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For Promotional

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August/September 2025

Volume 64

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PSI Academy

Conference and Awards 2025

Product Guide

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Editorial

Opportunity or risk?

Whe latest tariff announcements, in particular the 15% tariff on EU exports to the US and the repeatedly postponed punitive tariffs of up to 100% on products from China to the US, raise significant questions for the internationally networked promotional products industry in Europe. Who are the losers, who are the winners – and how can companies survive in this environment?

Tariffs increase the cost of imported goods. These effects are immediately noticeable for our industry, which relies heavily on global supply chains and procurement cycles, which last several months. US companies that use Asian suppliers are particularly affected and now face unclear and sometimes high additional import costs. At the same time, the uncertainty is impacting the entire global value chain – from promotional product distributors to industrial customers in Europe.

However, amid these challenges, a remarkable opportunity is also opening up for European manufacturers of promotional items. If Asian products become more expensive when exported to the US due to high punitive tariffs, European suppliers can become more competitive on the US market – a phenomenon known as reshoring. European manufacturers can score points when quality, reliability and sustainability are in demand – even with a 15 percent import tariff, which is only a fraction of the rumoured 100 percent.

Yet the situation remains complex. Procurement cycles are long and many products are integrated into highly intertwined supply chains. Completely replacing Asian supplies is absolutely unrealistic. And even if the driver of the tariff discussions sits in the White House, there is still a huge elephant in the room that has yet to be named: What happens if promotional products destined for the US from China no longer make it there due to punitive tariffs, but instead wind up in Europe?

This creates a distorted situation! Europe would be flooded with Asian imports, while promotional product manufacturers from Europe seek refuge in the US market. This potential reversal of the flow of goods not only poses a logistical challenge, but also a considerable burden on product safety and compliance with sustainability standards. Will this happen? It is uncertain, given the seemingly erratic announcements that change on a weekly basis. However, the promotional products industry in Europe will have to adapt to changed market dynamics. It is important to carefully weigh the opportunities of strengthened regional production against the risks of global uncertainties. Only in this way can we continue to operate successfully.

On this note,

Simon Dietzen

Simon Dietzen, Editor of the PSI Journal

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



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and prizeworthy!

Oskar is the perfect recycled cotton bag for everyday use—and truly worthy of an Oscar. Made from 70% recycled cotton and 30% rPET, it's an especially eco-friendly choice. With its bottom and side gussets and long handles, Oskar is designed for maximum practicality. When not in use, it folds down easily for compact storage.

Measuring 38 × 42 × 10 cm, it offers the classic size of a shopping bag, combined with a sturdy fabric weight of 280 g/m². This makes Oskar exceptionally durable and reusable for all areas of daily life—whether you're shopping, commuting, or running errands.

Oskar is certified according to the GRS – Global Recycle Standard and the OEKO-TEX Standard 100. Available in Natural and Grey, it can be customized with screen printing, transfer printing, or embossing. There's ample space on both sides for your custom design or promotional message.



www.misterbags.de



PSI Academy Conference and Awards: The tension rises 8

The industry is eagerly awaiting the kick-off event of the new PSI industry gathering: The PSI Academy Conference and the festive PSI Academy Night on 11 September send a strong signal for sustainability and practical education. Those who attend on this day can only benefit.

EMAS: Avoid risks, create added value 10

Sustainability is an economic factor that can significantly increase a company's value. The EMAS environmental management system is a proven and effective way to achieve economic and ecological goals. Facts and experiences for companies that want to go down the sustainable path.



Eco-friendly and zero waste 20

Green is the new must-have – even for promotional items. Keyword: eco-friendly. Today, sustainable advertising not only scores points with your conscience, but also with your image. Products made from recycled materials, plastic-free packaging or cleverly reusable items show that this brand is thinking ahead. Particularly on trend: zero-waste products.



100 years of softness 68

For a century, VOSSSEN has been providing moments of well-being with its exclusive terry towelling products. The cosy towels, bathrobes and bath mats are perfect promotional items for getting close to target groups. The story behind this premium brand shows that visions of a better (advertising) world can become reality.



Autumn greetings with a green conscience

When the leaves are dancing outside and the wind starts to bite, many people begin to reflect – not only on what is essential, but also on what really matters: sustainability, responsibility and genuine togetherness. Surrounded by pumpkins, candlelight and chestnuts, autumn is the perfect time for promotional products that can do more than just advertise – especially if they make an ecological statement.

Organic, fair, regional – these buzzwords have become expectations. Companies that understand this communicate not only with their products, but also with their values. A sustainable advertising medium is not only a sign of awareness, but also a statement: “We act responsibly – for you, for us, for tomorrow.”



No one is left out in the rain

This certified organic rain poncho is made from plant starch and has been reliably manufactured in Ukraine for two years. After being used, it is 100 per cent biodegradable and compostable within a few weeks. Its degradability in seawater has even been tested and confirmed. The poncho, as well as the used printing inks and dyes, are certified according to DIN EN 13432 with the “OK Compost” seal of approval from TÜV Austria, making it an entirely ecological product made in Europe.

SAMOA GmbH

www.samo-group.com

PSI 47799



Bee cloths instead of aluminium foil and plastic wrap

Beeswax wraps have been handmade in a socially responsible and fair manner for over five years at the Ebersberg workshops in Germany, a recognised institution for the support of people with mental illnesses. Using organic beeswax and the purest pine resin from southern Germany, beeswax wraps are produced there as a sustainable alternative to conventional cling film or aluminium foil. They are antibacterial, easy to clean and can last for several years with proper care.

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Since 1966, Düsseldorf has hosted the PSI, Europe's leading trade show for promotional products, incentives and merchandising. However, in January 2026, the PSI will be held in Düsseldorf's exhibition halls for the last time. The move to Cologne from 2027 onwards will offer more reliable scheduling and better long-term development opportunities.

PSI trade show to relocate to Cologne in 2027

Reliable scheduling and new opportunities

PSI 2026

7 to 9 January 2026
Düsseldorf exposition grounds

PSI 2027

12 to 14 January 2027
Koelnmesse
(Cologne exposition grounds)



After 60 years in Düsseldorf, the PSI is relocating to Cologne starting in 2027.

After 60 years at the Düsseldorf location, the PSI is embarking on a new chapter in its history. From 2027, Europe's leading trade show for promotional products, incentives and merchandising will take place in Cologne. Organiser RX announced that the trade show will use the Koelnmesse exhibition grounds for the first time from 12 to 14 January 2027 – a strategic step that is intended to give fresh impetus to the future of the trade show.

Long-term reliable scheduling

For decades, the PSI has marked the start of the trade show year with an early date at the beginning of the year. Since 6 January is a public holiday in many German regions and important markets in the European promotional products industry, there were frequent scheduling conflicts with the trade show days. At its new location in Cologne, the PSI can now offer the industry a long-term date in January that avoids this situation. In addition, the use of the north halls of the Cologne exhibition centre opens up an attractive new hall arrangement that creates ideal conditions for productive trade show days for both exhibitors and visitors.

Commitment to the further development of the PSI

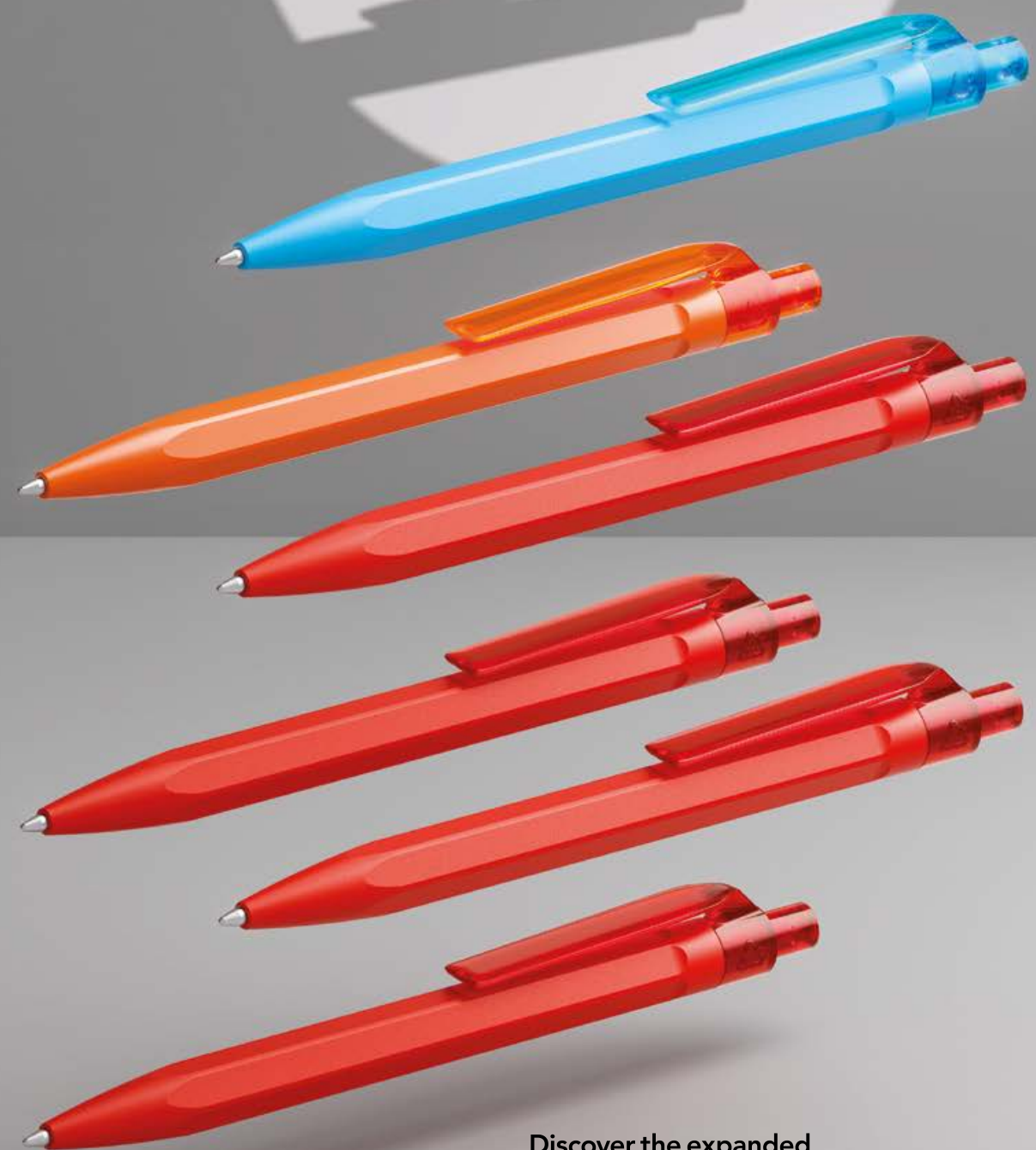
With its move to Cologne, the PSI is clearly positioning itself for the future. The international significance that the PSI has taken on in Düsseldorf is to be further built on at the new location. "We are convinced that the long-term certainty of an attractive date will further strengthen the relevance and reach of the trade show," says PSI Director Petra Lassahn. "This step is a clear commitment to the further development of the PSI. We look forward to the new opportunities that the relocation to Cologne will offer everyone involved," explains Michael Köhler, Managing Director of RX Deutschland GmbH. "We would like to express our special thanks to Messe Düsseldorf for decades of successful and trustful partnership, which has contributed significantly to the success of the PSI. Düsseldorf remains an important part of PSI's history. It was here that the PSI became an internationally significant event. Therefore, all further cooperation between RX and Messe Düsseldorf is unaffected by this decision and will continue in the tried and tested manner on a stable and cooperative basis," continues Köhler.

PSI trade show as an industry meeting point and network hub

PSI is the leading European network for the promotional products industry, with over 5,000 member companies. The PSI trade show is inextricably linked to the PSI network. For three days, more than 11,000 promotional product distributors, finishers and agencies meet with manufacturers and importers to learn about product highlights and innovations in haptic advertising.

www.psi-messe.com

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The industry is eagerly awaiting the kick-off event of the new PSI industry gathering: The PSI Academy Conference and the festive PSI Academy Night on 11 September send a strong signal for ecological sustainability and practice-oriented education and training. Anyone who attends on this day can only benefit.

PSI Academy Awards and Conference

The tension is mounting



Cologne is the venue for the PSI Academy 2025: The PSI Academy Awards will be presented at the famous Gürzenich Hall on 11 September during an evening gala. The workshops of the PSI Academy Conference will also begin there in the morning.

September 11, 2025 is quickly approaching and promises to be a highly interesting day for all professionals who believe that sustainable management and successful business go hand in hand. On this Thursday at 10 a.m. in Cologne, the PSI Academy will kick off with an exciting workshop program (PSI Academy Conference) during the day and a festive evening gala for the presentation of the PSI Academy Awards (PSI Academy Night). Those interested can still register – either separately for one of the events or for both parts of the Academy Day. Special conditions apply for PSI members. Tickets are available in the ticket shop at <https://shop.psi-academy.com>. It will be a whole day offering new insights and inspiration, but also plenty of opportunities for cross-industry networking.

Sustainability as a business booster

The PSI Academy Conference, which features presentations, discussions and workshops on sustainability and marketing-related topics, is open to suppliers, distributors and consultants, as well as customers, agencies and companies interested in forward-looking strategies. During the PSI Academy Conference, entrepreneurs, marketers and experts will provide practical insights into issues related to the impact and feasibility of sustainability in business contexts. In her keynote speech, Tanja Kliewe-Meyer, Head of Corporate Responsibility & Product Safety at Brax, will take participants on a journey through Brax's path to sustainable fashion production and explain how legal requirements drive innovation and help shape the strategy of a global brand. We would particularly like to recommend the presentation by Nils Bader, Director of the international Green Product Awards & Green Concept Awards and the Green Future Club. As a PSI partner he helped develop the PSI Academy Awards and contin-

ues to support them. The experienced consultant for sustainable transformation will show how companies can strategically use the Green New Deal to their advantage, where risks lurk and what opportunities are opening up to remain resilient and competitive in the long run. The following workshop is also highly relevant for the industry, as it will demonstrate how intelligent material selection and innovative design can create future-proof, truly sustainable promotional products.

Sustainability-related communication as a factor for success

"Sustainability in Customer Communication" is another key topic, which will be clearly structured and moderated

by Julia Frings, Senior Project Manager at IFH Cologne. Between the pitfalls of greenwashing and genuine impact, the presentation shows how communication can build trust and strengthen brand profiles. It is recommended for anyone who not only lives sustainability but also wants to communicate it convincingly. In the joint closing panel, Petra Schmatz (Green Lifestyle Magazine), Sven Fischer (LUWE GmbH), Petra Lassahn (Director PSI) and Nils Bader (initiator of the Green Product Award) discuss what a sustainability award can really achieve based on the motto "Greenwashing or game changer?". The full conference programme for the event at the Gürzenich Hall in Cologne can be found at <https://www.psi-academy.com/de/conference>.



"As jury chairman, I am committed to a transparent, independent and professionally excellent evaluation process. Together, we recognise the most innovative and forward-looking achievements in the promotional products industry."

Nils Bader

The expert jury of the PSI Academy Awards

Nils Bader, Green Product Award
Johannes Hilla, Sustainability Manager Avocadostore
Tanja Kliewe-Meyer, Brax Leineweber
Prof. Claus-Christian Eckhardt, Lund University
Karsten Bleymehl, Circular Materials
Petra Schmatz, Green Lifestyle
Lydia Junker, Hama GmbH
Sven Fischer, Luwe GmbH
Uwe Melichar, Touch Design Ltd.
Thu Tao Haussmann, Hochschule Technik und Wirtschaft
Steven Baumgärtner, EAC
Stefan Roller-Abfal, Akademie für Textilveredlung
Petra Lassahn, PSI Director (beratend)



"We are proud to present a new, contemporary award format for the PSI Academy Awards that reflects the relevance of sustainability for the entire industry and its customers. This is also reflected in the high quality of the submissions."

Petra Lassahn

Expert jury conference: Experts in dialogue

After the conference part and a deserved break, the doors to the PSI Academy Night will open (from 7:30 p.m.), followed by the festive presentation of the PSI Academy Awards. The multi-stage evaluation process went to its final round on 12 August. The members of the expert jury met in Düsseldorf to evaluate the submissions "live" and across categories, to experience the products first-hand and to discuss them. Prior to this, all jurors received the detailed submission data from the participants and were able to evaluate them according to defined criteria using a points system. The jury not only nominates the winners, but also provides the participants with a transparent explanation of the evaluation. The international character of the awards is impressive this year, with companies from nine countries submitting their sustainable products and campaigns. The diversity and high quality of the submissions led to lively and inspiring discussions during the jury meeting. Now it's time to be patient until 11 September, when the winners will be announced and celebrated in a glamorous setting. <



The categories of the PSI Academy Awards

- Apparel & Textiles
- Campaign
- Lifestyle & Accessories
- Re-Lifestyle
- School & Office Supplies
- Bags, Luggage & Travel
- Company of the Year
- Newcomer of the Year

www.psi-academy.com



Ecological sustainability is an economic factor that can significantly increase a company's value. The EMAS environmental management system is a proven and effective way of achieving economic and ecological goals. We will now discuss some facts and experiences for companies that want to take a sustainable path.

EMAS Environmental Management System

Avoid risks, create added value

Ecological sustainability is not a luxury, rather a necessity in order to position yourself on the market as a responsible, efficient company. Those who implement sustainability improve their image and create competitive advantages. Therefore, investments in environmental measures are definitely worthwhile. Many promotional products companies have recognised this and are gearing their strategy towards certification in accordance with DIN EN ISO 14001. However, more and more companies are going even further and dealing with EMAS, which is the most comprehensive environmental management and environmental audit system for improving the environmental performance of companies and organisations. In terms of its requirement profile, EMAS goes beyond ISO 14001 and thus is a partially higher-value standard with a strong focus on compliance with regulations and internal and external communication. In the following, we summarise what EMAS entails and how companies can benefit from it.

EMAS is more demanding than ISO 14001

The voluntary instrument of the European Union is open to all sectors and companies of all sizes, meets all requirements of DIN EN ISO 14001 and, like the latter, is applicable worldwide. However, EMAS does much more in certain areas. EMAS includes legal regulations on the approval and monitoring of environmental auditors as well as the registration of companies and organisations, including verification from the authorities to ensure compliance with legal regulations. This is a crucial point that particularly underscores the credibility of EMAS. Due to the similar structural process, validation in accordance with EMAS can easily be combined with certification in accordance with ISO 14001 and/or other standards such as energy management in accordance with ISO 50001. As EMAS contains all the requirements of ISO 14001, the final declaration by the environmental auditors and the EMAS registration also provide proof of conformity with ISO 14001. EMAS-certified companies can therefore provide evidence of two high-quality certifications at once and should also communicate this. Environmental auditors are authorised to issue an ISO 14001 certificate and EMAS registration authorities can also provide certificates in English on request. Both systems can be jointly validated or certified by environmental auditors, which only results in minor additional costs. If a valid ISO 14001 certification is upgraded to EMAS, the audit can focus on the fulfilment of the additional requirements.

Continuous improvement of environmental performance

While ISO 14001 focuses on improving the management system, EMAS-certified companies are committed to continuously improving their environmental performance beyond the legal requirements. This includes targets that are as measurable as possible as well as regular self and external audits to determine whether the planned improvements in environmental protection in the company have been successfully realised. In this way, EMAS companies always have a detailed overview of their current environmental situation and their development opportunities for

ecological improvement. In particular, the assessment of environmental performance by environmental auditors during validation contributes to this. In addition to the establishment and maintenance of a management system and state control, this also promotes innovation and the positive development of environmental performance in companies and organisations in the long term.

