embossing machine as a manufacturer of driving licence holders and key cases. The family-owned company has developed steadily over the course of six decades and now presents itself with a design-oriented portfolio of over 800 items and a team of more than 90 employees. Spranz is still a manufacturer, but also a developer, importer and warehouse operator of promotional items with its own print-

ing facilities, as well as a high-bay warehouse and logistics centre, enabling it to respond flexibly and individually to growing customer requirements.

Entry into the industry via PSI

Reinhardt Spranz learned about a newly formed network led by Walter Jung called PSI from an article in Der Spiegel. The network brought together manufacturers, importers and distributors of promotional items in a fledgling industry and, above all, generated many new ideas, momentum

and personal contacts with its trade fair. Reinhardt Spranz contacted Walter Jung and visited him to find out more about the industry: 'I was excited by these new opportunities and seized the chance to enter the industry, founding my company in downtown Koblenz and becoming a member of PSI.' With the products that Reinhardt Spranz initially presented – car kits and key cases – he was the first supplier of these items in the promotional products sector at the time. Sales flourished, the young company grew and the first high-frequency welding machine (still in use today, by the way!) was purchased. Folding wallets from Italy were then added to the portfolio. With the entry into the import business from the Far East in the early 1980s and further growth, new machines were purchased. The range of automotive items expanded to a large and still very popular specialist range.

Continuous expansion of the product range

From the 1990s onwards, Lorne Spranz, son of the company founder, brought fresh impetus to the company. While still a student, he visited the Far East and gained several

months of import experience there. He then initiated the expansion of the product range to include electronics. The design-oriented innovations in the fields of electronics and metal were positioned under the globally protected brand name Metmaxx®. Gradually, the core competence was expanded to include drink and eatware, power banks, Bluetooth speakers, charging, outdoor products, lamps and more. Spranz was one of the first LED pioneers and helped shape this trend with its own innovative designs.

State-of-the-art technology: 360° UV all-round printing

To this day, the Spranz team designs models with a unique, striking look and new functionalities that are protected by patents, registered designs and design rights. The expansion of the product range was accompanied by the expansion of sales (by professional specialists Steffi Hermann-Widrinski and Michael Lienkamp for the DACH region) and the international partner network via base country partners throughout Europe. The latest coup is the acquisition of a highly professional industrial digital printing



Pad printing is also a traditional part of the portfolio.



The latest technological highlight at Spranz: digital flatbed printing.



Here, finishing is done using a laser.



Still current and in demand: customisation via foil embossing.



Here, cups are printed all the way around at 360°.

machine, which can be used to produce dishwasher-safe 3D motifs on stainless steel, glass and plastic bottles, cups and mugs (in cooperation with Mahlwerck Porzellan) using 360° UV all-round printing. With this investment in digital printing technology, Spranz is further expanding its role as an innovation leader in the industry.

Responsibility and reliability

Spranz manufactures in Koblenz, Europe and primarily in Asia, where it has its own teams on site to ensure the highest possible standards of production quality and working conditions. Responsibility and reliability in production and towards customers are not empty phrases here, but val-

ues that are lived and breathed. Spranz is also at the cutting edge when it comes to sustainable business practices. Spranz GmbH is certified climate neutral via myclimate and is consistently committed to sustainable processes. All company roofs in Koblenz are equipped with solar panels that cover the majority of the company's energy requirements.

Strict dealer loyalty

As Managing Director Lorne Spranz explained to us during our visit to Koblenz, the company has 'attached great importance to reliably supplying the promotional product trade as an exclusive partner since its inception in our role as importer, manufacturer, innovator, warehouse keeper and finisher, and to continuing this partnership in the future in order to be successful together'. Spranz continues to focus strategically on personal advice and contacts in order to offer its partners the best possible service level and impact. 'This also includes strengthening Germany's position in Koblenz, but with the caveat that the political and associated economic conditions – especially for SMEs – will develop in the future,' says Lorne Spranz, who goes on to explain: 'The framework conditions regarding the implementation of European regulations and their asymmetrical application in the European context, the sanctioning of unregulated disruptors – keyword "Temu" and similar – and the strengthening of Germany as a business location in terms of more attractive tax and wage conditions play a decisive role here.'

Optimistic outlook

Despite economic and political challenges, entrepreneurial spirit and a positive mood prevail at Spranz. The family cohesion within the team, coupled with innovative strength and customer proximity, form a stable foundation for further growth. "We look back with pride on 60 years of shared success and look to the future with optimism, continuing to support the promotional products industry as a reliable, personal and innovative partner. We are human and will remain so," affirms Lorne Spranz. <



Spacious warehousing is a matter of course.



At goods receipt.

