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PSI Journal

International Magazine
For Promotional
Products

October 2025

Volume 64


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Products

October 2025

Volume 64

Product Guide

Outdoor and Multifunctional
Decorative, smart and exclusive

Alkoto

25 years of growth and
continuity

bb trading

Making sustainability
measurable

Fruit of the Loom

Strong together in style

**PSI Academy Conference
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Editorial

The final sprint in Düsseldorf

After around 60 years of the Düsseldorf “marathon”, the PSI will be entering its final sprint there next January. The relaunch of Europe’s largest trade show for promotional products, incentives and merchandising will take place from 12 to 14 January 2027 in the exposition city of Cologne. PSI is delighted, exhibitors and visitors are delighted, and Cologne is delighted.

Trade shows really don’t like to relocate. But this time it had to be. In recent years, there have been too many postponements to the early days of January. January 6 is a public holiday in many European countries, often marking the end of the holidays. And the PSI too often clashed with the set-up days for the major boat show in Düsseldorf. These circumstances were often unacceptable, especially for exhibiting companies and their employees. A new chapter is beginning – but not until the start of the 2027 season.

Now it’s time to put all our energy into the final sprint of the year. The industry highlight, the PSI Academy Awards, was a great success (see page 6 and the following) and is now behind us. The PSI Academy Conference with its exciting presentations and debates is also over. The crowning finale was the festive PSI Academy Night.

But after the event is before the event. Now there are only three months to go until the big and final PSI at the Düsseldorf venue. Who and what is successful there will be carried over to the “new” PSI in the exhibition halls of Cologne. So it’s time to make a strong final push – one that will be remembered. PSI itself will do everything in its power to spruce itself up once again, step on the gas pedal, offer exhibitors and visitors unforgettable days and make success a reality.

We must also send a clear signal to industry and politicians that our industry will not be intimidated by Trump’s punitive tariffs. With our creativity and commercial skills, we will overcome these difficult times and probably emerge from them wiser and stronger. Difficult times often unleash unexpected strengths and open our eyes to new opportunities. The industry has proven this time and again for more than six decades.

That is why I am certain we will give everything we can in the final sprint in 2025 to ensure continued success. If we can support you as the PSI Journal, please get in touch – we look forward to hearing from you.

On this note,

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

Stone was just the start.

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MISTER BAGS®

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Arnie – the sustainable gym bag with a statement.

The Arnie gym bag combines functionality, comfort, and environmental awareness in perfect harmony. Made from 100% Fairtrade certified cotton, it stands for ethical production and fair working conditions throughout the entire supply chain. With a size of 40 × 47 / 7 cm, Arnie offers generous space for sports gear, shopping, or everyday essentials.

Sturdy drawstrings make it easy and comfortable to carry, while the robust 190 g/m² cotton fabric ensures durability and a premium feel. When it comes to sustainability, Arnie sets a high standard. In addition to its Fairtrade certification, it is also OEKO TEX Standard 100 certified. Available in five timeless colors, Nature, White, Black, Navy, and Grey, it blends effortlessly into any style.

Arnie can also be customized with your logo or message, turning it into a sustainable promotional item that stays in use and leaves a lasting impression.

Arnie for bold brand appearances with a clear conscience.



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PSI Academy: Convincing start 6

The PSI Academy Awards celebrated their glittering premiere in the unique historical ambience of the Gürzenich in Cologne. During the festive gala evening, the numerous nominees for the newly conceived industry sustainability award were presented and the awards were handed out. It was an exciting, inspiring and enjoyable evening, where everything revolved around the guest of honour: sustainability.

Product Guide: Outdoor and Multifunctional 14

Whether in the park, on a trip or on your next adventure – the outdoor and multifunctional promotional items we present in our first product theme are real all-rounders when it comes to getting people talking about brands. These products score points not only for their functionality, but also for their durability. And that's exactly what ensures that the message remains visible for a long time – day after day, use after use.