Development documented by core indicators

The improvement of environmental performance is the main objective of EMAS and is generally documented for the environmental aspects of resource consumption, waste, water, emissions and biodiversity using concrete and standardised performance indicators and presented in the environmental reporting. Improvements and trends can be meaningfully compared over several time periods – even when external circumstances change. The specification of these indicators not only enables internal comparisons, but also benchmarking within the industry. This is also ensured by industry-specific reference documents, which help companies to assess their performance level in comparison with the rest of the industry and to identify further potential for improvement. The indicators of the EMAS regulation were chosen to illustrate the contribution of EMAS-certified organisations to international climate protection efforts (Kyoto Protocol). The indicator reports on sustainable development of the German Federal Statistical Office also use these metrics.

Also useful for suppliers as well as small and mid-sized businesses

The question of whether EMAS validation makes sense for suppliers or small companies in the supply chain is often discussed. The following considerations are useful here: It is a fact that customers are increasingly placing demands on environmental performance, including within their supply chain. The environmental statement required by EMAS, compliance with the defined core indicators and legal conformity are meaningful unique selling points that lend every company more credibility. This is because EMAS enables

EMAS includes all the requirements of ISO 14001, but goes beyond them. Combining both systems is a good idea and makes sense.

>>



What is EMAS and what does it do?

- > It is a sophisticated, demanding environmental management system.
- > It provides an important contribution to environmental risk management.
- > It can reduce future financial burdens because it helps to avoid environmental pollution and thus subsequent remediation costs.
- > It helps to save costs because processes and procedures are monitored more efficiently.
- > It reveals approaches for process and product innovations.
- > It guarantees the systematic review of and compliance with environmental regulations.
- > It enables environmentally-oriented benchmarking.
- > It opens up new business areas in environmentally-oriented procurement.
- > It creates a new platform for dealing with authorities based on a certified and therefore credible environmental declaration.
- > It changes the perspective of relationships with the immediate local environment.
- > It enhances workplace quality, promotes team building and improves employee motivation and commitment.
- > It emphasises the future orientation and sustainability of the corporate strategy towards stakeholders.
- > It integrates the international standard ISO 14001 and supplements it with a verifiable contribution to the material improvement of environmental impacts. Those who use EMAS also comply with the international environmental management standard ISO 14001.

EMAS companies are well equipped to meet future, stricter EU requirements and the associated reporting obligations.

a company to demonstrate its compliance with the requirements and also generate cost savings through efficiency improvements. This means that small and mid-sized businesses benefit from EMAS just as much as larger companies.

Added value through communication

EMAS-certified companies communicate openly. While ISO 14001 largely does without external communication, EMAS makes dialogue with the public an indispensable part of the environmental management system (EMS). The environmental declaration is a publicly accessible written summary of the most important information, data and facts as well as self-committed programme to improve the environmental impact and environmental performance of the company. The EMAS environmental auditors check and confirm that the information in the environmental statement is correct and credible. The environmental declaration may also be accompanied by additional relevant environmental information in connection with the activities, products and services of the companies or with compliance with certain requirements. All information in the environmental declaration is then validated by the environmental auditor. Many EMAS companies use their environmental declaration as the basis for a more detailed sustainability report. They supplement the environmental declarations with social and economic themes and thus cover all aspects of sustainability. At the same time, they meet the increasing demands of business partners and the interested public to provide a comprehensive account of their activities and transparently demonstrate their commitment to sustainable management. The amended EMAS Regulation expressly provides for the possibility of integrating the environmental declaration into other reporting formats. EMAS is also recognised as a framework for the environmental section of the CSR reporting obligation for certain large companies that has been in force since 2017. Companies that establish EMAS are therefore well equipped not only for the EU requirements, which are certain to become even stricter, but also for the associated reporting obligations.



Is EMAS worth it for small and mid-sized companies instead of ISO 14001?

Small and medium-sized enterprises (SMEs) can apply to the registration authorities to extend the assessment interval from three to four years and the annual validation of the environmental declaration to two years with confirmation from environmental auditors. Environmental auditors do not have to set a minimum period for the audit, as is required for ISO 14001 audits. They can therefore respond more individually to the possibly lower assessment requirements of SMEs. EMAS is therefore often more cost-effective for SMEs.

Legal certainty creates credibility

Unlike ISO 14001, proof of compliance with legal regulations is an essential prerequisite for participation in EMAS. Therefore, EMAS contributes significantly to the legal certainty and liability of those responsible in the company. Compliance with legal regulations is ensured in the EMAS system in several ways: through internal environmental assessments within the company (audits), audits by external environmental auditors (verification) and finally the involvement of the responsible environmental authority prior to registration (regular enquiry). Importantly, environmental auditors may not sign their declaration of verification and validation if they find that applicable environmental regulations are not being complied with.

Proven methods, manageable effort

Establishing an environmental management system is a project that requires a certain amount of time and organisation. Companies are reluctant to provide staff or do not have sufficient resources or expertise. They ask themselves whether a simple approach is enough to get started. The Environmental Audit Committee has a clear answer here: a simple approach does not always make work easier. It may produce concrete results more quickly in the short term, but a simple environmental or energy check is not enough to realise long-term savings and improvements. This is because there are proven methods for EMAS to achieve a fully-fledged environmental management system without excessive effort, e.g., the convoy method or EMASeasy. It is important for all interested parties that the federal and state governments grant certain administrative simplifications exclusively to EMAS companies.

Employee participation as a success factor

Actively informing all employees and involving them in the organisation's environmental management system is a driving force for innovation and crucial prerequisite for continuous environmental improvements. Employees must therefore be involved in the process of continuous im-

EMAS has even more profound, positive effects on the entire company beyond environmental management.

provement in addition to training measures. EMAS-certified organisations utilise the potential of their employees, for example by setting up internal environmental committees, environmental project groups or an employee suggestion scheme. When teams and individuals make a greater effort to protect the environment, other areas of the company also benefit, such as occupational health and safety. If employees are actively involved in environmental management, it increases their identification with the company and their satisfaction. Managers who question the need for employee involvement should be aware that nobody knows the internal work processes better than the workforce. They usually know best where the weak points are and often have practical suggestions for solutions. Their knowledge benefits environmental management and should be utilised. In addition, their involvement leads to sensitisation with regard to environmental and quality aspects. Participation in EMAS therefore has even more far-reaching, positive effects beyond pure environmental management, which affect the entire company.

The PSI Academy promotes an ecologically sustainable promotional products business

Supporting responsible behaviour in the promotional products industry and setting new standards are also the aim of the PSI Academy Awards, which will be presented for the first time this year. Suppliers, distributors and creative people as well as their customers have been invited >>



Further information:
Office of the Environmental Audit Committee (GS UGA)
www.emas.de
info@uga.de
+49 30 297732-30
German licensing body for environmental verifiers
(DAU GmbH)
www.dau-bonn-gmbh.de

by PSI to submit their innovative products, projects and campaigns and are now eagerly awaiting 11 September. The award-winning companies will then be presented at the festive PSI Academy Night. Together with their contacts from PSI and the Green Product Award, renowned sustainability experts and many guests, they will experience a top-notch gala evening – including excellent networking opportunities. But that’s just the crowning con-

clusion of a day entirely dedicated to sustainability and future-oriented practical expertise: From 10 a.m. on this day, the PSI Academy Conference offers workshops and best-practice cases, addressing the most important future issues facing our industry in a practical way. If you want to learn from the best, get your tickets at <https://shop.psi-academy.com>. <

ISO 14001 and EMAS in comparison

	ISO 14001	EMAS
Basis	int. standard ISO 14001:2004	EU: Regulation (EEC) No. 1221/2009; D: Environmental audit law from 2002
Area of application	globally	Focus on the European Union, but also globally possible in the future
Area of application	organisation-based	Primarily location-based, but organisation-related entries can also be made
Verification process	(2-stage) certification process by an accredited certification body	Verification of the environmental management system and validation of the environmental declaration by an approved environmental auditor
Public information	within the framework of company communication procedures, not absolutely necessary	mandatory through publication of the validated environmental declaration
Registration	not applicable	Entry in the German and European location register by the Chamber of Industry and Commerce or Chamber of Trades
Additional aspects in the management system		<ul style="list-style-type: none">• Compliance with legal provisions• Orientation of the management system towards improving the company’s environmental performance• Involvement of employees and employee representatives in environmental management• Active external communication about environmental aspects

Source: Geschäftsstelle Umweltgutachterausschuss (GS UGA) / German EMAS Advisory Board · www.emas.de · info@uga.de · Tel.+49 30 297732-30

Ecological sustainability in practice: how companies implement environmental goals

“Commitment to the environmental is an incentive and driving force for corporate development”

The fact that Paper + Design is particularly committed to responsible, ecologically sustainable management is documented, among other things, by its introduction of the demanding EMAS environmental management system. The PSI Journal spoke to **Thomas Wetzke**, Management Representative for Quality, Environment and Product Safety at Paper + Design, about the goals and challenges of the company’s commitment to the environment.



Mr Wetzke, the environmental declaration proves that Paper + Design takes its environmental responsibility seriously and sets high standards. What does that mean in concrete terms?
Environmental protection is an important factor in production and an integral part of our corporate philosophy.

Already in 2008, we had our environmental measures checked for the first time by an official audit in accordance with the DIN EN ISO 14001 standard and the EMAS regulation, and we definitely want to stick to this. In annual audits, we scrutinise applied processes and develop

ecologically sensible improvement measures. In doing so, we refer to the legal framework at the European Union, national, state and municipal lev-

els. We identify relevant legal regulations and ordinances in the areas of waste law, emission control and energy law, hazardous substances law and water law that determine our actions. In addition to the EMAS validation, our integrated management system also includes the requirements of ISO 9001 and 14001, the IFS HPC and BRC standards as well as other environmental and social standards such as FSC®, SWAN and SMETA.

What is your motivation behind this?
The EMAS III validation in particular is an important tool for us to create transparency and reliability and thus show our business partners that we offer them high-quality products and services. The past few years have also shown that these instruments have a significant influence on the motivation of our employees and therefore on customer satisfaction as well. We see them as an incentive and driving force for the further development of the entire company – for example, as an important foundation for the systematic and continuous improvement of our company’s environmental, quality and social performance.

What does the environmental declaration, which is mandatory for EMAS companies, contain?
In addition to quantitative informa- >>



tion on the environmental impact at the company site, it sets out specific programmes that aim to further improve environmental and thus operational performance. The most recent environmental declaration for the 2024 reporting period contains evidence of our environmental performance over the past five years. We are proud that we were able to maintain our environmental performance at a high level in the 2024 reporting year without any significant restrictions in operations and production.

How is corporate environmental protection organised?

We have now firmly integrated high-performance, advanced management systems into our operational processes. The management system is implemented in an integrated manner for all of the aforementioned certification requirements. We are committed to the sustainable and continuous development of environmental protection in our company. The overall responsibility for the management system lies with the company management. It is supported in all environmental matters by the management representative and the department heads, who are responsible for maintaining and developing the management system.

What does this look like in practice?

Everything is clearly regulated: The environmental management system is described in operational instructions that define responsibilities, competences and processes. They compile the information and documents required for the further development of environmental protection in the company. Our employees can access reference and specification documents via the company intranet and are therefore always up to date. All employees can contribute directly to the further development of the existing system via the company suggestion scheme. As a member of the Environmental Alliance of Saxony, we have a network for cross-sector co-operation in the environmental management system.

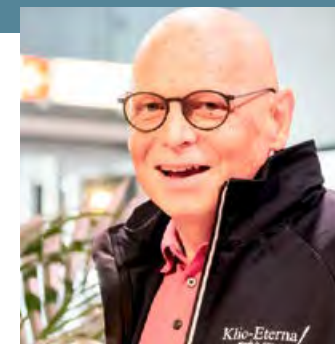
As a management representative, what advice would you give to companies seeking EMAS validation?

As a rule, just do it! Why? EMAS validation allows the company to combine environmental management priorities with business management aspects in a balanced way. It basically enables you to avoid generalisations or only partial performance in principle. The publication of environmental performance data via the environmental statement and

the associated further specification of activities creates a high level of commitment for internal and external stakeholders. It is also very helpful to maintain an open dialogue with regional environmental authorities. Due to the fact that validation only takes place if the authorities involved also confirm the legal conformity of an EMAS validation, we have greatly appreciated this cooperation on a basis of trust for years. This results in constructive synergies in all operational areas. Legal conformity creates operational security, while energy management (ISO 50001) is also integrated. Therefore, it does not have to be certified separately.

“We are highly motivated to keep improving.”

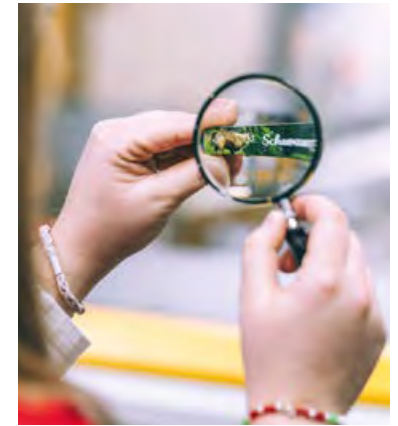
Based on the motto “Writing tomorrow’s history responsibly”, Klio Eterna is well prepared for the PSI and has started its anniversary year with a fresh new look. With EMAS, currently the most demanding environmental certification, the company is emphasising its sustainable approach at all levels. Managing Director **Michael Gleich** explains the ambitious environmental commitment of the tradition-rich writing utensils manufacturer.



Mr Gleich, Klio has reached a milestone in its commitment to the environment with the EMAS certification. How did this come about?

The impetus to put our company on a more sustainable path came from a very personal moment. About ten years ago, my children asked curious and critical questions about how people are

dealing with the environment – just as the younger generation often does. We seized on these thoughts and further developed them together with the late managing director Hans M. Höhner. We quickly realised that respon-



sible business practices are not only the foundation for a sustainable company, but were already deeply rooted in our self-image. Anyone who has ever visited the Klio factory in Wolfach in the Black Forest can certainly understand that we have a special bond to our beautiful location. For

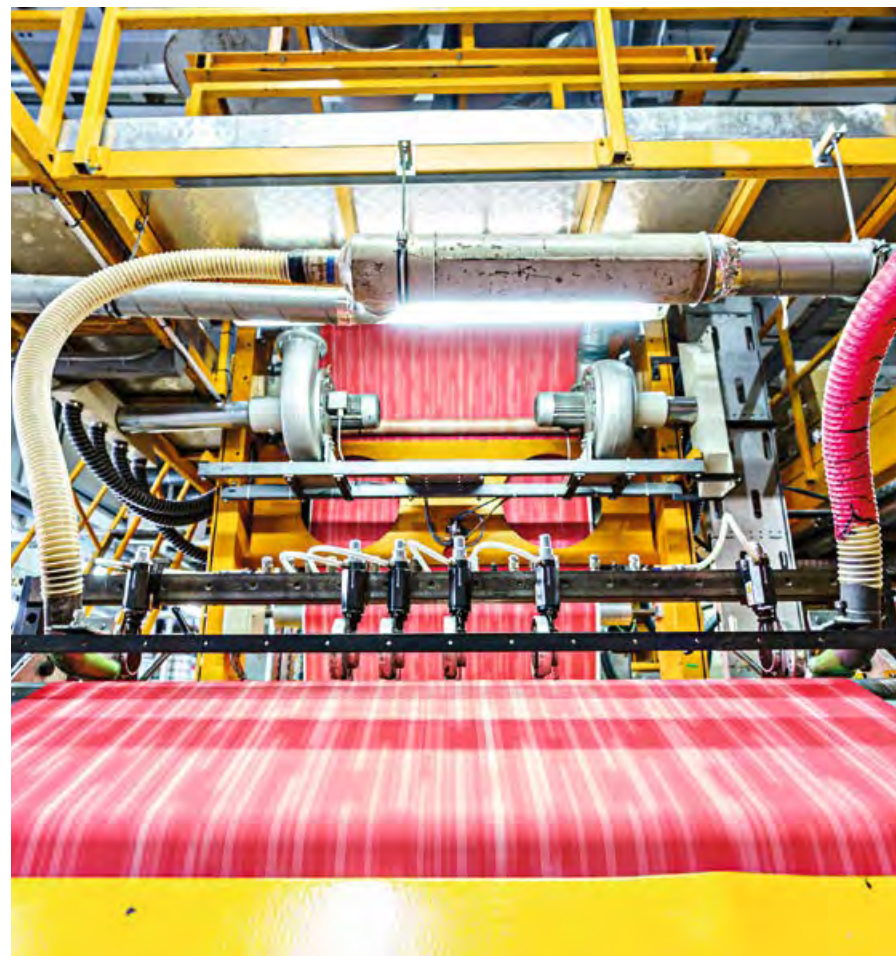
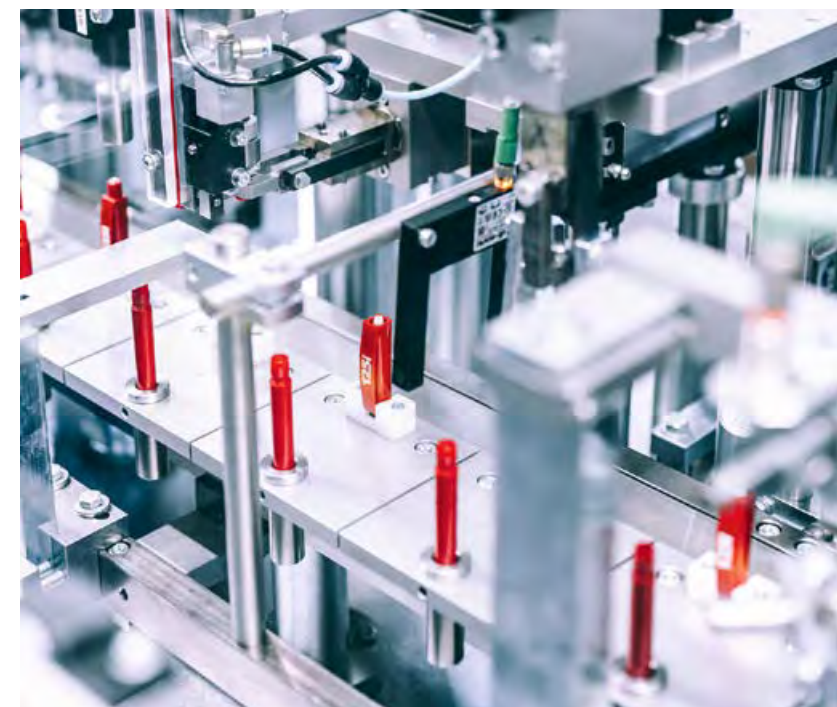
this reason alone, it makes sense to do everything we can to operate in the most environmentally friendly way possible. We have been very successful in this so far, and we intend to continue along the same path.

A certificate does not just fall from the sky. People have to work hard for it.

The path to EMAS certification was an intensive two-year process, during which we were able to build on our existing environmental management system in accordance with DIN EN ISO 14001. We systematically developed this foundation, which we already successfully had certified in 2017 in order to better document our environmental activities and make them more transparent – both internally and externally. It was only through comprehensive data collection and processing that we became aware of the full extent of our achievements to date. This stocktaking of our activities not only made us proud, but also gave us new motivation to continue on the path we have chosen. However, such a project can only be implemented if it is supported from within. Enthusiasm for EMAS and the environmental management system must be lived and breathed – and this can only be achieved with motivated employees who are willing to take responsibility and actively contribute to further development. Our success would not have been possible without this commitment. For 125 years, Klio-Eterna has stood for precision and quality – values that are made even more credible by a coherent and transparent environmental concept.