New cooperation with Brinxx

There is news to report at the distribution level for the long-established Spranz company: since April of this year, the Metmaxx® brand has found an exclusive distribution partner for the Benelux countries in the Dutch company Brinxx, based in Zwaanshoek, with its collection of drinkware, electronic items, outdoor products and flashlights.

<https://spranz.de>



For this, and any other questions...
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Quality, sustainability and efficiency – these are the three pillars that Fruit of the Loom International's modern production facility in Skhirat, Morocco is characterised by. In an exciting Galileo report entitled “For the masses but classy” the textile specialist gave the TV team extensive behind-the-scenes insights into production and working conditions.

Modern and sustainable textile production in Morocco

“For the masses but classy”



The Fruit of the Loom production site in Skhirat, Morocco

With over 220 circular knitting machines, Fruit of the Loom produces around 1.6 million items of clothing here every week, including T-shirts, polo shirts and fleece products for children and adults from the three cult brands JERZEES, Fruit of the Loom and Russell Europe. The dyeing machines are designed for a capacity of 16,000 items per run and process fabrics in over 40 colour variants. The production facilities in Skhirat and the neighbouring town of Sale employs around 3,600 people. The seamstresses produce T-shirts in nine-stage processes in which each stage is carried out by qualified specialists. This system that ensures quality and specialisation. Depending on the complexity of the model, one seamstress and her team of nine produce up to 3,000 shirts per day in one run.

Sustainability as a corporate concept

Fruit of the Loom is pursuing ambitious environmental goals: By 2030, greenhouse gas emissions are to be reduced by 50 per cent compared to 2021. Over 90 per cent of the electricity used in Moroccan production already comes from renewable wind energy, and 60 per cent of the process water is reused via reverse osmosis. Waste heat from the dyeing and cooling processes is also recycled to generate energy. The “zero waste to landfill” strategy is being fully implemented: textile remnants are collected by type, recycled and reused for car seats or upholstery fabrics, for example. By doing without plastic packaging for T-shirts, polo shirts and sweatshirts, over 55 tonnes of plastic are saved every year. The shirts are packaged exclusively in cardboard boxes made from 100 per cent recycled material.

Certified quality based on fair production

According to Fruit of the Loom, all products fulfil the OEKO-TEX Standard 100, are REACH-compliant and free from harmful substances. Only approved dyes and chemicals are used in the dyeing process. At the end of the production process, there is a 100 per cent final inspection, which is supported by modern and increasingly AI-supported quality assurance systems. According to Fruit of the Loom, it is important to set social standards and ensure the best possible working conditions. Wages are above the statutory minimum wage, and there are break rooms, prayer rooms, medical care and subsidised transport solutions.

The Fruit Way

Fruit of the Loom products are ethically manufactured in line with the motto “The Fruit Way”. The brand not only guarantees the quality, colour and consistency of the textiles, but also ensures that they are made with respect for people and the planet. In addition to comfort and durability, all products are characterised by their excellent decoration options. Whether screen printing or DTG, the T-shirts and sweatshirts guarantee consistently excellent results for almost any printing process, making them the ideal canvas for a variety of designs, logos and advertising messages. Therefore, they are perfect for team and corporate wear.



Sean McCaffrey (Director of Textiles) in front of the camera for the Pro 7-Team



Behind the Scenes: The Galileo team while filming in Morocco with Abdelilah Amallouk (Technical Manager for Textiles)
Images: Fruit of the Loom International



Fruit gums in waste paper

JUNG Promotion, a specialist in tasty advertising ideas, is bringing a breath of fresh air to the world of environmentally conscious brand communication – with a new type of paper advertising bag specially developed for fruit gums and other snacks. The **packaging is recyclable** in waste paper and can thus be returned to the paper cycle – a clear plus for the environment and brand image. With this innovation, JUNG Promotion is offering the first promotional bag that combines high product protection with recyclability in waste paper: the integrated high barrier protects the fruit gums from external influences and aroma loss for up to six months. The new paper packaging is also suitable for Mentos chewable tablets, jelly beans, muesli bars, savoury snacks and seasonal items such as mini gingerbread – perfect as an eye-catching giveaway during the Christmas season. It is already the fourth packaging option for fruit gums in the JUNG Promotion range. Alternatively, packaging made from standard film, compostable film or 50% paper film remains available.

PSI 41545 • JUNG since 1828 GmbH & Co. KG
Tel +49 7141 6435-0 • zentrale@jung-europe.de
www.jung-europe.de

Elegance meets sustainability

The Senator Evoxx Polished Recycled MC **features a stylish design**, sustainable production from over 95% recycled plastic and excellent ergonomics. Its distinctive metal clip, wide range of colours and long writing performance, thanks to the senator® Magic Flow refill, make it an ideal promotional tool for environmentally conscious companies.