Companies, events, markets 32

In this section, we keep you up to date with the latest developments, events and news in our creative industry in a concise form and provide information about the activities, campaigns and personnel changes of the member companies in our network.



Alkoto: Anniversary for the laser engraving specialist 38

Since its foundation in 2000, Alkoto GmbH has developed into a successful family business. Over the years, the company has grown steadily. The focus is now on laser engraving and sustainable promotional items. The company team celebrated its 25th anniversary with numerous invited guests.





A modern interpretation of vases

The "Weidenheim Family" vase series has made its way from the countryside to urban areas, where it showcases a modern interpretation of traditional craftsmanship. The combination of rattan, glass and porcelain creates a surprising eye-catcher. For easy care, the rattan part with a rubber seal can be removed from the water container, which can then be washed in the dishwasher.

XXD GmbH
www.xxd.de
PSI 47734



Something's blooming for you: Being very creative with flowers

Flowers and blossoms are a creative and emotional way to showcase brands in a positive light. They convey appreciation, freshness and naturalness – values that are positively associated with the company. They offer limitless creative possibilities that go far beyond the classic bouquet.

They can be used as invitations, giveaways or mailers and appeal to the senses – visually, haptically and sometimes even olfactorily. Flowers represent growth, emotion and beauty, which the recipient can enjoy. This makes them the perfect bearer of brand messages that stick in people's memories. They are particularly appealing and eye-catching in autumn or in ecologically sustainable campaigns.

What is blooming on Mainau Island?

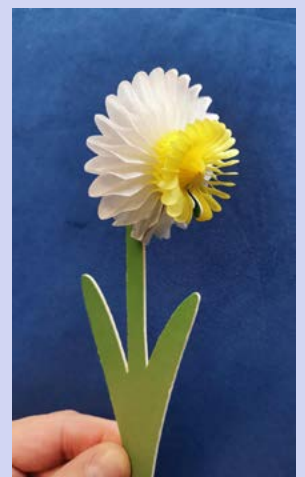
To mark the 90th anniversary of the bestseller "Was blüht denn da?" (What's blooming there?), a special walking trail has now been created on the island of Mainau, the tradition-rich garden paradise on Lake Constance. The trail runs directly along the shore, offering idyllic views of the lake, and surprises visitors at nine stations with "What's blooming there?" display boards featuring unique drawings by Marianne Golte-Bechtle. An additional photo spot with picture frames invites visitors to capture the blossoming surroundings in pictures.

KOSMOS
www.kosmos.de
PSI 47941



There are no limits to the imagination

If nature knows no bounds when it comes to presenting ever new shapes and colours in flower meadows, the same applies to the makers of paper replicas. What's more, here the flowers are combined with bees or butterflies and arranged in an eye-catching way. Packaged in a space-saving manner, these literally blossoming greetings are also suitable as mailing boosters. Paper Fantasies UAB
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PSI Academy Night 2025

Exclusive Gala Evening



A glamorous start to the new industry gathering: the PSI Academy Night provided a festive setting for the presentation of the first PSI Academy Awards.

The PSI Academy Awards celebrated their glittering premiere in the unique historical setting of Cologne's Gürzenich hall. The numerous nominees for the newly conceived industry sustainability award were presented and the awards handed out during the festive gala evening. It was an exciting, inspiring and enjoyable evening that revolved entirely around the "guest of honour": sustainability.



The PSI Academy – under this label, PSI is launching a new concept for a versatile industry gathering this year. It brings the industry together for a second time annually. The PSI Academy combines everything our industry needs nowadays and bundles it into five formats: the PSI Academy Conference as a training format, the PSI Academy Awards as a stage for excellence in sustainable products, projects and campaigns, and the PSI Academy Night as a festive finale with the presentation of the nominees and the awarding of the winners of the industry sustainability prize. Starting in 2026, the PSI Acad-



emy Certification will be added as well-founded proof of competence and the PSI Academy Expo as a showcase for sustainable products and strategies. The kick-off event on 11 September in Cologne successfully demonstrated that sustainability already has a firm place in the industry and is being implemented creatively, innovatively and with a sense of what is ecologically wise and economically feasible.