What does the sustainability strategy look like?

First of all, clearly defined and feasible goals are important for making progress. Many meas-



Paper + Design at a glance

Paper + Design has been supplying high-quality napkins and tablecloths for trendy and tasteful table settings for 25 years. The company has impressed the promotional products industry and other specialised industries with its high level of expertise in design, brilliant print quality and wide range of products. Table settings by established designers consistently reflect the latest trends in their diverse colours and motifs. Customised designs, even in small quantities, flexibility and speed make Paper + Design a strong partner for retailers.

ures can be already implemented with manageable investments and pay for themselves quickly. It is important to find appropriate key figures and not to compare absolute figures with each other. We focus on energy-efficient and resource-saving production techniques, the integration of social projects into our daily activities, the regional procurement of raw materials wherever possible, and compliance with codes and standards, which we have in part imposed on ourselves. Above all, however, we rely on our skilled employees and their many years of experience.

What goals has Klio reached so far?

The share of ecologically sustainable ballpoint pens made from bio-based or recycled plastics has grown steadily in recent years and currently accounts for more than 40 per cent of our products sold on the market. We have also switched to biodegradable films and cardboard packag-

ing containing recycled paper. In 2020, we began introducing energy management on all machines and put our new photovoltaic system in operation. At the same time, the entire company switched to green electricity. All these measures are our contribution to the sustainable reduction of production-related and unavoidable CO₂ emissions. The annual audit in accordance with ISO 9001 and EMAS serves to maintain the introduced regulations. We continuously refine and improve our quality and environmental management system through dialogue with our employees and business partners. We have introduced an emergency management system that is designed to prevent environmental pollution as far as possible in advance or to keep it to a minimum in the event of damage. There are many other measures that I can only briefly mention here: the expansion of the photovoltaic system, thermal insulation of buildings, electric and hybrid vehicles, e-bikes for employees, reduction of CO₂ emissions by around 80 per cent, creation of a meadow orchard with a biotope, waste prevention and separation, recycling of plastic waste and much more. In addition, we have been a member of the BSCI (Business Social Compliance Initiative) for a long time and are actively involved in the online platform SEDEX (Supplier Ethical Data Exchange).

How does Klio put all this into practice?

We have created structures that control the entire process and defined responsibilities for the various tasks. We have an environmental officer and managers responsible for occupational safety, security, energy, water, waste, hygiene, etc. The environmental team consists of the environmental officer and the team leaders. It is responsible for maintaining and applying the environmental management system, preparing the environmental programme and environmental audit as well as the environmental declaration, and is available to employees for all environmental matters. The team leaders also meet regularly with the environmental officer and inform him about progress in their respective areas of work and about the groups' new objectives. There are four environmental groups, each consisting of a team leader and employees from one or more departments. These environmental groups hold regular meetings and work together to find ways to further improve environmental performance in their respective areas. The environmental officer coordinates the environmental groups.

Any final words to conclude?

What began as an idea is now a vibrant system – supported by people who take responsibility. This attitude shapes our daily actions. Our future is being created today with every conscious step we take. Responsibility for people and the environment is not a goal in itself, but a path that we at Klio-Eterna follow with passion, reason and determination.

“Start small and take one step at a time”

Even if the decision has been made to act more sustainably, many companies struggle with taking the initial steps.

Matthias Hoffmann, Managing Director of Grubengold, an agency specialising in sustainable transformation, explains what is important and encourages companies to just get started.



What do the first few steps towards sustainability look like?

It is important to start with a clear, pragmatic approach. Taking a thorough assessment of the current situation is the first step: Companies should analyse where they currently are and determine the areas that offer the greatest potential for short-term improve-

ments. For example, this could entail optimising the company's energy consumption and installing LED lighting or improving heating and cooling systems. These measures are cost-efficient and quickly show positive results that motivate people to take additional steps. Sustainability initiatives should also concentrate on the areas that are especially relevant for your company's business model. The promotional product industry is doing the right thing here by relying on environmentally friendly materials. It attracts new, sustainability-oriented customers and generates a competitive advantage. Start small and take one step at a time: This is the viable option that we recommend. The start should be designed in such a way that it leads to measurable achievements, which can then be used as the basis for additional strategic initiatives. This will create the dynamic and acceptance necessary within the company.

Transitioning to sustainable operations is often perceived as complicated or overwhelming. What would you say to companies just getting started that have this perception?

Just get started! Many companies delay their start because they believe that they need a perfectly worked-out strategy before they can get going. But the perfect moment is never going to come. It is more important to start with the resources and knowledge that one already has and then to take one step at a time. I also recommend consulting

an external consultant with relevant expertise. Sustainability is a complex topic, and sometimes having an outsider's view can help identify blind spots and develop innovative solu-

tions. External consultants can also assist with setting the right priorities and putting the focus on the measures that have the largest effect.

What do companies need to think about from the very beginning?

A key to success is involving the entire organisation. Sustainability should not be viewed as a standalone project confined to specific departments. Instead, it should be integrated into every decision and every process, from product development and production to distribution. The goal is to establish sustainability at the core of the company's actions so that it becomes a competitive advantage in the long term.

Motivating employees and actively retaining them is one of the first and most important tasks. Sustainability must be anchored in the company culture, and that requires that all employees recognise the significance and objectives of the company's sustainability strategy.

What is your advice for companies that are uncertain?

Be patient, but do not put it off. Sustainability is not a one-time task, but rather a continual process. There will always be challenges, but every challenge is also an opportunity to improve something. With a clear strategy, a structured approach and a willingness to continually learn and adapt, companies can make great progress on their sustainability journey.

Grubengold GmbH

Grubengold GmbH supports companies – from start-ups to conglomerates – with their transformation towards a more sustainable and innovative future. Together with cooperation partners, Grubengold guides the process from the strategy phase to the implementation stage. www.grubengold.io

Klio Eterna at a glance

Klio Eterna's history dates back to 1900. Ever since, the company has developed into one of Europe's leading manufacturers of writing utensils. The company is considered the first manufacturer of fountain pens made in Germany. For over 70 years, Klio Eterna has been manufacturing ballpoint pens for the promotional products market at its Wolfach site, which are distributed worldwide by promotional products companies. With its own refill production, high-performance injection moulding and assembly departments, and all relevant printing and finishing techniques, Klio Eterna provides its customers with comprehensive advice and service. Quality awareness and sustainability have long been the basis of the company's business activities. www.klio.com

“Green” is a must-have – even for promotional products. True to the motto **“eco-friendly”**, sustainable advertising not only appeals to people’s consciences nowadays, but also boosts your company’s image. Particularly trendy are zero-waste products that are genuine everyday helpers.



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

Care with a clear conscience

KHK offers ecologically sustainable care made in Germany with hand balm and body butter as solid cream pieces. Packaged in FSC-certified boxes and made from organic ingredients, the care products impress with their pleasant fragrances and easy application. Customisable starting in quantities of 300.

Creative colouring fun the sustainable way

The innovative “Colouring fun to go” set from PHIL transforms old newspapers into ecologically sustainable crayons. This new product complements the popular PHIL range and turns long journeys or visits to restaurants into a stress-free experience for children. It contains twelve coloured pencils and a mini colouring book in a clever cardboard box. Sustainability meets creative fun in your free time.



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www.reidinger.de



For craftsmen

Reidinger continues to ride the green wave. Its carpenter's pencil is now also FSC®-certified. The specialist for customised promotional pencils has thus added another eco-friendly product to its range – without compromising on quality or function. Made from natural, renewable and FSC®-certified lime wood and bearing the Climate Partner Label "Financial contribution to climate protection", the carpenter's pencil is ideal for companies wishing to advertise responsibly, while at the same time effectively demonstrating their brand presence for a long time. The pencil's "big brother" is available in various lengths up to XXL format, with a generous advertising space that offers a wide range of printing and finishing options in corporate designs. The practical advertising ambassador can be customised with a company logo and message using the online configurator at www.reidinger.de.



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

Stylish thirst quencher

Spranz GmbH is introducing the Metmaxx® GenerationRefillEco2Go XL drinking bottle in a subtle beige colour. The product can be conveniently refilled to avoid waste. The practical and handy glass drinking bottle in a resource-saving bioplastic body, which offers protection for the glass and against heat, is ideal for travelling, everyday use and the office. The product is supplied with a lockable, leak-proof lid including a carrying strap. Made from wheat straw plastic and glass, the drinking vessel has a capacity of 550 millilitres and is supplied in a packaging unit of 40 in a designer box.

Sustainability meets comfort

Fruit of the Loom started the year 2025 with a stylish new product: the Pure Cotton T-shirt. Made from 100% certified organic cotton, the shirt impresses with its comfort, durability and first-class printing options. Whether it's screen printing or DTG, these shirts are perfect advertising spaces. Available in 15 trendy colours and sizes from S to 3XL, it is an absolute must-have for sustainable and fashion-conscious wearers. The Pure Cotton T is produced according to ethical standards in the company's own production facility in Morocco.

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



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



Personalised chocolate bits

Kalfany Süße Werbung offers colourful M&M'S® chocolate bits with individual printing on each individual bit. Like the delicious chocolate bits, the reinpapier® Advent calendar has also been an elementary component of the range of promotional products for several years. These two classics are now available combined in the reinpapier® mini-Advent calendar with personalised M&M'S® chocolate bits. As usual, you can choose from 15 colourful chocolate bit colours and up to three colours of your choice and personalise the M&M'S® chocolate bits with a logo, picture or advertising message. The advertising motif designed by the customer is then required or one of the manufacturer's basic motif suggestions is used as a basis for the subsequent FSC®-certified Advent calendar cutting. The reinpapier® inlay ensures a sustainable advertising experience. After enjoying the chocolate bits, simply remove the inlay from the calendar and recycle it in the paper bin. The inlay is made from 100 per cent biodegradable raw materials.

New Job

The ecologically sustainable Job highlighter from Schneider is now also available in three shades of grey: slate grey, mauve grey and taupe grey. The product is characterised by its bio-based ink, which is particularly environmentally friendly. The formulas of the odourless, quick-drying, washable and lightfast inks contain a high proportion of natural raw materials and guarantee outstanding quality. The body of the highlighter is made from recycled plastic, while the inner reservoir and tip are made from recycled fibres. Altogether, the highlighter is manufactured from more than 90 per cent recycled material. The Job has been awarded the Blauer Enger (Blue Angel) eco-label and offers very good marking performance. The highlighter is refillable with the Maxx 660 Refill Station and is suitable for normal, copy and fax paper. It is available in seven bright neon colours, in cases of 4, 6 and 8 as well as in blister packs of one and in an attractive display with 150 highlighters. The Job is currently one of the finalists for the 2025 German Sustainability Award for Products.



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PSI Journal 8-9/2025

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Puzzle fun for everyone

The advertising puzzles from elxact Internationale Werbemittel focus on interaction, haptics and ecologically sustainable brand loyalty. They combine playful curiosity with targeted messaging, making them an innovative tool for attention-grabbing campaigns. Whether as a high-quality puzzle with a customised image design, as a funny mini give-away or as part of an eye-catching mailing campaign, a promotional puzzle offers a wide range of possible uses. The product is particularly effective where messages need to be decoded step by step, such as for new product launches, event invitations or complex topics that require a playful explanation. The products are made from FSC and PEFC-certified, fully recycled cardboard and have passed EN 71-1,2,3 tests for toy safety. They are also CE-certified and made in Europe. The range of products now also includes wooden puzzles in which each individual piece has a unique shape.

PSI 44457
elxact Internationale Werbemittel GmbH
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www.e-xact.de



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www.promohouse.pl

Versatile and decorative

Bandanas can be used by both professional athletes and active sportspeople. Whether worn as a scarf, headband or hairband, the function and use of a bandana depends on your creativity. Due to their practical nature as sportswear items and functionality, they are often used as advertising media. Many companies take advantage of the relatively small surface area to advertise a product, company or logo. A bandana can be printed by means of sublimation or digital inkjet printing. For reasons of sustainability, the bandanas from the Polish company are made from recycled polyester microfibre, rPET, and are available in special cardboard packaging in line with the current global trend. The minimum order quantity is ten.

Air out, clothes in

Once the air between shirts, shirts and laundry is out, there is more room for other things in the Troika suitcase or backpack. The trick is an additional compression zipper that reduces the volume to just a third. This saves space and keeps things organised. Nothing creases, nothing shifts, everything lies firmly and securely in its place. This clever product is available in three practical sizes: L for shirts and trousers, M for shirts and S for socks and underwear. Each size comes with a mesh window and carrying handle and is made from 100 per cent recycled marine plastic (rPET).



PSI 46311 • Troika Germany GmbH
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info.troika.de/business



What is your favorite combination?

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- Advert -

Spicy recipe

The ginger shot from Sanders Imagetools combines a healthy recipe with a sustainable packaging concept and is ideal for health-orientated campaigns and modern brand presentations. The shot contains 22 per cent ginger juice, is lightly sweetened with agave syrup and flavoured with fresh lemon zest. The vegan recipe contains no artificial additives, preservatives, colourings, flavourings or sweeteners and is completely gluten- and lactose-free. The recyclable amber glass bottle reliably protects the contents thanks to its high barrier properties and supports a longer shelf life even without refrigeration. It can be customised with your own label starting in quantities of 140 and is the ideal product for health, sport and nutrition campaigns.

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



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

Cocoa-free chocolate alternative

Magna Sweets is launching a real world first in the sunflower seed sector, the ChoViva Advent calendar. The cocoa-free chocolate alternative is revolutionising the market and is a true innovation for environmentally conscious connoisseurs. ChoViva is available as the Advent calendar Naps in DIN A5 or DIN A4 format and as an annual calendar. All ChoViva advertising messengers are made from 100 per cent FSC®-certified cardboard. Ecologically sustainable, innovative and just as delicious as the original – this is what the future of chocolate tastes like.



A relaxed activity

In addition to 100 sustainable motifs to colour in, this book by Edition Michael Fischer, EMF-Publishing House, offers many ideas, tips and challenges for more sustainability and environmental protection in everyday life. In terms of scope, design and features, EMF-Publishing House customises the book to the customer's ideas and wishes. On request, the EMF team can also place a logo on the cover and/or your own products on the inside pages. This results in completely individualised books with a recognition factor that will be remembered.



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

Decorative source of light

Useful, attractive, decorative and made from renewable raw materials: All these features characterise the Book decorative lamp from Lumitoys. The lamp in a book design is a stylish and high-quality customer gift that adds a warm and special touch to any room. The wooden cover offers plenty of space for personalisation and the glued paper pages give the light source stability and diffuse the light in a uniquely atmospheric way. Various shades of brown are available as a base for the cover, into which the logo can be engraved. Coloured printing is also possible as an alternative. Available in various sizes, the decorative lamp is charged via USB and available in different LED colours or with colour-changing LEDs. The packaging can be customised on request.



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Protecting the seas

The Ocean Book green+blue from Geiger-Notes proves that the use of recycled materials and a high-quality business look need not be a contradiction: The Wave cover material is made from around 55 per cent recycled ocean plastic and PET waste. The plastic is collected in a complex process, spun into yarn and processed into woven fabric. The cover produced in this way not only impresses with its robust feel, but also with its elegant linen-like appearance. With 192 pages of content made from 100 per cent recycled paper, a closure band, pen loop, headband and bookmark and certified with the “Blauer Engel” (Blue Angel) eco-label, the Ocean Book is superbly equipped. Customised finishing with digital screen printing makes advertising messages stand out particularly prominently. Manufactured in Germany and available in five colours, the product combines sustainability, design and practicality. On request, a separate flyer can be enclosed, which emphasises the special material features of the notebook and thus highlights the customer's image as a sustainable company.



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



Growing beautifully

Lovely illustrations, paired with imaginative sayings, make the growing products from TDJ a very special gift. In times of fast-moving messages, the DIY growing cups such as chocolate flowers or strawberries offer an ecologically valuable alternative for the small green oasis. The manufacturer is also launching colourful flower marbles in compact parchment bags as small lucky charms, seed greetings on a stick as a blooming greeting with a lasting effect and mini egg cartons with colourful flower marbles. All items are available in the unique city gardener design, as a quick solution without long customisation times. Individualised advertising is also possible. With the “sowing joy” concept, customers can rely on promotional items that not only inspire, but also leave a lasting, green impression. In keeping with the new product range, you can send a loving digital greeting to a special person with the “compliments workshop” from TDJ. And with the help of the new flower marble designer, you can create your own message for the advertiser in just two minutes.

PSI 46311 • Troika Germany GmbH
Tel +49 2662 95111-0 • d.geimer@troika.de
info.troika.de/business

A practical solution

Blue Cycle Smartbag from Troika is a sustainable and stylish way to always have your smartphone and everyday items at hand. Made from recycled ocean plastic, the smartphone shoulder bag combines environmental awareness with functional design. The large main compartment offers space for a smartphone, while an additional compartment safely stores bank cards, keys or headphones. With an adjustable strap and high-quality metal carabiners, the bag adapts to your own style. Available in dark grey, this durable and neatly designed product will be the perfect companion for on the go.



Enjoy flavours in style

Retap is expanding its range of products with a new stainless-steel bottle in the characteristic drip design. Insulated with a double wall, it keeps drinks warm for up to 12 hours and is ideal for outdoor and business use. The range is complemented by the new sugar-free Retap Flavours – effervescent tablets with cranberry, lemon and guarana flavours. Sustainability meets the pleasure of hydration.



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Visible and environmentally conscious

Stay visible and environmentally conscious with this stylish round reflector made from FSC-certified plywood and EN 17353-compliant reflective film. Designed for everyday use, it can be easily attached to backpacks, jackets or bicycles with a strong elastic band. An ideal promotional gift for brands that value safety and sustainability and therefore responsible advertising. Fully customisable with UV printing or laser engraving. Made from renewable raw materials and available with plastic-free packaging. A modern, minimalist accessory that combines visibility and environmental awareness. Made in Lithuania.

PSI 60633 • Gileda Ltd.
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www.safereffector.com



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www.mbw.sh



Future-oriented gift ideas

Whether for employees, loyal customers or as a small gift, the sustainable promotional items from mbw® always strike a chord with the times and support a sustainable lifestyle. The recycled cuddly toys are made from recycled PET bottles, thus impressively symbolising environmental awareness. The Schnabels® squeaky ducks made from renewable natural rubber also offer longevity and a special feel. In addition, collected marine waste is transformed into high-quality Seaqual Yarn, which provides the basis for the all-over print mini-shirts and triangular scarves from the northern German company. These products enable the seamless printing of motifs across the entire surface.



Cooler bag for all occasions

Whether it's delicious sandwiches for the office, cool drinks for the barbecue or small beach snacks for your holiday, the SOFTBASKET lunch bag makes everything easy. After all, with its rPET outer material and lightweight thermal coating, it only weighs a few grams. But it offers enough space inside for snacks. It can be attached to the bike handlebars in no time with the matching loops or you can simply carry it casually. The colours beige, jade green, navy, red and black also make it a trendy accessory.



PSI 45666 • Halfar System GmbH
Tel +49 521 982440 • info@halfar.com
www.halfar.com

Natural plan

With the latest product from the green+blue series, Geiger-Notes AG is making a strong statement in favour of ecological sustainability: the Bamboo green+blue wall planner is made from FSC-certified bamboo paper, an innovative raw material that is recyclable, biodegradable and produced using renewable energy. The paper blend of 75 per cent bamboo and 25 per cent cotton fibres combines natural, rapidly renewable resources with a smooth and pleasantly soft feel. In addition to its conscious choice of materials, the wall planner also impresses in functional terms: with a spacious format of 980 x 660 millimetres, a clearly structured 14-month calendar and a large advertising space, it is the ideal companion for offices, agencies and organisations. Manufactured in Germany, the calendar is perfect for companies that want to take on ecological responsibility and target environmentally conscious customers.