PSI 41838 • Senator GmbH
Tel +49 6162 8010 • info@senator.com
www.senator.com



Crystal clear: impressive

Hauser's exclusive pencils, ornamented with Preciosa® crystals, are not only luxurious but also impressively stylish. In an **elegant case of three** and customisable with over 60 crystal colours, they impress business partners and customers alike. Ideal for special occasions, these pencils demonstrate taste and offer lasting promotional impact through quality and elegance.

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



Magnetic memories

IP Adelt's high-quality gift box with a magnetic closure is a gift in itself. **Elegantly finished**, durable and customisable, it is a lasting promotional item that remains with the customer long after its contents have been eaten. Made in Germany, delivered quickly, even in small quantities – a gift that makes an impression and simplifies processes.

PSI 48644 • IP Adelt GmbH
Tel +49 521 208800 • info@adelt-ideen.de
www.adelt-ideen.de

– Advert –





Writing comfort on a budget

The new STABLO bille, liner and Marathon ballpoint pens combine reliability with a comfortable grip. They are characterised by **clear designs**, ergonomic surfaces and practical click mechanisms. The long-lasting X20 refills guarantee precision and a long service life. Attractive promotion has rarely been this simple and budget-friendly!

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



Glamour on your keyring

The glam lanyards from D&K ID Group transform functional accessories into sparkling eye-catchers. With a soft strap, two or three rows of rhinestones, optional engraving and a mobile phone loop, they are comfortable to wear and make a big impact. Ideal for events, promotional campaigns or as a classy staff gift. These lanyards are a statement: Stand out and be remembered.

PSI 45649 • D&K GmbH & Co. KG
Tel. +49 761 8964920 • psi@dk-id.com
www.dk-id.com



Trackable worldwide

Speicher-Depot's duoTag tracking device is more versatile than ever before: Compatible with Apple's "Find My" and Android's "Find My Device", it makes global location tracking child's play. Perfect for promotion and gifts, because whether you're an Apple or Android user – **duoTag always fits**. Thanks to its compact design, it can be easily attached to key rings or bags.

PSI 49400 • Speicher-Depot
Tel +46 856215760 • info@speicher-depot.de
www.speicher-depot.de

Festive wrapping with style

With their customised ribbons, TedGifted brings **colour and elegance** to any seasonal branding. The sublimated polyester ribbons with brilliant prints are perfect for gift wrapping or event decoration. With short production times, high quality and versatility, they add a festive look to any brand.

PSI 48418 • TGL Poland sp. z o.o.
Tel +48 61 3072345 • info@tedgifted.com
www.tedgifted.com



Compact and versatile

The Troika ECO KNICKLICHT MICRO multifunctional torch features a powerful 500 lumens with five light modes and a 90° bendable head **for optimum illumination**. Its magnetic base and practical headband further enhance its versatility. The rechargeable lithium-ion battery guarantees sustainability – perfect for work, leisure or for safety.

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



Setting premium standards

The uma VIP GUM has been a favourite in the premium segment for years – and for good reason. With its elegant appearance, tangible quality and elegant haptic, it delights promoters and recipients alike. The uma VIP GUM sets premium standards: a classy metal casing with a velvety soft-touch finish and customised colour thanks to the umaPMS service. The writing instrument can be produced in the colour of your choice from as few as 500 pieces – to match your CI colour. With **precise laser engraving**, it makes an elegant and lasting impression for special occasions. The writing comfort is further enhanced by the smooth twist mechanism. For even more variety, the uma VIP GUM is also available as an elegant rollerball – perfect for stylish writing or as a high-quality gift set.

PSI 41848 • UMA Schreibgeräte Ullmann GmbH
Tel +49 7832 7070 • info@uma-pen.com
www.uma-pen.com





Eye-catching and sustainable yoga mats

Photofabrics is producing innovative yoga mats with high-quality digital printing. **Any design can be realised**, whether full-surface or partial. Thanks to efficient production, customers benefit from lower unit costs while maintaining high quality. Perfectly suited as promotional items for yoga schools, studios or chain stores, from an order quantity of 20 pieces.

PhotoFabrics GmbH
Tel +49 7141 2984530 • info@photofabrics.de
www.photofabrics.de

An icon and symbol turns 50

Prodir is celebrating its 50th anniversary and is crowning this jubilee with an impressive addition to the QS50 writing instrument family. The QS50 Stone, inspired by the classic pencil shape, symbolises writing itself. Its elegant grip is made from a mineral-enriched material that contains 60 per cent less plastic and is around 50 per cent heavier than conventional plastic pencils. This weight conveys value – **a strong statement in marketing**. The anniversary edition is available in twelve intense colours, from malachite green to rose quartz. For the first time, the QS50 is also available in versions with ABS housing, matt or soft-touch surfaces. There is also a wide range of clips, push-buttons and clip holders, complemented by a generous clip printing area. Giorgio Pagani, founder of Prodir, sees the QS50 as a symbol of durability: “A timeless classic that shows how important writing instruments have remained in the business world,” he explains.