Impressive submissions, many nominees

PSI honours outstanding sustainable promotional products, companies and concepts with the PSI Academy Awards. The content and standards of this industry award, which is being presented for the first time, go beyond the previous PSI Sustainability Awards, for example by documenting developments and recognising progress made. In this respect, the format is designed to serve as an incentive and inspiration for the entire promotional products industry. PSI's partner, the Green Product Award, contributed its many years of expertise in sustainable awards, ensuring that the multi-stage process from submission to evaluation was transparent, comprehensible and extremely professional. This was also reflected in the high-calibre expert jury, which was present at the evening event and provided information about the selection process. The judges were particularly impressed by the diversity, high quality and international character of the entries from nine countries. *(Brief introduction of the Jury on the right)*

Joy, pride and a great atmosphere

After the conference part and a well-deserved break, the doors to the PSI Academy Night opened and the festive presentation of the PSI Academy Awards began. They

were hosted by the charming and experienced PSI presenter Emily Whigham and accompanied by an excellent multi-course dinner. PSI Managing Director Michael Köhler, PSI Director Petra Lassahn and Nils Bader, Director of the Green Product Award, first welcomed the guests. Together with Viola Proietti, Product Manager for the PSI Show & Membership, and the jury members, they presented the awards in the various categories on stage. This resulted in successful surprises, many happy faces and proud entrepreneurs. It was a wonderful conclusion to an eventful evening.

A successful event with great prospects

The impressive gala evening and the PSI Academy Conference during the day reflected a lively, communicative industry that is serious about sustainable transformation. At the end of the eventful day, the guests agreed that knowledge transfer, the exchange of experiences and a stylish evening complemented each other perfectly, and they took home many ideas for sustainable activities. <

The jury of the PSI Academy Awards

Nils Bader

Director of the international Green Product Award & Green Concept Awards and the Green Future Club

Steven Baumgärtner

European Associations Cooperation, Chairman of the Board

Karsten Bleyemehl

Graduate in design, CEO and Founder of The Circular Materials GmbH

Prof. Claus-Christian Eckhardt

Professor and director of the School of Industrial Design, University of Lund, Sweden

Sven Fischer

Sustainability consultant and managing partner of LUWE GmbH, a company specialising in regenerative management

Thu Thao Haussmann

Berlin University of Applied Sciences

Johannes Hilla

Sustainability Manager at Avocado Store GmbH, online marketplace for sustainable products

Lydia Junker

Designer of sustainable and innovative products at HAMA

Tanja Kliewe-Meyer

Sustainability expert focussing on the textile industry

Uwe Melichar

Expert on packaging and design, Touch Design Ltd., Vice-President of the European Brand & Packaging Design Association

Stefan Roller-ABfalg

Head of the Academy for Textile Finishing and Managing Director of Aka Merch & Textil GmbH

Petra Schmatz

Editor-in-chief at the magazine green Lifestyle

Petra Lassahn

PSI Director (advisory role)

continued on page 8 >>

Winner of the PSI Academy Awards 2025 Product of the Year



Apparel, Textiles Category Stanley/Stella SA:

Stylish and sustainable textile collection

The **Iconics 2.0 Collection** from Stanley/Stella includes high-quality, stylish unisex basics made from 100% GOTS-certified organic cotton, which is really comfortable to wear and ideal for imprints. When fitted with a clear printed image, these diverse and sustainable products have a long-term advertising effect.



Lifestyle, Accessories Category

Kraftschluck UG: Bio-smoothies from Germany

With the **SMOOTHIE VON HIER** product line, the company Kraftschluck is presenting the first smoothie made 99.9% from organic ingredients sourced in Germany. Fresh ingredients from the region, regional recipes and less sugar, thanks to a high vegetable content, guarantee full flavour with a low environmental impact. These beverages are perfect for health-conscious, sustainable and regionally-minded target groups.