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Größen:

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Handtuch	50 x 100 cm
Duschtuch	67 x 140 cm

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100% BAUMWOLLE
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Für Bestellungen aus Österreich wenden Sie sich bitte an Frau Sabine Kienzer (promotion@vossen.com) und für Deutschland an Herrn Sascha Krämer (promotionline@vossen.com).

* Stickgröße bis max. 25 cm Breite, Erstellung der Stickkarte kostenlos, Mindestbestellmenge 50 Stk., abzüglich Ihrer Konditionen und abzüglich einmaligen Jubiläumsrabatt von 20%, keine Staffelpreise oder weitere Rabatte möglich. Aktion gültig bis 21.11.25 - solange der Vorrat reicht.

www.vossen.com



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

Made from innovative material

tobra presents sustainable promotional items made from hanit recycled plastics in its “ecoline grey” range: the Rhine power bank and the Moselle mobile phone holder. Hanit is an innovative material made from recycled plastic. Packaging waste is sorted, processed and moulded to create a robust recycled plastic that is processed entirely in Germany and therefore regional and durable. The products themselves are also manufactured in the Hunsrück region, partly in collaboration with a workshop for people with disabilities and using green electricity in the in-house production facility. Both products can be customised with an engraved or printed advertising message, creating high-quality advertising media with a high level of responsibility for the environment and society.



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

Innovative packaging solutions

At the Zego textile finishing centre, the supplier engages in discussions on ecological sustainability with customers in order to effectively reduce waste to zero. The aim is to limit the use of unnecessary packaging such as polybags and thus make a positive contribution to the environment. Exclusive alternatives include individually printed cotton bags or creative cardboard banderoles, which are not only environmentally friendly but also give a polo shirt or blouse an upmarket look. In dialogue with customers, Zego develops tailor-made solutions that both reduce the ecological footprint and give the end product a special touch. The focus is consistently on sustainability and innovation to give end customers the opportunity to leave a lasting impression among the many competitors.

Visible change

For years, the classic seed packet has been one of the most popular promotional products in the emotion factory assortment from Heri-Rigoni. The flat, lightweight and eye-catching promotional items with their original seed effects are ideal for mailings, customer gifts or environmental campaigns. The cards with a viewing window or those in special shapes such as a stylised bee or heart motifs reflect the variety of formats and functions. In some packets, the seeds are bound in a fleece or applied to paper strips. In addition to the classic seed packet with summer flowers, the emotion factory also offers custom-printed folding cards, greeting cards with seed cushions or small letters with seed sticks that are simply stuck into the soil. From the packaging and printing to the choice of seeds, each product can be customised to suit the respective communication objective.



PSI 41016
emotion factory / Heri-Rigoni GmbH
Tel +49 7725 93930
info@emotion-factory.com
www.emotion-factory.com

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



Putting good things into words

The Relact Jot notebook from Anda Present is not just a writing utensil. It is a statement for ecological sustainability. Made from recycled milk carton paper, with a sturdy hard cover and matching eco-friendly spiral rings, it is perfect for brands that want to emphasise their environmental credentials. Companies from all industries can use this A6-sized notebook for eco-focused campaigns, sustainability conferences or employee welcome packages that emphasise environmental responsibility. The included recycled ABS pen rounds off this practical gift for environmentally conscious consumers.



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



Ready to expand

More freedom, more flexibility, more ecological sustainability: the laptop backpack from Troika is an ideal companion for the digital nomad world. Made from recycled marine plastic, it combines environmental awareness with maximum comfort. The two spacious main compartments – one usable as a padded laptop compartment up to 16 inches and one compartment with an expandable volume from 6 to 14 litres – adapt effortlessly to all requirements. The concealed backpack straps, the reinforced base and the cleverly designed pockets for a bottle, umbrella etc. make it the perfect partner for everyday use and travelling. The product is available with a two-way zip, several inner pockets, two front compartments and an expanded version with two mesh pockets for a bottle and umbrella. The reinforced base, a loop for attaching to a trolley, the carrying handle, the concealed backpack straps and the large capacity are further strong arguments in its favour of the product.

JUNG
Promotion

**X-MAS IN
THE PAPER**

ADVERTISING BAG



www.jung-promotion.de/en



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



T-shirt bestseller for every occasion

The cult brand Fruit of the Loom offers a large selection of classic T-shirts that impress with their quality, variety of colours and ecological sustainability. Each model combines stylish design, high comfort and environmentally friendly production. All T-shirts can be customised using screen printing or DTG. They are the perfect canvas for team or corporate clothing and guarantee optimum printing results. Sustainable quality is the hallmark of the new Pure Cotton T-shirt made from 100 per cent certified organic cotton yarn. Fit for women and men, available from XS to 3XL and in a total of fifteen brilliant colours, it is also durable and suitable for repeated washing at 40 °C. Other top products include the popular Iconic 150 T, a real everyday all-rounder and classic in the range, which is available in various sizes and in over 30 trendy colours, the Iconic 195 T, made from 195 g/m2 combed, ring-spun cotton and a real heavyweight in the collection, and the sporty and versatile Valueweight T: this is a lightweight all-rounder and, with a fabric weight of 165 g/m2, ideal for sports and teamwear. Fruit of the Loom products are manufactured according to ethical standards in its own production facility in Morocco based on the motto "The Fruit Way". The brand thus 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.

Hot messages

The FSC®-certified bamboo thermal mug with a capacity of 450 millilitres from Holz Frank combines a warm, natural design with robust, double-walled, stainless-steel insulation. The integrated tea strainer ensures aromatic pleasure, while cold drinks stay refreshingly cool for a long time. The lid or sleeve can be customised with precise laser engraving. This means that the advertising brand is visible with every sip. Reusable, BPA-free and leak-proof, this tumbler is the perfect ecologically sustainable promotional item that combines style, functionality and environmental awareness.

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



From local meadows

In contrast to conventional paper, grass paper consists of a mixture of wood and grass fibres. In addition to classic stickers, this material is also used to produce double-sided sticker cards at the marcolor print shop. It can be customised according to the customer's wishes. The hay used for the grass fibres comes from German meadows, eliminating the need to import wood fibres from abroad. This makes a positive contribution to reducing CO2 emissions. In addition, compared to cellulose production, hay production does not require any chemical processing, which leads to considerable energy savings. Grass paper stickers stand out in particular due to their unique appearance and give them a special touch. The basic tone is slightly brownish and the individual grass fibres are both visible and tactile, giving the grass paper a unique texture. It is printed using UV offset or UV digital printing to achieve an optimum result.



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



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INFO



/ YOUR /
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Function meets design

The 1013 ID card yoyo made of wheat straw, to which employee ID cards can be attached, is a sustainable and environmentally friendly alternative to conventional plastics. It combines functionality with aesthetic design and offers numerous advantages. Wheat straw is a renewable raw material that actively contributes to the reduction of plastic waste. The yoyo can be printed as desired and has a practical belt clip that can be easily attached to clothing or bags. Combined with a stylish wooden card made of bamboo, it makes a perfect duo. Other types of wood for the card are also available on request.

PSI 45649 • D&K ID Group
Tel +49 7664 611880
stefan.hueglin@dk-id.com
www.dk-id.com



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



Ideally shielded

The Fare Set ÖkoBrella To Go is an ecologically sustainable product for real outdoor fans who are out and about in any weather. The pocket umbrella made from water-saving coloured polyester pongee waterSAVE® cover material based on recycled plastics protects against rain and can withstand strong gusts of wind thanks to its flexible windproof frame. In addition to the customisation option on the wedges of the umbrella, the real wood handle is equipped with an advertising option. The double-walled thermo mug with a capacity of 400 ml from Koziol keeps coffee or tea warm for an extra-long time. Made from bio-circular raw materials and FSC®-certified wood, the material is food-safe and fully recyclable. The customisable mug is also dishwasher-safe and unbreakable. The flap of the innovative lid closure reliably covers the drinking opening and air hole so that nothing drips onto your clothing. The umbrella and mug are packaged in an attractively designed cardboard box.

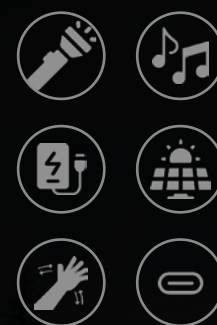
Environmentally friendly care

The exclusive shoe care set from Frank Bürsten combines environmentally conscious design with first-class functionality. It is made in Germany according to consistently ecologically sustainable standards. The set contains two fine horsehair polishing brushes, two handy horsehair brushes, two Oeko-Tex cotton polishing cloths and a high-quality, ecologically certified shoe wax. The Premium Shoe Care Accessories Set is ideal for the care of smooth leather shoes. With the enclosed instructions, it guarantees a long-lasting shine and long-term pleasure from well-groomed shoes. The environmentally friendly cardboard sleeve rounds off the zero-waste concept and ensures a resource-saving appearance. Natural Black Forest beech wood is used for the high-quality brushes. Production is climate-friendly, as Frank Bürsten only uses renewable energy. Customised company or advertising logos can be applied to the banderole and brushes on request.

PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 88865-0
info@frank-bruesten.de
www.frank-bruesten.de



TOPPOINT ELECTRONICS



LT95607

SafeSound Notfunkgerät

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Stay Ready, Stay Tuned.

PHILIPS



LT42262

MUSE



LT55019

LT42262

Philips TAR1609 Notfunkgerät

Das Philips TAR1609 Notfall-Radio ist eine zuverlässige Wahl für Spitzenleistungen in jeder Situation. Mit einer Spielzeit von bis zu 32 Stunden bleiben Sie lange Zeit in Verbindung und in Notfällen können Sie für zusätzliche Sicherheit einfach auf AAA-Batterien umschalten.

LT55019

Muse MH-08 Notfunkgerät

Das Muse MH-08 Notfall-Radio bietet zusätzliche Funktionen und Optionen. Neben dem Radio verfügt außerdem über eine Bluetooth-Verbindung, die es Ihnen ermöglicht Musik zu streamen. Außerdem ist es nach IP64 spritzwassergeschützt und ideal für den Einsatz im Freien.

A revival in a class of its own

Klio-Eterna is known for its slim and elegant barrels. To mark the 125th anniversary of the specialist manufacturer, the new Grande is now being launched – a revival that is particularly aimed at those who like to hold something 'more' in their hands and are looking for something new and expressive that stands out from the crowd with its design. The Grande impresses with its 13 mm thick barrel and an impressively large clip. It is made entirely from 100% recycled ABS at the Wolfach site. Its components are available in nine attractive colours and can be combined flexibly and at no extra cost. Thanks to the size of the printable areas, there is space for any logo. The model comes standard with the Silktech L refill, which is made from post-consumer recycled material at the Wolfach site and offers an impressive 3,000 m writing length. Special colours are available from 5,000 pieces at an additional cost, and this service is free of charge for orders of 25,000 pieces or more.

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



Zero Waste, full taste

The roasted peanuts from Der Zuckerbäcker supplied in a practical mini preserving jar are sweet, savoury and crunchy. The highlight: once the last crumb has been eaten, the nice-looking storage jar remains for the next round of snacks. The product is designed as a sustainable promotional gift or charming customer present in the spirit of zero waste. This snack proves that nuts are not just for cracking, but also for falling in love with. It sends out a strong signal for quality, appreciation and sustainability that is a pleasure to eat.

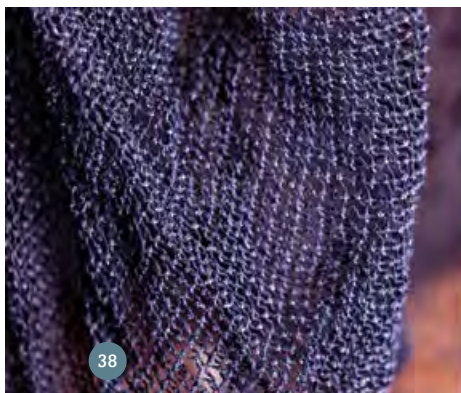
PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
psi@der-zuckerbaecker.de
www.der-zuckerbaecker.de



Omnipresent

Even when it comes to advertising, you can gain an ecological advantage with advertising printing on regenerated ECONYL® yarn. emco advertising mats can be used to showcase floor surfaces in a particularly eye-catching way. For this purpose, nylon waste, such as fishing nets and carpet remnants destined for disposal, are salvaged, collected and transformed into new yarn. The regenerated nylon ECONYL® offers 100 per cent of the same properties as newly manufactured nylon. The result is endless recycling, from carpet mat to carpet mat, making a closed loop possible. Made in Germany, the emco Bautechnik floor mat specialist is pleased to be able to make a contribution to a positive energy balance. Customised sizes are also available in quantities of one or more.

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



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

Lucky Hans

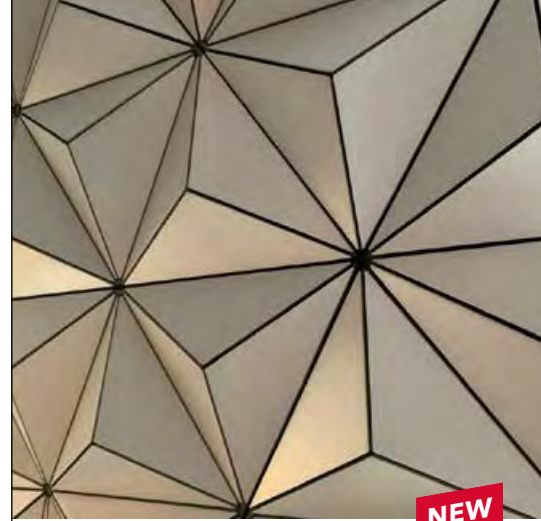
Futter Vogel Hans from team-d Import-Export offers bird food to our feathered friends who are particularly hungry in winter. However, the feeder is also suitable for the warmer months of the year for little sparrows in cities with only a few green spaces. Made from natural birch plywood, the FSC-certified Hans bird feeder is manufactured in the EU and comes with a feed ball. In addition to the bird motif, the manufacturer has the feeding owl Johanna in its assortment as well. Customers can also create their own motif in quantities of 200 or more. The product can be personalised with a logo by printing or laser.

Environmentally friendly packaging

Reflaktive has optimised its packaging and not only adapted it to the size of the products, but also uses more environmentally friendly materials. Regarding the snap wraps, it is even possible to completely do without individual packaging. Due to their design, all the required information can be printed on the back of the product. The recyclable LPDE 4 is standard for polybags. Reflaktive also packs its products in environmentally friendly paper packaging, which has the advantage of providing more advertising space, including for additional product information. This eliminates the costs and material required for leaflets.



PSI 46970
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www.reflaktive.de



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PSI 46596 • Polyclean International GmbH
Tel +49 2561 86558300
sales@polyclean.com
www.polyclean.com

Versatile cleaning

The rPET GripCleaner® from Polyclean International combines functionality and design. It can be used as a mousepad or as a cleaning cloth for glasses and displays. The product cleans efficiently and at the same time offers an ideal opportunity to draw attention to a brand. The special underside with thousands of micro-dots ensures a secure grip on various surfaces. Made from high-quality P-9000® microfibre from recycled PET bottles, the GripCleaner® impresses with its durability and high quality. It is packaged in a glassine bag produced from natural raw materials and responsible forestry, which can be fully recycled and easily disposed of with waste paper. The GripCleaner® can be customised with an individual advertising message in words and images. It is manufactured quickly in and delivered from Germany. The manufacturer's express service also enables the short-term placement of orders, making it ideal for spontaneous advertising campaigns.



PSI Journal 8–9/2025

www.psi-network.de

Flowers that don't wilt

The flower gift from Blooms out of the Box is green and colourful. Happy Blooms is a colourful bouquet of flowers made of felt and wood, making it an original, allergy-free and long-lasting gift that never wilts. The flowers are presented in a stylish wooden box, lovingly packaged in a social workshop in the Netherlands. On request, the colour and design can be adapted to the company logo or corporate design. They are ideal as a gift for employees, anniversaries or special occasions and easy to send without pointless packaging.



PSI 60394 • Blooms out of the Box
Tel +31 64 6877733
hallo@blossoutofthebox.nl
www.blossoutofthebox.nl



www.psi-network.de

PSI Journal 8–9/2025

PSI 49740 • Mister Lanyard Nederland B.V.
Tel +31 297724800
info@misterlanyard.com
www.misterlanyard.com

Revolution on your neck

Mister Lanyard is setting new standards in the promotional products market with its new patented, seamless lanyard. Made from recycled PET, the product offers maximum comfort and a high-quality clean appearance. Thanks to double-sided sublimation printing, logos are visible, vibrant and durable.



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



Make the CHANGE

Sustainability starts on a small scale – and the new twist ballpoint pen from uma shows how. It combines environmental friendliness with modern design and versatile creative options. Made from the material of a 0.5-litre PET bottle, the uma CHANGE impressively demonstrates how recycling becomes a closed cycle. Consisting of completely recycled material and 100 per cent recyclable, it sets standards in environmental protection. However, the uma CHANGE not only impresses with its sustainable production, but also its functionality and design. With a wide clip with plenty of space for customised advertising, it is the perfect ambassador for your brand. Available in three models – opaque, transparent glossy or in fresh ocean colours – and a wide range of colours, it offers countless opportunities to present the desired message in a stylish and sustainable way. Manufactured in Europe in a climate-optimised manner, the uma CHANGE combines innovation, quality and environmental awareness.

Advertising with a clear view

Römer Wellness offers a sustainable and practical promotional item for cleaning glasses, smartphones or tablets that can be used regularly in everyday life: customisable glasses and display wipes made from recycled PET. The high-quality microfibre glasses wipes, made from 70 % recycled polyester and 30 % polyamide, are GRS-certified and clean sensitive surfaces thoroughly and streak-free without scratching. Thanks to digital printing, brand messages can be displayed in full colour starting in quantities of 250. You can also choose between different packaging options or loose goods.



PSI 46887 • Römer Wellness Kundenpflege
Wellness & Care GmbH & Co. KG
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de

Platinum Equity takes over SOLO

SOLO

The management of the French company SOLO (Invest SAS), one of the leading providers of customisable products in Europe, has reached an agreement on the acquisition of 100 per cent of its shares by Platinum Equity. According to a company statement, the deal is expected to be finalised shortly after the summer.