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



Magical colours with every sip

Pour a cold drink into ASSCA's innovative stainless steel tumblers and you will experience a **spectacular colour change!** The colours reflect your desired pantone and – with the optional logo – make this an unforgettable promotional highlight. Sustainable, unique and emotional: ideal for impressive brand communication.

PSI 49747 • Cookie Cutter c/o ASSCA GmbH
Tel +49 77216809150 • info@cookiecutter.de
www.cookiecutter.de

Dreaming at your desk

Harenberg's high-quality postcard calendar combines stylish presentation **with functional versatility**: 53 cards with individual motifs and postcard pre-printing for collection or postage. An ideal promotional item with guaranteed impact. Customised productions can be realised from 1000 pieces.

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



Sweet nostalgia in a retro jar

MAGNA sweets fruit caramels offer you intense flavour with a soft consistency. Presented in a vintage jar, they effectively combine indulgence and promotional impact. **Particularly distinctive**: The label can be customised with your own logo or message. For anniversaries or customer events – a tasty promotional gift that will be long remembered.

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



An important update

Whe demands on our industry are growing at all levels. Customers are demanding ecological sustainability, young talents are looking for attractive conditions, and businesses are searching for skilled employees. And we are all faced with the question everyday: how do we remain relevant in a world that has become so diverse? One of the answers lies in the exchange of knowledge and experience. This is precisely why the PSI Academy on 11 September in Cologne is a place to find orientation and discover new ways of thinking.

On the one hand, we as an industry must be able to hold our own in the competition for young employees and managers. Generations Z and Alpha are looking closely: How open are we to change? How seriously do we take personal development and social responsibility? If you want to attract talent, you have to offer more than just products. You have to show attitude, be modern and have your sights set on the future. On the other hand, we not only need to reposition ourselves internally, but also be able to demonstrate our capabilities to the outside world in dialogue with industrial and commercial customers. After all, their demands are growing rapidly and with them the temptation to switch to supposedly simpler solutions than haptic products.

That's why this year's PSI Academy is so important. It focusses on the hot topic of "Sustainability in customer communication" and is cleverly structured and moderated by Julia Frings, Senior Project Manager at IFH Cologne (Institute for Commercial Research). Three breakout workshops will address the most important future issues in a practical way. Thorsten Bastian from next2brain will show how artificial intelligence can support companies in concrete terms. Nils Bader invites you to a reality check on the Green New Deal. Celine Goette and Bersa Shazimani from JuniorJob and Cedric Mela from taktilmedia will talk about modern HR strategies at the "How to HR" workshop.

The PSI Academy brings together everything our industry needs today and bundles it into five formats: the PSI Academy Conference as the main event, the PSI Academy Certification (starting in 2026) as a sound proof of excellence, the PSI Academy Awards as a stage for excellence in sustainable products, projects and campaigns, the PSI Academy Expo as a lively networking area and the PSI Academy Night as an inspiring finale. Tickets and information can be found at www.psi-academy.com. I look forward to seeing you in Cologne in September – ready to think ahead and move forward together. Then the future will belong to us.

Yours truly,



Petra Lassahn
Director PSI



PSI ACADEMY

2025

11 SEPTEMBER, COLOGNE

MORE INFORMATION CAN
BE FOUND HERE:





Less waste, more impact

Green is the new must-have – even for promotional products. The key-word here is “eco-friendly”. Those who advertise ecologically sustainably nowadays not only have a clearer conscience, but also boost their image. Products made from recycled materials, plastic-free packaging or cleverly reusable items show that you are thinking ahead. In other words, this brand is thinking and acting. Particularly trendy are zero-waste products that do not produce any waste and are real everyday helpers – from bees-wax cloths to stainless steel drinking straws. Promotional products from the eco category are more than just giveaways. They also convey attitude. And this is becoming increasingly important for customers, partners and employees. In this thematic section, we show how sustainable advertising messages can be creatively realised without compromising on design, function or brand impact. In short: what is good for the environment is good for business! The second product theme comprises new products in the “Chocolate, Sweets, Snacks” category.

Please already start thinking now about your product presentations for the October 2025 issue of the PSI Journal, which is dedicated to the thematic groups “Outdoor and Multifunctional Products” as well as “Watches, Jewellery and Exclusive Products” and send your product suggestions (image and text) by **20 August 2025** at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

25 years of precision and reliability



GÖCKENER GMBH – a full-service partner and specialist in the development and manufacture of film, gel and PU products – celebrated its 25th anniversary in April and can look back on an impressive success story characterised by continuous growth, innovations and a clear focus on customer satisfaction.

30 years of strong advertising media

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. These practical bags prove to be a highly efficient and sustainable advertising product that makes a clear statement in favour of more environmental awareness.



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