School, Office Supplies Category

Pagani Pens S.A.: Compostable Pen

The **Prodir QS40 True Biotic Pen** is made from True Biotic, a biobased polymer, which guarantees the full biodegradability of the product. The product combines Swiss design from Prodir with an unparalleled commitment to the environment. Every pen is turned into an environmentally friendly statement that actively contributes to reducing plastic waste.



Winner of the PSI Academy Awards 2025 Product of the Year



Bags, Luggage, Travel Category

Halfar System GmbH: Fully Recyclable Shopper Bag

MONO is an innovative shopper bag made from a single material, from the handle to the stitches. It is fully recyclable as it does not have any coatings, zippers or accessories. It is ideally designed for closed-loop recycling. Production of the shopper avoids cutting scraps, and the design impresses with its practicality for everyday use and clear lines. A stitched label directly conveys the idea about the product. MONO translates the principles of a closed loop economy into an appealing and functional product that has a long use life and is sold at an attractive price. It is made in a factory audited in accordance with amfori BSCI.



Re-Lifestyle Category

Herforder Werkstätten GmbH: Mapeho – a Second Life for Transport Packaging

Mapeho converts discarded wood transport boxes into functional design objects with a long lifespan. Whether designed as a beverage crate, bottle adapter or functional serving tray, each piece tells a story about its material. This product series is exclusively made from recycled wood in a workshop for people with disabilities in Herford. Mapeho combines stylish design, social responsibility and real closed-loop recycling for each product.



Emerging Innovators Category

Candy Converters: Biologically Degradable Confetti

Environmentally conscious confetti is biologically degradable confetti made from edible paper scraps, which means it is safe for people, animals and the environment. It is a sustainable alternative to plastic confetti and can reduce plastic waste at festivals, parties and events. Candy Converters stands for a responsible business approach in terms of raw materials, products and waste streams, as well as packaging and partnerships.

Winner of the PSI Academy Awards 2025 Company of the Year



Bic Graphic Europe: BIC® Super Clip Origin

In a global market, **BIC Graphic Europe** highlights the value of European production. For BIC Graphic, 'Made in Europe' reflects a commitment to high-quality materials, sustainability and local partnerships. All product components are designed, sourced and produced in Europe and meet high standards for quality and environmental responsibility. The production site in Tarragona is run 100 % with renewable energy, is ISO-certified and has achieved EcoVadis's gold status. In collaboration with local suppliers, BIC Graphic strives to maintain the quality and sustainability throughout the entire supply chain.

The product submitted for the competition lives up to this aspiration: **BIC® Super Clip Origin** is made from biobased materials that are natural polymers, which do not contain any petroleum or fossil fuels. This sustainable innovation with the well-established BIC®-quality is produced and imprinted in the Tarragona production facility.



Winner of the PSI Academy Awards 2025

Newcomer of the Year

Re-Shirt GbR:

First Reversible Printing Ink

Re-Shirt GbR has developed the world's first reversible textile printing technology that enables imprints to be easily washed out. The patented innovation is of great ecological importance because (promotional) textiles can waste massive amounts of resources. For example, when t-shirts are no longer worn because of the imprint. The reversible printing ink makes marketing aspects compatible with environmental objectives, because it enables the use of temporary messages on textiles. The imprint disappears once the t-shirt is washed, returning the garment to its original unicolour.

Winner of the PSI Academy Awards 2025

Campaign of the Year

Upside Relationship Marketing GmbH: Love Magenta Upcycling Collection

The **LOVE MAGENTA** Upcycling Collection concentrates on scaling up recycling by converting remaining fabric supplies, production waste and unsold garments into new, high-quality products. The collection primarily consists of t-shirts, sweatshirts and soft accessories. It is an exclusive product collection that celebrates the brand identity and Telekom's company colour, magenta. The designs were conceived and realised by a dedicated creative team of fashion/product designers and production experts. Ethical manufacturers in Europe are given preference for production.