Founded in 1991 by Alain Milgrom and headquartered in Paris, SOLO has established itself as the number 2 in the European market for customisable products in recent years (after the listed company New Wave; red). The key to this was the acquisition of Dutch full-service provider midocean in 2022, which created the first true one-stop-shop solution for hardware and textiles in the global customisable products market. This acquisition has led to accelerated sales growth, affirmed the emerging consolidation in the still highly fragmented European market and attracted the attention of private equity. The acquisition of Platinum Equity as a financial sponsor has secured funding for the company's ambitious growth plan.

solo
= midocean

Audélia Krief, CEO of the Group and architect of the collaboration between Solo and midocean, explains: "Solo wants to shape the future of personalisation – a future that is not only powerful but also ecologically sustainable, overcoming the challenges of today and anticipating the needs of tomorrow. This requires a continuous investment in innovation, service and automation, which is now made possible by the financial sponsorship of Platinum Equity." More on the company at: www.wearesolo.com • www.sologroup-paris.com • www.midocean.com

Herrnhut textile printers modernise and invest

Dürninger Textildruck is investing in modern technology and new markets. The Herrnhut-based company is focusing on high-tech, new software and more skilled workers in order to grow both regionally and nationally. 'We remain optimistic and are looking for new opportunities,' says Managing Director Albrecht Kittler. The company has maintained its high standards and is investing specifically in modernisation, digitalisation and personnel. Three older screen printing machines at the company's headquarters have been replaced with modern equipment at a cost of a mid-six-figure sum, financed entirely from the company's own resources. New digital printing technology with higher performance, a wider range of colours and reduced noise levels will follow in the third quarter. The aim is to respond even more flexibly to customer requests for outerwear and workwear, promotional items, bags, club clothing and merchandising. 'Regular investment is essential, even in difficult times,' says Kittler. Dürninger is considered a leading supplier of textile printing in the Upper Lusatia region and serves craftsmen, service providers, clubs and municipal institutions. Sales Director Roland Lensing sees

growth potential in supra-regional business. To this end, new software

is being introduced to optimise business processes from goods receipt to production and invoicing, and to integrate online shopping. Further investments are also being made in this area. In addition, new specialists in graphics, embroidery, sales and direct import have been recruited.

www.duerninger.com

Dürninger Textildruck

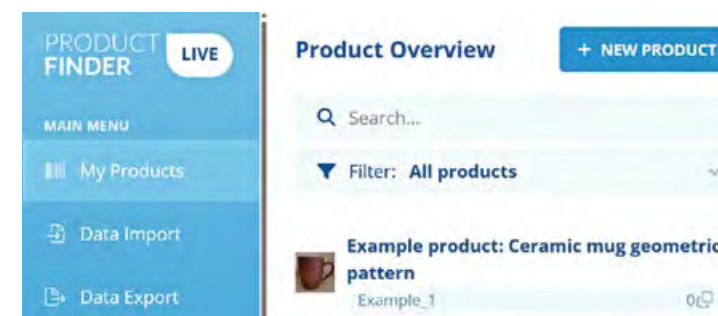


Customising products now even easier

The PSI Product Finder offers invaluable services to help you quickly find bestsellers and trending products. The only requirement is that suppliers need to add and update information about their products on a regular basis. PSI supplier members can now easily locate and quickly edit one of **their products in the Product Finder** using the new search function in the product overview section. They can search for their product using its name (or individual words in the name) or the product number. Simply click on the field, start typing, and then the product will be displayed. Note: The products in the overview are still displayed in English. However, German words can also be used in the search.

The new filter function also makes it easier to optimise and update product information. A filter can be used to search for older products (those older than 6 months) or product entries without translations (i.e. without German entries).

This new search function enables PSI suppliers to quickly and easily locate the product they wish to update or add information to. It is important because every PSI supplier should check and update their product information in the Product Finder at least once a year. This approach enhances the overall quality of the information and shows PSI distributor members that products are still available. Since last year, it has been possible to **confirm a product is up-to-date with just a few clicks**: The button for this appears as soon as a product is older than 6 months. If you click on it, you can either confirm that the information is up-to-date for all products or for individual products. After it is clicked, the product receives a date stamp and is moved to the top when search results are sorted by date.



PSI Product Finder

A breath of fresh air in the management team

As of 1 August 2025, Natalie Grube and Marcel Jacobs will be joining the management team of PRESENT PERFECT Marketing GmbH, an agency for promotion and marketing based in Hamburg and Berlin. For the past few years, the two have been independently managing the operational business, as part of the transition process, with previous shareholders Torsten Grabau and Jörg Grube. They are now officially taking over the operational responsibility "with a clear course and fresh energy".

According to a statement from the company, Natalie Grube and Marcel Jacobs have been "key figures at PRESENT PERFECT for many years. With strategic flair, a passion for promotional products and great dedication, they have played a decisive role in shaping company development. Their active involvement in the Global Executive Network (GXN) and the GWW Young Professionals underscores their forward-thinking approach and close networking within the sector. Their many years of experience and deep understanding of customers, projects and the team make them the ideal candidates for this role. Together, they stand for continuity, innovation and a clear vision for the future."

"We are looking forward to our new role – and to continuing our successful partnership with our customers and suppliers," said Natalie Grube and Marcel Jacobs. www.present-perfect.de



PRESENT PERFECT Marketing

Natalie Grube and Marcel Jacobs
in a typical Hanseatic setting.

New building shows commitment to the site

JUNG since 1828 GmbH & Co. KG celebrated a topping-out ceremony for the new warehouse at their Arnstadt site on 7 July 2025. In spite of the unpredictable weather, a positive spirit reigned amongst their employees, Advisory Board members and shareholders, as well as their guests from politics, business and the press.

“Constructing this new warehouse is a strong sign that JUNG is committed to the Arnstadt site, and is branching out into a new direction. As a medium-sized company, JUNG is strengthening the industrial location of the Erfurter Kreuz with this investment, which we as a city are very pleased about,” said Stefan Fricke, 2nd Councillor of the city. Stefan Kühlbrey, JUNG Partner and Advisory Board member, reminisced: “We first built here in 2006. My partner Jörg Dennig and I wanted to be able to realise the extension in Arnstadt before JUNG’s 20th anniversary – and we are delighted to have succeeded.”

Investment in the 1,600 square metre hall amounts to around 3.5 million euros. An integrated cold store is also planned. With the new building, JUNG is sending a clear signal for growth, loyalty to the site, and forward-looking promotional product and packaging solutions.

JUNG since 1828 GmbH & Co KG has its headquarters in Ludwigsburg and specialises in promotional materials and packaging with the brands JUNG Promotion and JUNG Packaging. The company underwent a strategic relaunch at the beginning of 2025 and has since been operating on the market with a new logo and its two sub-brands. More information at:

www.jung-europe.de • www.jung-promotion.de • www.jung-packaging.de

JUNG since 1828

Investing in the future of JUNG since 1828 (from left): Advisory Board member and shareholder Stefan Kühlbrey, JUNG Managing Director Peter Neff and Dennis Dennig, Advisory Board member and shareholder Jörg Dennig.

Calendar production entirely with solar power

This year, the advertising calendar manufacturer terminic GmbH has taken an important step towards more ecologically sustainable calendar production. With immediate effect, the Bremen-based family business is covering its energy requirements with solar power. In spring, 1056 solar modules with a total output of around 475 kWp were installed on the roofs of the company premises and put into operation.

“Sustainability is a central component of our corporate mission statement. We have a responsibility towards the environment and are constantly working to make our production more resource-efficient. Putting the photovoltaic system into operation is a major milestone that enables us to cover our energy requirements entirely with solar energy,” explains terminic Managing Director Huschke Rolla du Rosey.

Terminic uses around 70 percent of the electricity generated directly for calendar production. The calendar manufacturer plans to feed the surplus electricity into the public grid as quickly as possible. This is currently being coordinated with the energy supplier. In addition to the use of renewable energy sources, terminic has been focusing on environmentally friendly materials and the continuous optimisation of production processes for many years. In 2009, terminic was the first pure calendar manufacturer to switch its production to the exclusive use of FSC®-certified (FSC® C014980) paper and cardboard. At the customer’s request, terminic also manufactures the advertising calendars from recycled material. Production at the Bremen site with short transport routes also contributes to the reduction of CO₂ emissions.

www.terminic.eu

terminic

The aerial view shows the 1056 solar modules that were installed on the roofs of terminic GmbH. Image source: Meyer Technik Unternehmensgruppe



With the new online configurator for print and embroidery orders, the corporate fashion manufacturer from Albstadt, Gustav Daiber GmbH, is now offering its customers a clear, accessible and transparent way of calculating finishing prices themselves around the clock and placing orders directly in the webshop.

Taking the next step towards a digital corporate fashion platform

Configure print and embroidery online

With the new print and embroidery configurator, the full-service provider Daiber is setting another milestone in its digital strategy. Starting now, registered customers can make finishing configurations themselves directly in the webshop and calculate prices based on individual motifs and order quantities. The service is simple, transparent and available at all times with just a few clicks on the item details page. The intuitive navigation enables quick finishing configuration in order to make exact calculations without queries or price lists. The configuration can also be ordered directly. The personal sales consultant then takes over the final coordination. “With the new configurator, we are creating a sales-supporting digital finish offering with 24/7 availability and taking another decisive step towards customer-oriented digitalisation and sustainable competitiveness,” explains André Knaus, Head of Marketing & Digital Operations at Daiber.

Greater flexibility, less complexity

Within the first week, the new tool recorded around 800 configurations from over 500 customers. “The positive response is a strong signal of acceptance in the market and proof of the need for fast, accessible solutions in the B2B sector,” says Steffen Frank, Head of Digital Services at Daiber. The new configurator offers maximum flexibility. Finishing is possible starting in quantities of just one item – and customers benefit from attractive prices even for small print runs. Daiber automatically selects the optimum finishing process based on the item, colour, motif and material. In addition to the existing printing and embroidery technologies, Daiber is expanding its range of finishing services to include digital printing technology as a new



Finishing process in Daiber’s textile embroidery. Image: Gustav Daiber GmbH

standard. Orders can be conveniently managed and their status viewed at any time via the customer account.

Additional services planned

With the configurator, Daiber is strengthening the digital customer interface and advancing the textile company’s transformation into a digital corporate fashion platform in a targeted manner. It is already planning further functional enhancements – for example item design – for even greater user convenience and distributor support. <

www.daiber.de

Kessler+Loss becomes part of the Zernisch family

The promotional products specialist Zernisch Werbung from Freienwill in Schleswig-Holstein is taking over the tradition-rich company Kessler+Loss. This sends a strong signal for quality, customer proximity and brand communication. “It is a real statement for the future of the promotional products industry in Schleswig-Holstein – and beyond. With this takeover, several things are occurring simultaneously. We are securing all jobs, because we know that experience, passion and genuine customer understanding are not simply interchangeable,” says Zernisch Managing Director Lasse Petersen regarding the takeover of promotional products specialist Kessler+Loss. “Since 1950, Kessler+Loss has stood for excellent customer service and in-depth market knowledge. Now we are combining 75 years of experience with a modern, digital approach,” adds Petersen. Georg Loss, the long-serving Managing Director of Kessler+Loss, will support the transition with his expertise in an advisory capacity. The core team at the Steinburg site will be retained. “Behind Zernisch Werbung are people who love what they do – from creative minds to service heroes on the phone. And now colleagues from Kessler+Loss will be joining our team with their expertise and passion. We are looking forward to cooperating with long-standing Kessler + Loss customers – and to many new projects with strong brands, bold ideas and the desire to become more visible,” summarises Lasse Petersen. More at: www.zernisch-werbung.de



Zernisch Werbung

Georg Loss (left), Managing Director of Kessler+Loss for many years, accompanies the transition to Zernisch-Werbung. On the right, Zernisch Managing Director Lasse Petersen.

Haptic Advertising Meets Marketing Know-How

From 22 to 24 May 2025, the annual meeting of the marketing association, Arbeitsgemeinschaft für Marketing (AfM), was held at the technical university, Technischen Hochschule Rosenheim, for the first time. Around 80 marketing professors from across Germany gathered to discuss research, experiences and future perspectives.

The promotional product specialist werbemax recognised the potential of this event early on and was the main sponsor together with the overarching promotional product industry association, Gesamtverband der Werbeartikel-Wirtschaft (GWW). The collaboration included, among other things, a keynote speech, an exhibition area and providing the conference with appropriate promotional items.

Christian Höfling, Managing Director of werbemax, describes the event as the ideal platform to demonstrate the immediate impact of haptic advertising on important multipliers: ‘Promotional products

are great conversation ice-breakers – both with professors and many interested students.’

In the lobby, werbemax and GWW presented realistic examples of haptic brand communication. The feedback was positive, and the direct dialogue was inspiring. During a short lecture, Ralf Samuel and Ralf Uwe Schneider from GWW presented the latest figures on the effects of promotional products.

Britta Unterreitmeier, online marketing manager at werbemax, showed concrete practical examples in her lecture titled ‘Haptic marketing – from the idea to impact’. There was a special highlight at the end: Participants received a multifunctional camping light with a powerbank as a gift – a perfect way to end the day. Höfling draws a clear conclusion: ‘Participation in this event was a worthwhile investment in multipliers. Visibility, enthusiasm and compelling content are essential – even with a rather conservatively estimated target group.’ www.werbemax.de



werbemax / GWW

Participants received a multifunctional camping light with a powerbank as a gift.

New colleague in the sales force

Since the beginning of May this year, Lars Leppert has been strengthening Peter Leseberg’s sales team at the Cologne-based multi-specialist REFLECTS® as the new sales representative for southern Germany, Austria and Switzerland.

The graduate in industrial business administration distinguishes himself with more than thirty years of industry experience in the German-speaking region and in export. He will focus on intensifying personal communication with customers in the region, presenting the range of services and products, and training. According to a press release, REFLECTS® is expanding its sales force to reflect its transformation into a multi-specialist and the adaptation of its range of products. The structured introduction to all relevant workflows and day-to-day processes created a solid foundation for Lars Leppert’s integration into the existing REFLECTS® team and his future work. Contact: Lars Leppert • l.leppert@reflects.com • Tel. +49 2234 9900 116 www.reflects.com



REFLECTS®

New staff member at SENATOR

Since June 2025, Bedjan Mohsen has been reinforcing the key account management team at SENATOR GmbH, one of the leading manufacturers of personalised writing utensils, mugs and cups. In his new role, he is responsible for the North/Northeast sales region and brings more than 15 years of experience in marketing, sales and digitalisation to strategic customer consulting. Mohsen previously held management positions at Continental Reifen Deutschland GmbH, where he implemented national campaigns, successfully managed complex projects and played a decisive role in advancing the digitalisation of marketing processes. Most recently, he was responsible for projects in the automotive sector as a project manager at Consileon Business Consultancy GmbH.

“At SENATOR, Bedjan Mohsen is now providing a new impetus to the marketing of advertising media – with a clear focus on customer-oriented solutions and a keen understanding of the requirements of a dynamic market,” says the company. www.senator.com



SENATOR

Bedjan Mohsen

New addition to the TROIKA team

TROIKA Germany GmbH welcomes Jörg Schachten as a new member of the company. Since June 2025, he has been enhancing the team as Key Account Manager and B2B Brand Ambassador. Jörg Schachten draws on over 25 years of experience in brand and promotional product sales. Most recently, he worked for SECRID & Chipolo B2B for three years, and before that for ten years at Samsonite in the advertising materials sector. Before Samsonite, he was responsible for the retail sector at TITAN for twelve years – an experience that gave him a deep understanding of brand names, which he now strategically applies to Troika

in the B2B sector. “With his keen sense of brands, his sales experience and his enthusiasm for high-quality products, Jörg is a great asset to TROIKA,” says Managing Director Liudger Böll. <https://business.troika.de>



TROIKA Germany GmbH

Jörg Schachten

New Head of International Marketing

Geiger GmbH appointed Susanne Heinecke Director of International Marketing. In a company statement, it says this step will strengthen 'the company's cross-market leadership position in the promotional product and merchandise industry.'

Since 2011, Susanne Heinecke has been a significant part of the company, initially employed at WER GmbH, which was renamed Geiger GmbH at the beginning of the year. She has consistently driven creative excellence with the company's European

communication. Your contributions were decisive for the successful introduction of brand campaigns, digital experiences and customer-oriented communication, which define the Geiger standard today.

In her enhanced role, Susanne Heinecke will assume responsibility for marketing and communication on the German and British markets, working closely together with the Geiger team in London to further develop the company's pan-European marketing strategy and support growth in the entire region.

'Susanne's promotion comes at a significant time for Geiger, since we are expanding our international business and strengthening our position on the British market,' says Vicky Kinasz, president of Geiger International. 'Her creative leadership strengths and strategic mindset will make a decisive contribution to ensuring that our communication will continue to reflect the quality, service and innovation that our customers expect from Geiger.'

The company states that this appointment underscores Geiger's commitment to combining regional strengths under a single global brand, ensuring that customers in Germany, the United Kingdom and Europe profit from joint marketing and a consistent brand experience.

www.geigerpromo.de



Geiger

Sustainability specialist with new presence in Germany

ecobrand's respectful distribution gmbh is repositioning itself in the German market. The specialist for sustainable promotional items, based in Hohenems, Austria, will now serve German retailers from Meerbusch near Düsseldorf. Daniel Thywissen, a long-standing promotional product distributor and former marketing manager at PSI, is taking over sales management for the retap, Phil and Sprout brands with immediate effect.

"We are delighted to have gained Daniel Thywissen, who has in-depth knowledge of the German promotional product market," says ecobrand's Managing Director Manfred Janek. "With his knowledge of the well-known players in the industry and his support in marketing our products, we are strengthening our local support." Daniel Thywissen comments: "Very early on, I focused on the added value of sustainable products in haptic communication with my customers. With its specialised range, ecobrand's has built up expertise that has significantly shaped the path of sustainability from a trend to the mass market. In the coming years, the focus of the product language will be on developing additional benefits and expanding the range." Manfred Janek adds: "The added value of sustainable products requires a lot of explanation and professional support from promotional product consultants. With Daniel Thywissen, we now offer our German partners a regional service specialist who is committed to supporting retailers in their marketing efforts."

Contact: ecobrand's Germany • daniel.thywissen@ecobrand's.promo • Tel. +49 1575 499 14 69

www.ecobrand's.promo



ecobrand's



When displayed in a meeting room, trade show stand or on a set table, customised porcelain becomes much more than just a decorative object. It turns into a brand messenger, a design object and a sustainable advertising messenger.

Mahlwerck Porzellan GmbH with New 360° Digital Printing

3D effects you can see all around



over, digital printing facilitates fast production times, allowing customers to benefit from short delivery times due to production in Europe.

Focus on individuality

Individual customisation options, such as name or serial numbers, are easily realised, making this product ideal for events or customer campaigns. Digital printing is suitable for a wide range of shapes and materials, including cups, mugs, glasses and bowls. A custom-printed porcelain product from Mahlwerk is a functional and stylish statement and is sure to remain in people's memories for a long time. More information is available at: Digitaldruck / <https://publuu.com/flip-book/840433/1930681>

Innovative and sustainable

Mahlwerck Manufaktur is renowned for its innovative and sustainable products, which are in high demand among discerning customers throughout Europe due to their distinctive design. For over 25 years, the company has been providing the market with authentic stylish icons and new, trendy porcelain highlights. As a pioneer in the area of to-go solutions, Mahlwerck Porzellan has made sustainability and environmental protection a top priority. We are certified according to ISO 14001 & ISO 9001, offering our customers quality and environmental management at the highest level.

The specialist Mahlwerck Porzellan is now setting new standards with the most modern digital printing 360° technology available, which offers photo-realistic printing, tangible 3D effects and brilliant colours.

Haptic 3D effects and fast delivery

The combination of digital printing and a noticeable relief structure enables design elements to stand out prominently with both optical and tactile highlights that create a brand experience that you can touch. A wide range of design options are available, including shiny matt effects, gold and silver tones, and metallic and neon colours. More-

www.mahlwerck.de • www.linkedin.com/company/mahlwerck-porzellan-gmbh



TROIKA

Linus Böll (left) from TROIKA and Marco Brescia from Get Impressed are looking forward to inspiring long-term cooperation. Photo: TROIKA Germany GmbH

TROIKA and Get Impressed – two brands, one vision

TROIKA Deutschland has agreed an exclusive partnership with Get Impressed, one of the leading suppliers of promotional products in Europe. Together they want to put high-quality TROIKA products on the Italian, Spanish and French B2B markets. Get Impressed has been successful in the industry for almost five decades. With a portfolio of over 5,000 ready-to-ship items and a state-of-the-art logistics centre in Cirié (Turin), the Italian company is one of the most important players on the European market. The in-house print shop, international production facilities and dedicated compliance team ensure the highest standards, from concept to delivery. TROIKA and Get Impressed see their partnership as more than just a distribution agreement, rather as the beginning of exciting projects, creative solutions and joint success, according to TROIKA.