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Impulses and inspiration: The speakers at the PSI Academy Conference examined the topic of sustainability from many different angles.

PSI Academy Conference 2025

Off to a strong start

The PSI Academy Conference, PSI's new education format, kicked off on 11 September in Cologne. The launch event featured cutting-edge presentations on exciting topics and insights into ecological sustainable strategies for the promotional products business. It was a successful premiere with a high networking factor.

As an international industry platform with a high-calibre supporting programme, the PSI demonstrates every year that knowledge transfer, networking and the exchange of experiences are the be-all and end-all of corporate success. And nothing beats personal contacts and collegial, friendly meetings that motivate and put people in a good mood. The PSI Academy, as a new industry meeting place, makes all of this possible. The first part of the kick-off event, the PSI Academy Conference, was all about sustainability. In a varied programme, entrepreneurs, marketeers and experts offered practical insights into the impact and feasibility of sustainability in business contexts. Here is an overview of the contributions that highlight different paths to a sustainable future.

Sustainability as a business booster

In her keynote speech, Tanja Kliewe-Meyer, Head of Corporate Responsibility & Product Safety at Brax, took the participants on a journey through Brax's path to sustainable fashion production and explained how legal requirements drive innovation and help shape the strategy of a global brand. One of the top speakers was Nils Bader, Director of the international Green Product Awards & Green Concept Awards and the Green Future Club, who, as a PSI partner, helped develop the PSI Academy Awards and continues to oversee them. The experienced consultant for sustainable transformation showed how companies can strategically use the Green New Deal to their advantage, where risks lurk and what opportunities are opening



Spirited discussion during the joint closing panel: Moderator Emily Whigham, Sven Fischer, Nils Bader, Valeria Bartoletto, and Petra Lassahn (from left)

Below: Nils Bader, cooperation partner of the PSI Academy.

up to remain resilient and competitive in the long term. The following workshop by Karsten Bleymehl, CEO of The Circular Materials GmbH, was also highly relevant to the industry. He demonstrated how intelligent material selection and innovative design can create future-proof, truly sustainable promotional products.

Practical know-how from and for professionals

Another key topic was “sustainability in customer communication”, which was cleverly organised and moderated by Julia Frings, Senior Project Manager at IFH Cologne. While highlighting pitfalls of greenwashing and genuine impact, she demonstrated how communication can build trust and strengthen brand profiles. Matz Alnor, hotel manager of THE CLOUD ONE at the Düsseldorf-Kö-Bogen, elaborated on how the hotel brand has made the 17 UN sustainability goals a top priority and thus promotes responsible travel. Sam Trevethyen, Global Brand Ambassador for Discarded Spirits, is part of the Willam Grant & Sons group of companies, which includes the brands Glenfiddich, The Balvenie, Grant’s and Hendrick’s Gin. He reported on the zero-waste movement and how to deal with avoidable food and beverage waste. In the joint closing panel, Petra Schmatz (Green Lifestyle Magazine), Sven Fischer (LUWE GmbH), Valeria Bortoletto (IPPAC Cooperative), Petra Lassahn (PSI Director) and Nils Bader (Initiator of the Green Product Award) discussed what a sustainability award can really achieve under the motto “Greenwashing or Gamechanger?”. To sum up, it was a strong premiere with a successful programme and high networking factor. <

The speakers at the PSI Academy Conference

Tanja Kliewe-Meyer

The committed pioneer for sustainable transformation in the fashion market brings her many years of experience and passion for mindfully produced fashion to BRAX as Head of Corporate Responsibility and Product Safety.

Matz Alnor

Manager of the THE CLOUD ONE at the Düsseldorf-Kö-Bogen.