<https://business.troika.de>

MrDISK is expanding its sales team

MrDISK c/o Digistor Deutschland GmbH, a specialist for digital promotional products and customisable promotional items of all kinds, has a new sales representative on board. Moritz Schwenk has recently joined the team. With immediate effect, he is responsible for personal customer support, from initial consultations to the preparation of orders and project management. Schwenk has experience in sales and will focus on expanding new and existing business relationships as well as providing individual advice and preparing quotations. The aim is to further strengthen MrDISK's high quality standards in customer service. The personnel expansion is part of the growth strategy of the Hamburg-based company in order to meet the increasing demand for customisable digital advertising media. "We are delighted to have gained Moritz Schwenk, a committed sales representative with convincing professional credentials who lives our philosophy of personal and solution-oriented customer service," says Klaus Schwenk, Managing Director of MrDISK.

www.mrdisc.com

Digistor Deutschland



Moritz Schwenk

New Key Account Manager

With the appointment of Simon Harder, Victorinox's Corporate Business Division has gained reinforcement for the DACH market. Simon Harder is the new Key Account Manager for parts of Switzerland and Austria.

Victorinox Corporate Business

Simon Harder started his career as a Field Sales Consultant with nutrition specialist Nahrin AG in Sarnen. He then switched to the health sector, where he initially worked as a Sales and Health Consultant in a drugstore before joining Beiersdorf as a Sales Representative and Key Account Manager. He entered the promotional product sector as a Key Account Manager and Marketing Consultant at wafer and biscuit speciality manufacturer Kägi Söhne AG. Since February 2025, Simon Harder has been the Key Account Manager in the Victorinox Corporate Business Division for parts of Switzerland and Austria. "We feel sure that this strong team will further improve our customer service and successfully develop the business," says André Fässler, Head of Sales Corporate Business DACH at Victorinox.

www.victorinox.com



Simon Harder

With the rollout of TransAtlantic Advantage, Gemline® and XD Connects are launching a transatlantic merchandise programme. According to the two companies, it is the first programme in the sector that simplifies the procurement and delivery of promotional products in the USA, Canada and Europe.

Gemline® / XD Connects

Transatlantic merch programme launched

Designed for today's multinational business environment, the Transatlantic Advantage programme enables retailers to source and ship identical premium gifts on both sides of the Atlantic "without the delays, complexity or shipping costs typically associated with cross-border ('across the pond') logistics".

Commitment to the environment

The curated collection includes 80 of the two companies' best-selling products in key categories – from stylish bags and drinking vessels to tech accessories, notebooks and pens – and is delivered on both continents through fast and reliable production and distribution centres. Each product in the collection reflects a commitment to the environment. The items are made from certified recycled materials and carry AWARE™ digital product passports, which provide full transparency on material origin and verify the use of recycled materials. In addition, each product shows carbon footprint data, enabling companies to make informed and responsible product choices. With optimised logistics, no international shipping issues and consistent product availability, TransAtlantic Advantage ensures that products arrive exactly where and when they are needed – helping companies strengthen global connections like never before.

"Fast, efficient and trusted"

"We're the first in the promotional product sector to offer a seamless transatlantic promotional product service. This removes both logistical difficulties and cost barriers for our

distribution partners," said Frank Carpenito, President and CEO of Gemline. "Now companies can deliver the promotional products they want quickly, efficiently and with confidence in their environmental credentials. We've spent the past year working with XD Connects to design this programme so that it's showcase-ready for distributors to pass on to their customers." – "This collaboration with Gemline allows us to bring a true transatlantic solution to life. With this project, we are solving a problem for our distributors who need to deliver the same product to their customers in Europe and North America. Global brands can now gift with consistency and ease, regardless of where their employees and customers are located," said Albert van der Veen, CEO of XD Connects.

This curated collection comprises 80 of the two companies' best-selling products.



www.gemline.com • www.xdconnects.com

The GWW's traditional summer meeting took place on 30 June and 1 July. As in the previous year, the venue was the idyllic Parkhotel DOLCE by Wyndham in Bad Nauheim, Hesse.

GWW Annual General Meeting and Summer Meeting

Board confirmed in office



Of the 450 member companies of the GWW, 82 entitled to vote attended the meeting (with around 100 people) in Bad Nauheim.

The first day of the Annual General Meeting reported on the association's work, and then the agenda included the obligatory presentation and resolution of the financial reports of the GWW and its subsidiary GfW mbH. The latter is responsible for the GWW's trade show events, budget planning for 2026, approval of the actions of the Executive Board and management and, finally, the election of the new Executive Board.

Broad support from those present

Only 82 of the 450 companies that are members of the GWW were represented at the meeting (with approx. 100 people). These voted in favour of confirming the Board of Directors (Elke Bobek, Ralf Hesse, Gunther Langenberg and Dirk Winterhoff) and the Chairman of the Board of Directors Frank Jansen in office, with 78 votes in favour (3 against and one abstention). The votes to approve

The old GWW crew is the new GWW crew (from left): Frank Jansen, Managing Director Ralf Samuel; Board members Elke Bobek, Ralf Hesse, Gunther Langenberg, Managing Director Ralf Uwe Schneider and Board member Dirk Winterhoff.



Wolfgang Schmidt (2nd from left) and Ralf Samuel (right) were honoured for their many years of service to the association at the Annual General Meeting. Frank Jansen and Elke Bobek were among those honouring them.



Frank Jansen was re-elected Chairman of the Board of Directors with 78 votes in favour (3 against and one abstention).



A (sweet) thank you for the GWW head office team (from left): Matthias Oehler, Ira Kunert, Ralf Samuel, Bastian Hofsummer, Anna-Theresia Will and Ralf Uwe Schneider.

the actions of the Board of Directors (71 in favour, 3 against) and of the management (76 in favour, 5 against) were also clear.

Honouring long service to the GWW

Following the official section of the generally harmonious meeting, Managing Director Ralf Samuel was honoured for 25 years in the GWW and Wolfgang Schmidt for his

30 years of active work – most recently as financial auditor. He was made an honorary member of the GWW for his services. Yvonne Bouguila succeeds him as auditor.

Midsummer get-together

Carsten Lenz then presented the promotional product data band Sneak Peak. After a presentation by economist Prof Dr Justus Haucap on the future of Germany as an eco-

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nomic centre, the day ended with midsummer temperatures and the much-anticipated get-together under the arcades of the hotel park, enhanced by lively discussions and culinary delights. The barbecue, side dishes and refreshing drinks were very popular into the late hours of the evening.

WA Monitor: stable sales figures

The second day featured the presentation of the WA-Monitor by Dr Markus Preißner from market research institute IFH Cologne. The results of the study are based on surveys conducted last year among promotional product suppliers and distributors to determine sales of promotional products in Germany. According to this, the turnover generated in 2024 was EUR 3.33 billion, which corresponds to a decline of 0.8 per cent compared to the previous year. The pre-coronavirus pandemic figures of 3.65 billion have not yet been reached.

Informative lectures

Other informative and entertaining lectures on the topics of AI and the opportunities and risks of the EU in relation to international financial and trade policy rounded off the conference programme – for which the association had hoped to see more interest from member companies. <



The first evening of the event featured a barbecue, providing an opportunity for networking and a relaxed get-together in the pleasant midsummer weather.

Key Takeaways of the Promotional Product Monitor 2024

- | In 2024, total sales in the industry reached 3.33 billion euros.
- | This figure represents a 0.8% decline compared to 2023.
- | Although increasing production prices have slowed down, they remained at a very high level in 2024.
- | Compared to the previous year, suppliers and consultants saw a slight increase in the share of their online sales. Nevertheless, around four out of five euros are still generated through personal contact.
- | The product groups sold the most by suppliers are beverage bottles, notebooks, writing instruments, household goods and giveaways.
- | Almost two-thirds of suppliers sold their products to end consumers as well, which is an upward trend. These suppliers usually indicated that their direct sales are stagnating or experiencing slight growth.
- | Almost all consultants consider writing instruments, beverage bottles and bags/rucksacks as relevant for their business; they indicated 12.3 product groups on average.
- | Sustainability, innovations and the EU product safety regulation are currently the most important trends for suppliers. Compared to the past, laws promoting growth opportunities and digital promotional products are becoming more relevant.
- | Almost all consultants consider innovations relevant. Compared to the past, sustainability and self-service have become relatively less relevant, while the law promoting growth opportunities has become more relevant.
- | Compared to the previous year, significantly more companies say they see a trend of more promotional product imports coming from China.
- | The higher exemption limit for benefits in kind is predominantly viewed positively. Companies anticipate another boost to their business with the easing of statutory record-keeping obligations.
- | More companies in the promotional product industry are setting up and expanding their online shops, and the sales via this channel have increased, albeit more for consultants than for suppliers.
- | On average, suppliers and consultants anticipate sales of their promotional products to stagnate in 2025. The economic upturn in Germany has stalled, but it is expected to improve in the second half of the year.
- | The promotional product industry is split about its future prospects. Only around one-fourth of companies expect the industry's importance to increase, and more than a third think it will decrease.

Source: GWW e.V.

www.gww.de



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On 2 July 2025, elasto GmbH & Co. KG officially inaugurated its new hall for injection moulding during the celebrations at the headquarters in Sulzbach-Rosenberg. The new hall of the plastic producer combines technology and sustainability.

elasto GmbH & Co. KG invests in its facilities

New production hall inaugurated

Industry



The new production hall is equipped with state-of-the-art machinery and robot technology and has a consistently sustainable energy supply.



On the right: CEO Frank Sperber (2nd from left) leads the guests through the new hall.

With the start of operations, all production areas and management are now located at one main location – a meaningful milestone in the strategic further development of the company and a clear commitment to the location Sulzbach-Rosenberg,” says elasto CEO Marcus Sperber.

Highly flexible in-house production “Made in Germany”

The investment for new construction totalled four million euros. The new production hall is equipped with state-of-the-art machinery and robot technology and consistently sustainable energy supply. Smart process solutions ensure efficient processes and increased production output. “With the new hall, we are strengthening our production capacities in Germany in a targeted manner and creating the basis for even more efficient, high-quality and resource-friendly production. At the same time, we secure regional jobs and facilitate short routes throughout the entire value-added chain,” explains Marcus Sperber. A forward-looking component of the expansion is the complete relocation of toolmaking from Hohenstadt to Sulzbach-Rosenberg. Development, production, and finishing will be bundled in one location. – for fully integrated and highly flexible in-house production “Made in Germany”.

Technology Meets Sustainability

The hall has 50 modern injection moulding machines that are 95% automated and operated by handling robots. A centralised material conveyance ensures smooth operations, shorter run times and increased production volumes. Elasto is also setting new standards in terms of sustainability. Around 900 solar modules were installed on the roofs of the halls, which will save more than 166,000 kilograms CO₂. The company’s photovoltaic power totals 1.5 million Kilowatt hours per year – a considerable contribution to sustainable plastic production in Germany. <

www.elasto.de

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Where is the **multisensory persuasive power** of promotional items more evident than in creative products that appeal not only to the eye and the sense of touch, but also to the taste buds?



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

Sweets with a Personal Touch

Whether with chocolate or pure, the dry fruit and nuts from the Henosa-Plantanas Group impress people with their combination of quality and individuality. The products are packaged in an elegant transparent box, stylish package or charming glass containers with cork tops, all of which offer plenty of space for a custom label. These delicious promotional products can be personalised to match any brand messenger for a minimum of only 100 pieces. The variety of snacks available ensures a one-of-a-kind flavour experience. Henosa-Plantanas relies on flexibility and flavour to achieve sustainable advertising effects.

Artistically Inspired Fruit

The fruit garden calendar, 'Obstgarten 2026', from Ackermann Kunstverlag combines historical fruit illustrations with sustainable production. It is printed on recycled paper made from apple waste, offering both beauty and ecological responsibility, and therefore ideal for art lovers. This timeless elegance is a highlight for every home or office.



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



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



Sweet Surprises in Advent

At MAGNA sweets, Advent is turned into a taste sensation with Milka Favourites, including the Milka Nussini in a sustainable promotional slipcase or Milka Naps for a wide range of uses. Whichever you choose, sweet moments are guaranteed. They are perfect for inspiring customers every day. This diverse combination ensures that boredom will not set in before the Christmas festivities get going.



PSI 45720 • DreamPen
Tel +48 68 4772230
dreampen@dreampen.pl
www.dreampen.com

Pens for Sparking an Appetite

The writing instrument specialist DreamPen presents the Clip4you, a pen with customisable 3D clips that replicate sweets in detail. These pens are sweet eye-catchers for any brand, ideally for special advertising campaigns. Companies that promote themselves on them will turn people's writing needs into sweet highlights.

A Different Kind of Pretzel

With its chocolate-salt pretzels, Der Zuckerbäcker combines irresistible sweet chocolate with a savoury salty pretzel. This snack wins people over with the contrast in tastes and makes for an impressive and creative promotional gift, especially when it comes in a stylish promotional bag. Whether as a small thank you for customers or a nice gesture in the office, this promotional product is where a tasty treat meets brand messaging. This one-of-a-kind present is ideal for the stressful Christmas season, as it is guaranteed to put a smile on anyone's face.



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



A Cake Delight for Any Occasion

The delightful small cake recipe book 'Kleine Kuchenglück' from EMF-Verlag includes a variety of recipes, ranging from muffins to champagne cupcakes. It can be personalised to suit an individual company or specific target group baking. This promotional product embodies artistry with a tailor-made promotional message. Recipients will find the right recipe for any occasion, whether they are looking for easy or more sophisticated, delicious recipes.

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

Advent with Flavour and Style

The Advent calendar 'Schiff' from Jung wins people over with its creative three-dimensional design and Ritter SPORT chocolate cubes. The packaging is made from FSC®-certified cardboard and includes recyclable inlays, which make this promotional product sustainable. It is sure to be a real eye-catcher during the Christmas season.



PSI 41545 • JUNG since 1828 GmbH & Co. KG
Tel +49 7141 64350
jung-media@jung-europe.de
www.jung-europe.de

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Fresh Advertising with a Twist

The TwistMint containers from Anda score points with their colourful design and sugar-free menthol bonbons. They are eye-catchers at events, guarantee fresh breath and will effectively showcase your brand. These mint containers are ideal for wellness-related and hospitality campaigns.

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



Chocolate with Social Consciousness

Tony's Chocolonely is now presenting its popular flavours 'Full-Milk', 'Caramel Sea Salt' and vegan 'Dark chocolate almond sea salt', as a 90g bar. These chocolate bars combine a one-of-a-kind flavour with fair trade and sustainability, and come in a customisable promotional slipcase. It makes for an ideal gift for anyone who wants to offer something sweet while showing they are socially conscious, too.



Rediscover Holiday Meals

With the 'Christmas' recipe set, emotion factory from Heri-Rigoni combines enjoyment with a brand presence. The set includes festive recipes on 24 pages, a wooden spoon, and a high-quality folder, inviting you to try out the recipes yourself or inspire someone else to try them out by gifting them the set. Whether you choose the standard version or a custom design, this set guarantees a culinary delight every time it is used. This gift creates special culinary moments for families or friends and leaves behind a lasting impression.

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



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



2 for 1 Enjoyment

The Chocolate for Wine set from Römer Präsente combines elegant chocolate coins with a bold Cabernet Sauvignon. It comes packed in an elegant gift box, making it the perfect exclusive present with a personal touch. This stylish combination promises delicious harmony and taste.



Vegan Fruit with Herbal Kick

Kalfany surprises everyone with the Delicious Edition 2025: vegan fruit gummies in the unusual flavours of thyme-grapefruit and basil-lime. Trend-conscious and sustainably packaged, these gummy bears offer a fruity and tart experience for any occasion. Kalfany promises that advertisers will be right on trend with these gummy bears.



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



PSI 46149 • Kaldenbach GmbH
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www.kaldenbach.com

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www.cd-lux.de

Cool Ideas for Hot Days

CD-LUX GmbH brings fresh wind to every marketing campaign with creative summer promotional products. The product range covers over 40 innovative products, including individually printed chocolate from Lindt and Ritter SPORT, tasty fruit gummies from Haribo and cool, refreshing beverages like natural mineral water. All products are produced sustainably, FSC®-certified, and even a tree will be planted for each order placed. They could be your next summer advertising hit for long-term brand recall!

PSI 41545 • JUNG since 1828 GmbH & Co. KG
Tel +49 7141 64350
jung-media@jung-europe.de
www.jung-europe.de

Season's Greetings To Snack On

Companies can make the Advent season sweeter with the Trolli fruit gummy mini packets featuring custom printing from the company Jung. These colourful fruit gummies turn every advertising message into a fruity highlight. They come in the shape of a Christmas tree and Santa with tasty flavours (strawberry, lemon, pineapple) and are packaged in recyclable paper.



Light up
unique
moments.

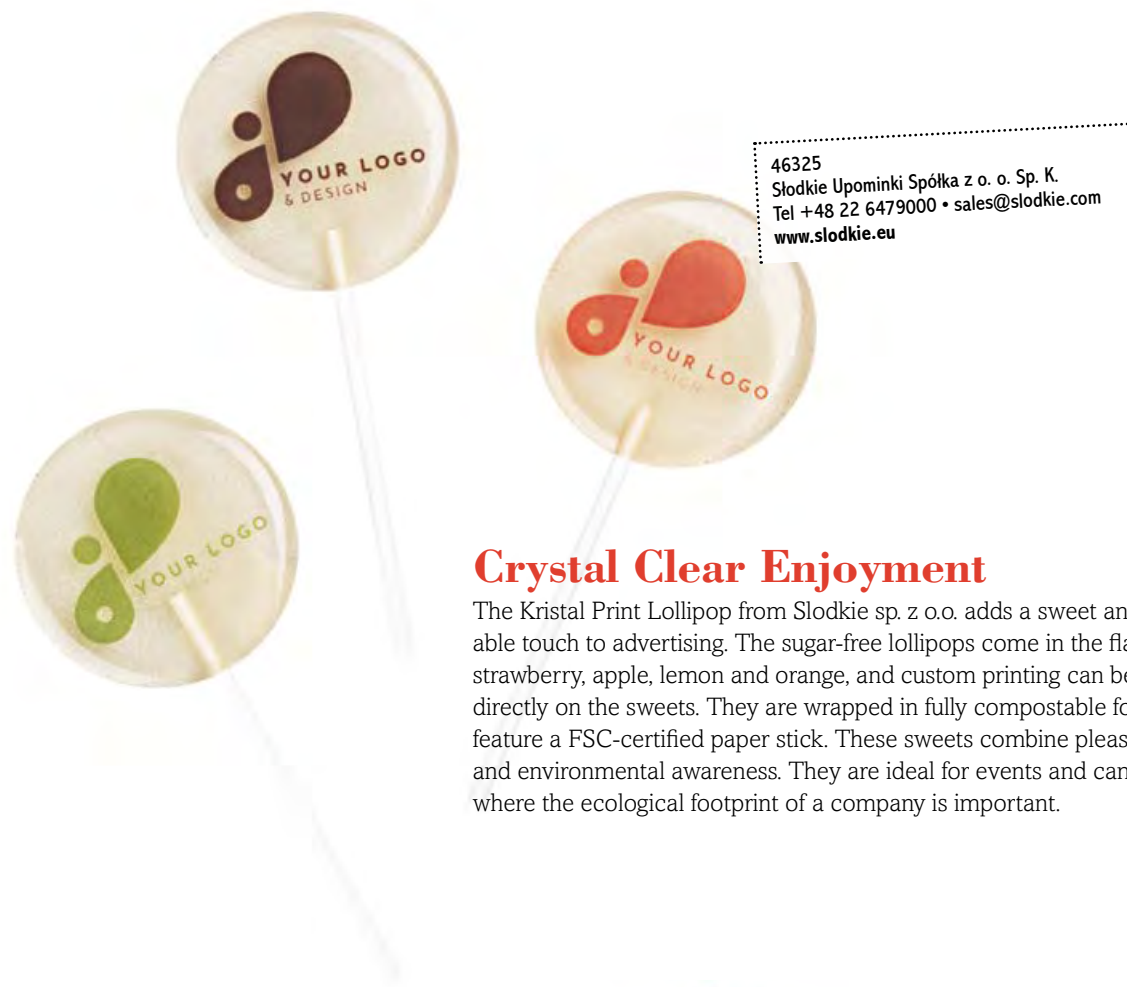
BIC
EZ Reach
THE ULTIMATE
LIGHTER

NEW!



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





Crystal Clear Enjoyment

The Kristal Print Lollipop from Slodkie sp. z o.o. adds a sweet and sustainable touch to advertising. The sugar-free lollipops come in the flavours strawberry, apple, lemon and orange, and custom printing can be placed directly on the sweets. They are wrapped in fully compostable foil and feature a FSC-certified paper stick. These sweets combine pleasure, style and environmental awareness. They are ideal for events and campaigns where the ecological footprint of a company is important.

Messengers with Chocolate Fondue

The chocolate fondue Dolce from Römer Lifestyle brings stylish design together with practical enjoyment. This set can be customised and will make cosy evenings even more unforgettable: It is the ideal advertising messenger during special events. What is more, it is a versatile present that will impress both chocolate and cheese fans alike.

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



Elegant Wooden Bowl with a Personal Touch

The solid wood bowl from Holz Frank impresses people with its natural elegance and durability. When custom-engraved, it is a high-quality gift and a daily brand messenger at the same time. This bowl is perfect for fruit, bread or snacks and an elegant addition to any table.

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



Advertising with Style

The elegant promotional packaging with a suitcase design from MAGNA Sweets combines elegant optics with practical functionality. This sustainable suitcase wins people over because it is perfect for high-quality sweets, a promotional product with a long use life, and can feature custom printing. The high-quality workmanship ensures it will remain with the recipient for a long time.

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

Sweet Scents While on the Go

Carvame car air fresheners from the company DreamPen Invame make each trip a delightful experience. Inspired by chocolate truffles, caramel dreams or vanilla cookies, they spread a lovely sweet scent and ensure a long-lasting brand impact. Every car trip is turned into a fragrant marketing experience while people are out and about.

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



For a century, VOSSEN has been adding to your sense of well-being with their exclusive towelling range. These cosy towels, bathrobes and rugs are the perfect promotional products to connect with target groups. The story behind this premium brand shows that visions of a better (promotional) world can become reality if they are pursued with a spirit of innovation and dedication.

VOSSEN Frottierwaren

100 years of fluffiness



Terry towels for all: The company founder's vision has become reality. Today, VOSSEN towels are cosy accessories for all generations and effective promotional media for many target groups.

Towels for all

In 1925, when Burghardt VOSSEN founded his eponymous company, towels were still a luxury item. His vision: terry towels for everyone. No small feat for a little weaving mill in Gütersloh. And yet he succeeded in real-

ising his vision. In just a few decades, VOSSEN became a global company and the market leader for terry towels in Europe.

Inventor of the bathrobe

True to his maxim "Each success is just an incentive to do even better in the future", the pioneer soon set another milestone – and invented the dressing gown and bathrobe made of towelling terry cloth, registered for a patent by VOSSEN in 1951. The elegant "New Look" collection of the post-war period became a "must-have" item in the 1950s. In the 60s and 70s, trendy dresses and suits made of terry towelling followed. Bright colours and patterns were then used to enhance the textiles. As fashion changed, so did the design of the VOSSEN collection. In the 80s, there were even bathrobes with shoulder pads. Co-operations with well-known designers also served to enhance the company's reputation.

Made in Austria

The company grew rapidly. Numerous new sites were added worldwide. In 1961, the current company headquarters was founded in Jennersdorf, Austria. The move to Burgenland marked the realisation of another great vision – of production in harmony with nature. "Our production facility is located in the middle of a nature park," reveals Michael Unger, Managing Director for Marketing and Sales at VOSSEN, and explains: "Our towels are designed there and manufactured with the utmost care. Our production process is closely connected to nature." Sustainability is not a goal, but a path: This is the philosophy of the company, which has been part of Linz Textil AG since 2004. The 250 employees in Jennersdorf process no less than 1,400 tonnes of raw yarn into an impressive 5.3 million products every year. VOSSEN's sustainability concept in-



Company founder Bernhard VOSSEN is considered the inventor of the terry-towel bathrobe. Here are two enchanting models from the 1950s.

In this anniversary year, VOSSEN is looking back on its hundred-year company history. The founding of the company was celebrated with a glamorous gala event.



cludes the operation of energy-efficient production machines fitted with heat recovery. The company also produces with green electricity and uses a special environmentally friendly process for dyeing. In their commitment to sustainability, this visionary also stands out as a pragmatic pioneer of technological innovation.

Yarn that spans the globe

In cold block dyeing processes, dye is not applied to the fabric using heat and chemicals, as is usually the case, but by soaking it in cold water for up to 48 hours. The water is then purified and fed into the municipal waste water system. More than 100 different shades are currently in the range, which is constantly being expanded with the latest trending colours. VOSSEN has calculated that the 1.3 million metres of raw material that pass through the dye works every year could circle the earth 33 times. And indeed, this Austrian company's thread spans the globe: The products are exported to 45 countries.

Vegan, biodegradable towels

The company is also environmentally and consumer-friendly in its choice of raw materials. The world's first vegan-certified towels were produced back in 2019 with the Vegan Life collection – another pioneering achievement. Today, all VOSSEN products are free of animal-based ingredients and are made from 100 per cent cotton. With the Tomorrow collection, the range now even includes biodegradable towels. Resource-saving yarns made from fast-growing hemp or re-



Managing Directors Michael Unger and Marco Talasz (from left) are guiding this traditional textile manufacturer into the future.

High-quality embroidery turns VOSSEN terry towels into fluffy promotional products that are used every day.



cycled RECOT2 cotton are also being used increasingly. In addition, VOSSEN is contributing to the circular economy with its EVER-YARN, which is made from yarn remnants, as well as with their use of waste fluff as insulation material.

Innovative AirPillow technology

To avoid skin irritation, all products are medically tested by the Fördergemeinschaft körperverträglicher Textilien e.V. (Association for the Promotion of Body-friendly Textiles). The entire range is one hundred per cent free of harmful substances and bears the independent OEKO-TEX Standard 100 "Confidence in Textiles" seal. Some textiles have even been awarded the OEKO-TEX MADE IN GREEN label, which certifies sustainable production in socially responsible companies. VOSSEN is also STEP-certified in both categories. The skin-friendliness of the products results from their particular softness and absorbency. These properties are brought about by the innovative AirPillow technology, whereby the towelling loops stand upright and form fine air cushions.

Promotional items worth their weight in gold

VOSSEN premium products can be customised with logos, lettering and motifs for promotional purposes. From border edging and embroidery to elegant relief weaving and trendy large-scale and wave weaving, everything is possible, sometimes even in smaller quantities. The high-quality terry products can also be personalised. They are worth their weight in gold as promotional gifts with lasting value.

www.vossen.com

In Germany, Castelli previously operated under the name “Lediberg by Lindocastelli.” Now it is relaunching with a new name: “Castelli 1938.” Lindo Castelli was born in 1938. Just 26 years later, he founded a family business that grew into a highly successful international supplier of notebooks and calendars. Exciting things are happening at the company’s headquarters in Lage.

Lediberg becomes “Castelli 1938”

Maurizio Castelli: A visionary rushes forward

As long as the Castelli family ran the company, it was on the road to success. The subsequent sale to international investors from outside the industry, who then changed hands, did not serve the renowned manufacturer well and led to insolvency in 2021. Maurizio Castelli, the founder’s son, then bought the company back piece by piece. In Germany, this did not work out immediately and Lediberg lost a large part of its customers during the insolvency phase and afterwards. Although the order books were full, it could no longer make deliveries and even regular customers turned away. The company continued to operate on a small scale for a few years. Now the starting shot for a new era has rung out. On board as Managing Director of Sales is Sven Weiß, a notebook and calendar man par excellence. Bertelsmann, Brunnen & Eilers and his role as CEO of Geiger-Notes AG were formative stages in his career. Weiß was also active for many years on the boards of associations in the promotional products industry. We wanted to know from him how and why “Castelli 1938” motivated him to embark on this new beginning in the position of Managing Director of Sales. A conversation with Sven Weiß:

Every new beginning involves a certain amount of risk. Why are you doing all of this and why now?

There were personal reasons. After three years, I wanted to move closer to my old home in East Westphalia-Lippe. Wiesbaden is very beautiful, as is the Rhine, but I didn’t like the commute in the long run. I also wanted to be able to be more creative and enjoy the freedom to achieve success. Maurizio Castelli approached me outside the PSI in Düsseldorf. We exchanged ideas and he sparked my initial interest.



What impressed you so much about this company, and surely also this entrepreneur?

That he is a visionary. That, at just over 60 years of age, he is once again investing a lot of time and capital in the company. He believes in the future. He has ideas for tomorrow and the day after tomorrow. Some others hope – at least that’s what we hear – that their business will at least carry them through to retirement. Maurizio is completely different in this regard. He invests in new technologies, in new finishing techniques, in new printing processes, all of which is aimed at making the company more unique.



quality for which we are known, and enables creative special productions.

It takes courage to put things down on beautifully formed paper in the age of ChatGPT, DeepL and Neuroflash.

Courage is part of every adventure. Otherwise, it’s not an adventure. But one thing is certain for me: where paper is only useful – for example, in the world of metre-long rows of files – it will be increasingly phased out. Yet where paper is beautiful, high-quality, sustainable and also useful, it will always have its place. Over the centuries, many things

have been declared dead, only to celebrate joyful revivals again. Nowadays, I see many young people at meetings with a beautiful and often large notebook next to their computer. Many companies are increasingly using notebooks when onboarding new employees. A wonderful development. And 50 per cent of our products at Castelli 1938 are beautiful notebooks and 50 per cent are calendars.

Sustainability is certainly also an important issue in Bergamo.

A big issue. Castelli develops products that are both innovative and sustainable. Maurizio Castelli was already a pioneer in the industry back in 2015. The company successfully launched products made from apple waste – the APPEEL products – and consistently pursued this path. Today, our portfolio includes numerous products made from sustainable materials. Maurizio Castelli is very deliberately taking responsibility for the environment and society. In the coming months, we will be introducing new, unique products – inspired by our rich past and designed for the future.

So now it’s time for new wine in new wineskins?

Yes, because old wine in new wineskins has never worked. And don’t forget: Castelli is once again a major player in many countries. There, it succeeded in buying back companies and putting them on the new Castelli path. In Germany, the question was: should we continue as before, give up, or go on the offensive? Simply continuing as before is absolutely not Maurizio Castelli’s style, nor is giving up. So, he decided to conquer the market again. Since we made this public, we have already received a lot of encouragement. I am very pleased to now be able to help shape the Castelli success story with “Castelli 1938” in Germany.

Thank you very much for the conversation, and all the best. We are anxious to see what happens next. <

In conversation with Sven Weiss



Sven Weiß is the sales director at the newly established Castelli 1938 GmbH in Lage. With many years of experience under his belt, he has big plans for the future: creativity, quality, and customer service.

You were also there yourself and took a close look at the company.

I was curious and wanted to know more. The only way to do so is to visit Bergamo. With 300 employees and branches in 10 countries, the company is impressive in itself. But beyond the numbers, the company also won me over and captivated me emotionally. So many beautiful, modern and exciting products – especially for specialised distributors. An incredible number of these creations are ideal for corporate communications.

And then you took the decision?

No, not quite yet. Maurizio Castelli’s personality was an additional factor. With regard to the German business, I asked him over dinner: “But that’s a real new beginning, a big task for a salesperson”. “No”, he said, “it’s a great adventure”. That made it clear to me where he was going – he’s cut from the same cloth as Castelli. When Lediberg came to Germany in 1989, it was also an adventure. The market was divided among a few suppliers, and they had everything under control. With new designs, new colours and new products, Castelli (Lediberg) shook up the market at the time and worked its way to the top. This story, with Maurizio Castelli’s vision, appealed to me and ultimately won me over.

What are the unique selling points of Castelli 1938 products nowadays?

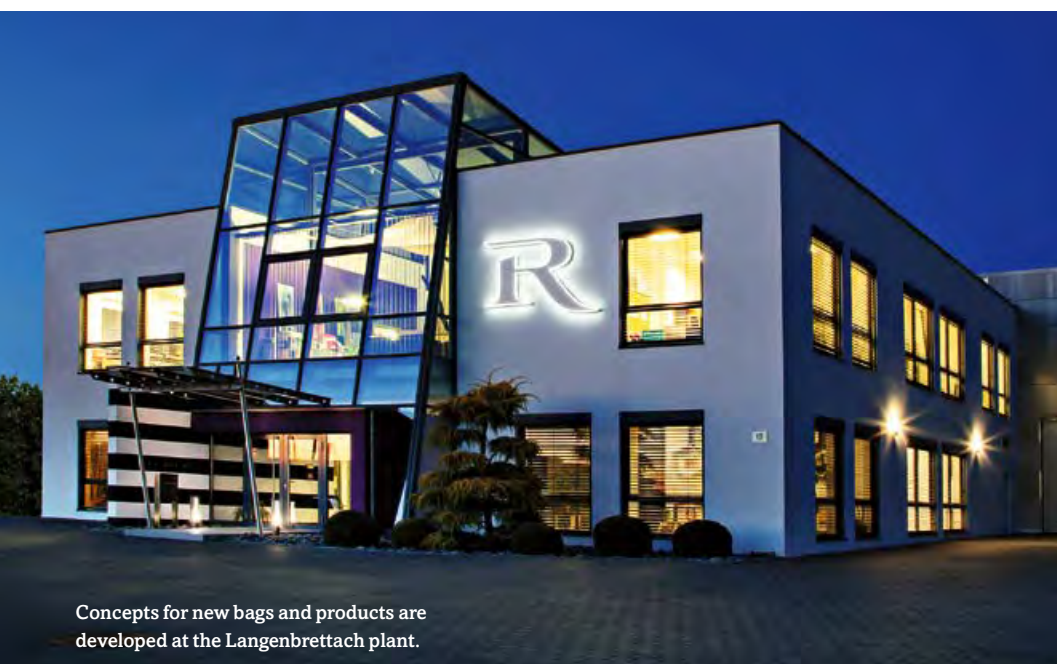
It is above all the typical Italian demand for design and beauty that has a very strong artistic component. This, combined with high quality, turns paper into very special products. We also stand out from our many competitors because we have our own fully integrated production facility in Bergamo. This makes us fast, provides the high

www.castelli1938.de

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

Paper bag producer Riedle celebrates their anniversary

A perfect promotional medium for 30 years



Concepts for new bags and products are developed at the Langenbrettach plant.

For the past three decades, Bags by Riedle from Langenbrettach in Baden-Württemberg has stood for expertise and all-round service in the development and production of high-quality paper bags. From mini bags to XXL format, made from FSC-certified natural or recycled paper, with die-cutting or blind embossing – this practical means of transport is a highly effective promotional medium. In its anniversary year, customers of this owner-managed company can look forward to a special offer: For all orders placed by 31 December 2025, a single-colour bottom and/or inside print is included free of charge.

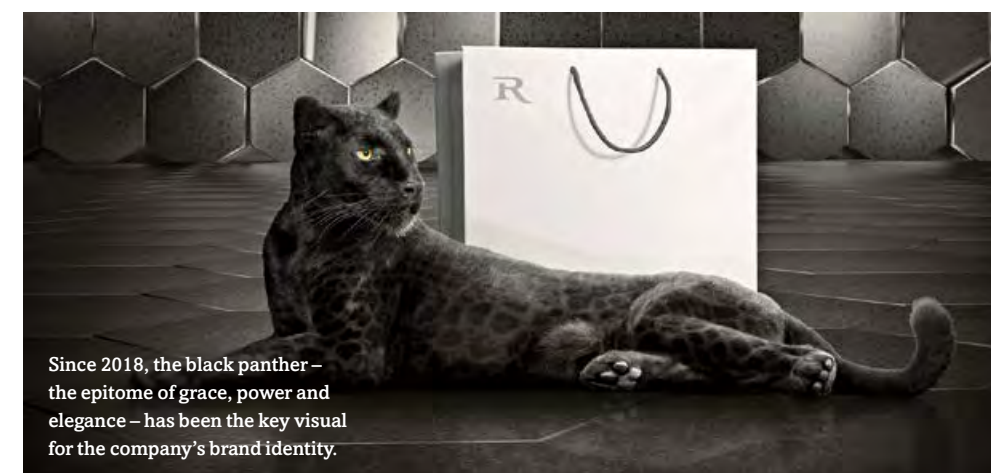
for the company's own brand identity.

Customised designs and a wide range of finishes

Even though the possibilities are almost endless and every project is different, the Riedle team of experts advises, designs, produces, stores and delivers – all under one roof and with materials that are sourced and processed exclusively in Germany and Europe. The range of sizes is as varied as the finishes and extends from mini and bottle bags to XXL versions. Logos or images are transported in the highest quality, for example using 4c and Pantone print-

The evolution of an idea

What began in 1995 in the hobby room of a private home with the idea of developing the sturdiest paper bags of the time has lost none of its innovative strength and dynamism today. Riedle's aim is to establish the carrier bag as a sustainable long-term promotional medium and to support its customers' brand communication with ever new creations. Numerous international brands use them as a means of safe and eye-catching product transport. Riedle has developed into one of the leading providers in its sector and, due to its growth, has repeatedly relocated to larger premises, such as the new company headquarters in Langenbrettach, which was built in 2007. Since 2018, the black panther – the epitome of grace, strength and elegance – has been the key visual



Photos: ©BAGS BY RIEDLE

Since 2018, the black panther – the epitome of grace, power and elegance – has been the key visual for the company's brand identity.



The new Riedle Pure, made from 100 % recycled paper.



Bags from "back in the day".



The Organic product line presented in 2024 is made of natural paper from rapidly renewable raw materials.

ing or hot and blind embossing. The Riedle design studio's sophisticated bag concepts have already won several international awards, including the PSI Sustainability Award, the Austrian marketing and the Promotional Gift Award.

New product lines for a sustainable future

As a great gift to itself and its customers, in March 2025 the company launched its first line of bags made from 100% recycled paper and meeting the highest durability and finishing standards. This new range of bags made from secondary fibres provides companies with everything they need for an attractive and environmentally conscious brand image: ecological packaging with brilliant printing or tactile embossing and thus a sustainable message.

Clear "green" statement

With their Organic product line launched in 2024, Riedle had already intensified its commitment to sustainability and made a clear statement in favour of greater environmental awareness. The various high-quality natural papers made from the rapidly renewable raw materials apple, grass, hemp and silphium are characterised by their look and feel

as well as their durability. Owner Silke Riedle looks back with pride and gratitude on what the Riedle team has achieved together with its business partners: "Our goal has always been to reliably support our customers' brand communication with innovative, creative ideas and sustainable products. This only works if all the cogs mesh together. I would like to thank my team as well as our customers and partners for their trust and cooperation!"