Lucas Zehndorfer

Experienced professional with a passion for recyclable and haptic print products at gugler* DruckSinn, a printing company dedicated sustainable and beautiful merchandise. The eco-friendly printing company combines the highest quality standards with the world’s highest environmental standards and is a sustainability pioneer in the industry with its Cradle to Cradle Certified® print products.

Nils Bader

Director of the international Green Product Award & Green Concept Awards and the Green Future Club. In this role, Nils Bader is responsible for partners, networking events, exhibitions and the development of ecologically sustainable showcases. As a consultant for sustainable transformation, he has been supporting companies, institutions and educational establishments in the areas of innovation, strategy and the design of sustainable business models for more than 25 years.

Karsten Bleymehl

A graduate in product design, CEO/co-founder of The Circular Materials GmbH and lecturer in “Mate-

rial-related Product Design” and “Design for Circularity” at various German higher education institutions. The Circular Materials GmbH (founded in 2019) specialises in the development and manufacture of recycled materials.

Melissa Brosig

Officer for fundraising and corporate partnerships at the OroVerde tropical forest foundation. In this role, she advises companies on CSR partnerships, employee engagement, sponsorship and fundraising campaigns. Her keynote speech dealt with “Employee retention through commitment to a good cause”.

Julia Frings

The senior project manager at IFH Cologne focuses on the topics of platform economics, sustainability and B2B, while implementing individual market research projects.

Sam Trevethyen

Global brand ambassador of Discarded Spirits, which belongs to the Willam Grant & Sons group of companies with the brands Marken Glenfiddich, The Balvenie, Grant’s and Hendrick’s Gin.

Sven Fischer

Sustainability consultant and, together with Stephan Ley, managing partner of LUWE GmbH, a company specialising in regenerative management. He advises medium-sized companies and institutions on sustainability strategy development, the circular economy, sustainable product development and CSRD and VSME reporting. Association and jury activities, e.g. for the German Sustainability Award.

Outdoor and multifunctional



Whether for the park, travelling, or your next adventure, the outdoor and multifunctional promotional items we present here are **true all-rounders** when it comes to generating brand awareness.





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

Relaxing motifs

EMF publishing house offers camping motifs for unwinding and relaxing: tents, campsites, seaside and mountain destinations that make holiday dreams come true. With its detailed illustrations, this colouring book from Edition Michael Fischer invites you to simply let your mind wander. The product also surprises customers with useful outdoor hacks, tips and knowledge about camping. EMF publishing house adapts the book to customers' ideas and wishes in terms of scope, design and features. On request, the EMF team can also place a logo on the cover or selected products on the inside pages.

Ideal for do-it-yourself enthusiasts

The versatile multi-function tools from Heyco are all-round talents with a strong advertising effect. In addition to the multi-function pliers with a 2-K handle made of high-quality aviation aluminium with a plastic insert and flat-round pliers, the range also includes standard pliers, wire cutters, a saw, can opener, small screwdriver, Phillips screwdriver, knife and a file with screwdriver. Last but not least, the fish scaler, hook remover and bottle opener offer further added value. For larger quantities, the manufacturer customises the tools with a laser-engraved logo on request.



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A brilliant advertising solution

Clipy manufactures its car sun visors for the windscreen and side windows of vehicles from resistant and durable materials. Perfect for protection against snow and frost, the product gives you a head start in winter. Wintershield ideally supports the end customer's advertising campaigns. After all, winter is also a suitable season for making products and brands visible. The standard size is 175 by 70 centimetres. The company from Spain manufactures in all sizes. When ordering a minimum quantity of 150 pieces, Clipy's patented advertising solution can be customised by screen printing, digital printing and flexographic printing.



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

Sporty companion

Made from high-quality P-9000® micro-fibre, the ActiveTowel® Sports from Polyclean is more than just a simple sports towel. It is a reliable companion for hiking, camping or outdoor sports. Lightweight, absorbent and compactly packaged, it fits in almost any backpack. Thanks to its full-surface photo-quality print, this textile product offers great opportunities for customisation according to your own wishes. An innovative packaging solution for the ActiveTowel® sports towel is available in the form of a folding box with a customisable slipcase. For orders of 75 or more, the packaging can be designed entirely according to your own ideas. The combination of a practical sports towel and additional advertising space on the outer packaging, which is also ideal as gift packaging, is highly effective for advertising.