Expertise and full service

As a partner to the brand and promotional sector, RIEDLE® from Langenbrettach has been offering expertise and full service in the production of paper carrier bags for 30 years. For RIEDLE®, high-quality paper bags have two functions: They are a practical means of transport, but they also have an enormous multiplier effect as a highly efficient image-boosting promotional medium. RIEDLE® attaches just as much importance to the careful selection of materials and perfect workmanship during production as it does to the speed with which enquiries and orders are processed. RIEDLE® delivers a sample of the promotional bag requested to the customer within 24 to a maximum of 36 hours.

www.riedle.de

The specialist for corporate fashion and fashion accessories, ALTA SETA GmbH & Co. KG, is celebrating its 25th anniversary this year and looks back on an eventful quarter of a century of successful company history.

25 eventful and successful years

Corporate fashion at its best



left: ALTA SETA's own brand OceanTowel* is made from recycled plastic waste collected from the sea by the environmental organisation "One-Earth – One-Ocean".

right: Also part of the OceanTowel* series: yarns made from recycled cotton.



laniok, who had already successfully joined the company as an employee in 2008, became the second managing director and co-owner in 2014.

Their own brand OceanTowel* emerges

A milestone in Alta Seta's company history is the launch of Alta Seta's own brand – the OceanTowel* by Patrick Polaniok. The OceanTowel* beach towel, OceanTowel*HOME tea towel, as well as the stylish OceanTowel* hammocks and OceanTowel* ponchos were then added to the range of products. The articles quickly and successfully established themselves on the market and have since offered distributors in the industry a wide range of high-quality textiles for their industrial customers.



Always in good spirits: the ALTA SETA-Crew.



Toska Siekmann (left) and Kirsten Dreyer (right) founded the company and managed it together until 2024.



Patrick Polaniok in his element.



ALTA SETA distinguishes itself with its extraordinary designs of ties, scarves and shawls and their perfect realisation in high quality.

Sustainable products from the sea

In addition to the designs, ecological sustainability plays a very important role in these brand products. Since 2018, they have been working closely with the environmental organisation "One-Earth – One-Ocean" (OEEO). The organisation is a kind of "maritime waste collection service" based in Munich and Kiel, as well as in the Philippines and Cambodia. Using their own boats, the initiators clean waters (rivers, harbours, oceans) worldwide of plastic waste, as well as oil and pollutants. Since 2018, Alta Seta has been supporting OEEO by selling OceanTowels*, which are produced using recycled cotton and rPET. Currently, the products of this brand are OekoTex: 25.HDE.38269 certified.

www.alta-seta.de

A "silver" retrospective

Looking back at 25 years of company development, there have of course also been crises that Alta Seta, like many other businesses, has had to overcome. After a fantastic start in 2000, sales fell noticeably following the terrible attack on the World Trade Center in 2001. The whole world was in a state of shock for a long time. The introduction of the Euro in 2002 initially caused some confusion in the market. But the market stabilised and the new currency, coupled with price increases, was gradually accepted. Alta Seta also slowly began to recover. In 2008, the world was then taken by surprise by a financial crisis triggered by the collapse of the US investment bank Lehmann Brothers. The industries stopped placing orders and the economy stagnated again. However, the football World Cup in 2014 brought a welcome high. The positive mood throughout the country and the joy of winning the title boosted the economic sentiment and sales at Alta Seta as well. It experienced many years of solid and steady growth, but from 2020 onwards, economic growth declined for a long time due to the coronavirus measures.

Strengthened by crises

As Patrick Polaniok reports, "Alta Seta has survived every crisis thanks to loyal employees, appropriate measures taken by the management and other good ideas for textile promotional products. Our company will also overcome the current recession and surprise the promotional products market with new ideas and items," he assures.

Polaniok now sole manager

Company founder Toska Siekmann took her well-deserved retirement in mid-2023 and officially left the company at the beginning of July 2025. "I would like to thank all customers and all employees, but especially Patrick Polaniok, for the excellent and trustful cooperation and the many exciting projects in the advertising media sector," says Toska Siekmann and adds: "Patrick Polaniok is now the sole owner and managing director of Alta Seta and I am convinced that he will continue the success story of Alta Seta with his experience and passion." Polaniok is looking forward to "many more exciting years full of creative ideas, trustful partnerships and effective cooperation with all industry partners."

The fashionable success story of ALTA SETA began on 1 July 2000, when two young women launched the company. Designer Kirsten Dreyer and businesswoman Toska Siekmann took the plunge into self-employment and were full of good ideas and energy.

Success with fashionable quality

With extraordinary designs of ties, scarves and shawls and their perfect realisation in high quality, punctual delivery and friendly customer service, the two founders and their crew very quickly gained market shares in the promotional products and corporate fashion industries. Kirsten Dreyer left the company in 2014 and Patrick Po-

GÖCKENER GMBH – specialist for the production of innovative foil and gel products – is celebrating its 25th anniversary in April. It looks back at an impressive success story shaped by continued growth, constant innovation and a clear focus on customer satisfaction.

25 successful years with innovative foil and gel products

Specialist for warming and cooling products



Management with their ladies (L to R): Lisa, Moritz, Engelbert, Claudia, Jonas and Maike Gockener (L to R).



Engelbert Gockener founded the company in Ahaus in 2000 with 15 employees. Since then, it has established itself as a full-service partner, specialising in the development and production of foil products, gel products and PU products. GÖCKENER now has a staff of 50 employees. It stands for precision and reliability and has made a name for itself as a competent partner for individual solutions. The company sells products around the world that are filled with gel, which can be warmed up or cooled down, or that can be used for pressure relief or insulation for different applications.

Highly regarded product portfolio

GÖCKENER began selling flat-sealed film products, such as writing pads, mouse pads and flags for kids' bikes, but has continuously expanded its product portfolio over the years. The practical bottles, barrel and beer crate coolers, gloves, socks and instant hand warmers are highly valued by users, in addition to the company's well-known gel cold packs and moor heat cushions. Thanks to the wide variety of product designs available in terms of shape, size, and colour, as well as numerous customisation options, GÖCKENER customers get an ideal promotional product



The employees who have been with the company since its founding were honoured for their jubilees during the celebrations.



A Quarter Century of Steady Growth: GÖCKENER GmbH's company facilities in Ahaus.



During the tour of operations.



Cooling socks and cooling gloves



Hand warmers with Christmas motifs

that brings real benefits to users and thus underscores the positive image and CI of the company advertising itself.

Continual investments

In addition to producing functional gels, such as cooling, warming, ultrasound and hand disinfectant gels, the company's in-house gel production facility makes it possible to create creams and lotions for private label products and customer development, even for orders of relatively small quantities, which makes it ideal for the promotional product industry. The company has managed to meet the growing

demands and increasing customer needs by making ongoing investments in infrastructure. In addition to investments such as extending and expanding the production halls, a high-bay warehouse and a clean room for the production of cosmetics and disinfection gel, the company is also investing in the latest technologies and automation.

Focus on quality and customer service

Quality and customer service are GÖCKENER GMBH's top priorities. Certifications under EN ISO 9001+ EN ISO 13485 (medical products) demonstrate the company's de-



Also in the portfolio:
Customised beer crate coolers



Disinfectants



Two generations in a warehouse
aisle (L to R): Jonas, Engelbert and
Moritz Gökener.

dication to quality standards, which are increasingly in demand in the promotional product industry. Sustainability and environmental protection are also core values at GÖCKENER. In practical terms, this means using geothermal energy, solar energy, environmentally friendly production processes and materials and implementing consistent waste separation and recycling measures.

Proud of their achievements – optimistic about the future

‘We are proud of what we have achieved in the past 25 years, says Engelbert Gökener, Managing Director of GÖCKENER GMBH. ‘Our success would not be possible without our team’s commitment. Every employee has contributed to getting us where we are today.’ At the beginning of 2022, Engelbert Gökener’s sons, Moritz and Jonas Gökener, were appointed directors, which was a significant step for the business. Both sons worked part-time at the company during their holidays when they were young. They knew early on that they wanted to join the family business and carry on the family tradition after finishing vocational training and earning a degree. ‘It is an exciting undertaking and challenge; I look forward to the opportunity to shape the strategic direction of the company with new ideas,’ says Moritz Gökener. Jonas Gökener on his intentions: ‘I am thankful for the opportunity to be able to contribute my specialist knowledge and fresh ideas and to find new solution approaches with a great team.’

Silver anniversary celebrations

Both sons are looking forward to the future with confidence and curiosity. ‘Together we will ensure that the company remains in our family’s hands and a reliable partner,’ says Engelbert Gökener. The company’s employees, their families, friends and neighbours celebrated the company’s success on their silver anniversary. The directors thanked their operations team, customers and partners for ‘supporting and putting their trust in the company over the years’ and said it is looking forward ‘to the next 25 years full of innovation, growth and success.’

www.goeckener.de

With We Love Parties GmbH, the PSI network welcomes a new member that brings a breath of fresh air to the world of promotional products and event equipment. The Lüneburg-based specialist’s success lies in party decorations and costume accessories.

Colourful accessories for promotional items and events

Promotion with creative party decorations



have a wide range of applications for the promotional product sector – from emotional brand messages to staging at the point of sale, or even as eye-catching giveaways at events.

Personal customer support

What has so far delighted mainly B2C customers is increasingly gaining ground with B2B customers: Promotional product retailers, agencies and event planners benefit not only from an extensive range, but also from a personal contact person. The products are now sold throughout Europe via international web shops such as party.ch, party.nl and party.fr. We Love Parties GmbH is thus positioning itself as a reliable partner for creative event design and promotional equipment in the promotional product sector.

Versatile decoration ideas

By joining the PSI, the company is pursuing its goal of providing promotional product retailers with fresh new ideas and versatile decoration concepts that make brand presentations more emotional and visible – from shop window decorations to striking trade show displays or anniversary events.

The German e-commerce company We Love Parties GmbH operates the Party.de platform and specialises in eye-catching party items and decorations – perfect for promotional campaigns, sales and brand staging with a “wow” factor.

Emotional brand messages

The range includes over 100,000 creative decorations, including tinsel curtains, balloon garlands, table decorations, themed accessories, souvenirs, costume accessories and seasonal promotional items. These products in particular

www.weloveparties.de



Trendy XXL thermo mugs with style

With RETUMBLER-myKings Canyon, REFLECTS® presents customisable thermo mugs in XXL sizes (900 ml and 1.2 l). These **vacuum-insulated stainless steel mugs** keep drinks cold for up to 48 hours or warm for up to 11 hours. Coloured silicone accessories for the handle and body ensure easy customisation with your corporate design. Sustainably manufactured from recycled materials, finished with high-quality laser engraving or UV printing, they are ideal brand ambassadors – practical, stylish, individual.

PSI 42487 • REFLECTS GmbH
Tel +49 2234 99000 • info@reflects.com
www.reflects.com

Official Oktoberfest™ collection

The new products in mbw®'s Oktoberfest™ collection reflect the charisma of this world-famous event. They are ideal for sales at the POS or as high-quality gifts for customers and business partners. These **exclusive licensed products** convey Bavarian joie de vivre, from Minifeet® cuddly toys, Herr Bert® and Berta® to Schnabels® squeaky ducks with a traditional look. They turn the atmosphere of the Oktoberfest into an unforgettable memory. Licensed products – Oktoberfest is a brand of the City of Munich.

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



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, is a quintessential symbol of writing itself. Its elegant body 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, 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 indispensable writing instruments have remained in the business world," he explains.

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



Swiss precision on the go

With their CLASSIC SD ALOX pocket knife, Victorinox offers a compact everyday accessory that will delight outdoor enthusiasts. This lightweight multi-tool features **impressive versatility**, durability and an elegant design. Customisation through embossing or blade etching makes it the ideal gift, uniting functionality with appreciation. Whether for hiking, camping or for customers and employees – Swiss quality leaves an impression.

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



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A clear view in all weathers

POLYCLEAN's rPET CarKoser® Premium effortlessly cleans fogged windows and smudged car displays. Made **from recycled PET fibres**, this multifunctional sponge features high quality and functionality. Equipped with a custom printable banderole, it is a sustainable and eye-catching promotional medium for car dealerships, tyre dealers and insurance companies – ideal for the cold, damp season.

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

Responsible corporate clothing

Russell Europe's Authentic Eco Polo combines style with responsibility: Made from 65% recycled polyester and 35% cotton, the polo shirt unites comfort with durability. Thanks to short delivery routes and quality-controlled production, it also scores highly in terms of sustainability. Available in **nine colours and a wide range of sizes**, it is ideal for customised textile finishes – perfect for sustainable corporate fashion.

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

Sustainably secure data

Troika's BLUE CYCLE BELT BAG combines stylish design with sustainability. Made from recycled marine plastic, the practical belt bag has two spacious zip compartments, one of which with RFID protection. This keeps cards and documents safe from data theft. Water-repellent zips and an adjustable strap make it the ideal accessory for travelling and everyday use. A fashion statement for environmental awareness and security.

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



Sharp promotion with style

Condedit's new Cutters combine functionality and elegant design for a wide range of uses. Whether in the office, at home or in the garden – these **robust, stainless steel blades** stand out with their excellent performance and ergonomic handling. From the robust Solocut made of metal with non-slip rubber coating to the elegant Finecut in pen format and the Multicut and Squarecut safety knives with automatic blade retraction – each model can be fully customised through printing or engraving. Available in small quantities, they are ideal promotional media.

PSI 49729 • Condedit GmbH
Tel +49 2942 2160 • info@condedit.de
www.condedit.de



A secure grip for every application

The waterproof Protorio work glove made of polyester with a nitrile coating ensures **optimal grip**, especially in damp or oily conditions. It has a wide range of uses, from gardening to industrial applications. Quickly available and tested in accordance with PPE standards, the glove is ideal as a promotional item with a customised logo – useful, safe, reliable.

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



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“Whatever the Weather”

Honoured with the Red Dot Design Award: The new Knirps X4U pocket umbrella stands for innovation, design and the highest product quality. Weighing just 130 g, with a 90 cm canopy and a length of 21 cm, it is the ideal everyday accessory – **ultra-light, compact and always ready to hand**. With its simple handling and high wind stability, the X4U reflects almost 100 years of “German engineering”. The Knirps Dry Case® with absorbent microfibre absorbs residual moisture and reliably protects the contents of your bag from getting wet. Whether as an exclusive promotional item, for promotional campaigns or as a customised gift – the Knirps umbrella leaves a lasting impression whatever the weather!

PSI 41752 • doppler H. Würflingsdobler GmbH
Tel +49 8571 9122 218 • individual@knirps.com
<https://knirps.de/x4u>

Flexible, stylish, compact and cool

STABILO presents two cool highlighters in trendy new pastel colours: the practical STABILO swing cool Pastel with a stylish clip and the handy STABILO BOSS MINI Pastel. Perfect for advertising on the go or always in view on your desk – **compact, trendy and real eye-catchers**. The STABILO swing cool impresses with its practical, flat shape with clip, making it ideal for on the go. The cool highlighter is available in 8 bright neon colours and 10 soft pastel shades. The STABILO BOSS MINI brings the popular quality of the STABILO classic in a cute mini format – ideal for on the go or on your desk. Available in bright neon colours and now also in trendy pastel shades, it is simply a cute eye-catcher. The water-based ink is particularly environmentally friendly, and thanks to STABILO's Anti-Dry-Out Technology, the marker is protected from drying out for up to 4 hours even when the cap is open. There is plenty of space for advertising on both sides of the highlighter. Advertising can be applied by screen or digital printing on the barrel and, optionally, by pad or digital printing on the clip or by pad printing on the cap. Attractive sets and cases with additional advertising space on inlays or packaging are available for both highlighters. With these STABILO products, gentle communication in delicate pastel shades is guaranteed.

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



PSI MEDIA GUIDE 2025

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Inspiration for the industry

Where is a long list of topics that come and go. We all know them, and in retrospect we have a laugh over the hype. Then there are the topics that stick – the really important ones that are sometimes not particularly popular, precisely because they stick and are therefore somewhat uncomfortable. As an industry network, we consider it one of our key tasks to identify precisely these enduring topics and to keep one of the most important, future-defining topics at the top of our agenda: ecological sustainability. We are therefore launching the PSI Academy, a new, independent industry meeting place for suppliers, distributors, associations, industrial and business customers as well as political players in order to combine haptic advertising and sustainability in an innovative format. With this unique platform, we are giving everyone the opportunity to embrace change, think up new strategies and tackle the challenges of our time with optimism.

And it's already taking shape: the first PSI Academy Conference will take place in Cologne on September 11, 2025. I am delighted to invite you to exciting presentations, discussions and workshops on sustainability and marketing-related topics – and, of course, to the festive PSI Academy Night gala with the presentation of the new PSI Academy Awards. In collaboration with the Green Product Award, we will be honouring sustainable products and campaigns as well as companies and newcomers in the promotional products industry. In doing so, we wish to highlight progress and developments as an impetus and inspiration for the entire industry. Look forward to a keynote speech by Tanja Kliewe-Meyer (Head of Corporate Responsibility & Product Safety at Brax – Leineweber GmbH & Co. KG) on how the Brax brand is using regulatory pressure as an impetus for creative change. In addition, we will be dedicating a wide variety of presentations to the topics of sustainability as a driver for brands and products and sustainability as a trademark. Here are a few catchwords as teasers: “Value creation instead of waste”, “Material selection for sustainable advertising materials”, “Sustainability as a competitive edge”.

So let us seize on 11 September as an opportunity to exchange ideas, cooperate and move forward together as suppliers, distributors, consultants and, above all, as an industry. I look forward to welcoming and meeting you at the first PSI Academy Conference and PSI Academy Awards. Bring your customers and agencies along – at a very reasonable price – and create a highly interesting, connecting, and above all sustainable experience.

Yours,

Petra Lassahn
Director PSI



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Your brand on tour

Our first topic centres around multifunctional outdoor promotional items that are real all-rounders when it comes to getting people talking about brands – whether they’re used in parks, on the go, or on your next adventure. From handy multi-tools and weatherproof drinking bottles to clever camping gadgets, these products excel in both functionality and durability. And that’s exactly what keeps your message visible for a long time – day after day, use after use. Practical, versatile and always ready for action, outdoor items are ideal accessories for everyday life and leisure. They convey values such as reliability, flexibility and a spirit of adventure – and make your brand a trustworthy companion on the go. In short: If you shine outdoors, you’re remembered indoors. – In the second section, we present new products from the areas of “Watches, Jewellery and Exclusives”.

Please keep in mind the product presentations for the November 2025 issue of the PSI Journal, which will focus on topics such as “Smart Technology and Digital” and “Travel, Cars, Bicycles, Transport and Safety”. Please send your product suggestions (images and text) by 19 September 2025 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

Business booster
for the sector

On 11 September, the PSI Academy will kick off with an exciting workshop series on sustainability and marketing – the PSI Academy Conference – followed by a festive gala evening, where the PSI Academy Awards are presented – the PSI Academy Night. We will be reporting from this memorable day.

Companies, events, markets

In this section, we provide concise updates on the latest developments, events and news in our creative sector and inform you about the activities, campaigns and personnel changes at the member companies in our network.



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

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

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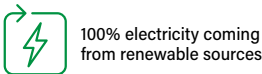
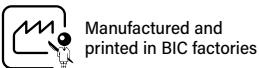
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