A clean tee off

By combining function and design, Frank Bürsten brings a breath of fresh air to the equipment of true golf fans. The innovative Putting Star cleaning brush in a golf ball design is a practical must-have for every outdoor golf adventure. With its hard synthetic bristles, the compact brush removes grass, dirt and debris from golf clubs in no time at all. The result is a clean club and better ball contact for more precise tee shots and targeted performance on the course. Manufactured in Germany, the golf brush impresses with its high-quality workmanship and functionality. With its integrated carabiner, it can be conveniently attached to your golf bag and is always at hand. On request, the brush can be customised with an individual logo. In addition, a printable gift box ensures a professional brand image and makes this little helper a very popular product.



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



A true multi-talent

Promotional product specialist Reflects® is expanding its Retumbler – Best of Drinkware brand series with an innovative highlight: the Retumbler-myOrinoco Ceramic is an exclusive, customisable thermos mug with a capacity of 600 millilitres, a ceramic inner coating and a removable handle, making it a true all-rounder for everyday use. It also has a special highlight: thanks to the removable handle, the mug can be printed all around and is ideal for eye-catching advertising via laser engraving, pad printing or UV printing. Available in powder-coated black or white, the product can be customised with colourful silicone components. Customers can choose from 17 colours for the handle element, non-slip soft base and optional silicone grip sleeve. The vacuum-insulated mug keeps drinks cold for up to 48 hours or warm for up to 9 hours. The robust cup body contains a proportion of recycled stainless steel, while the transparent flip lid is made from recycled, BPA-free AS and PP plastic. Two separately closable openings allow you to drink directly from the cup or use the Tritan straw provided. The thermos cup is delivered in attractive gift packaging.



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Care for your hands and donate

Jung Promotion's share hand cream with aloe vera, olive oil and shea butter is ideal as a rich treatment for very dry hands. It is the perfect companion for on the go and when travelling, as the hand cream provides dry and stressed skin with intensive moisture for 24 hours and protects it from drying out. The FSC®-certified promotional packaging offers plenty of space for a personalised message, allowing you to reach any target group in an appealing way. A donation ensures that the product serves a good cause: every share hand cream sold results in a donation of a hygiene product to people in need in Sierra Leone. Jung Promotion is a brand of Jung since 1828 GmbH & Co. KG.

Durable and comfortable

The long-lasting and comfortable workwear collection from Russell Europe has been developed for professional finishing techniques such as embroidery, screen printing, transfer printing and DTF. It stands for high durability, easy combinability and a professional, uniform team appearance. With its Workwear Essentials, Russell Europe offers well-designed workwear for professional needs in craft trades, industry, logistics and many other sectors. Best sellers include the 012M0 sweatshirt with a polo collar and easy-care SpotShield™ coating, the robust 013M0 basic sweatshirt with a round neckline for long working days, a vest, the 001M0 twill trousers, the 010M0 T-shirt and the 002M0 polycotton twill shorts with an elasticated waistband and functional pockets. All these classic textiles are designed for demanding everyday work and available in a wide range of sizes from XS to 4XL and in black, light Oxford, French navy, classic red, bright royal, orange and bottle green. Depending on the design, the textiles are made from a blend of combed, ring-spun cotton and polyester and are washable at 40 or 60 degrees Celsius. Further information is available from the manufacturer Fruit of the Loom.



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Functional and urban

This backpack known as Molle from Halfar is perfect for attaching things to. Thanks to the Molle system, it is even specially designed for this purpose. It has straps around three sides, an elastic cord and Velcro fastenings. Whether it's a skateboard, bicycle helmet, camera tripod or walking stick, anything large and bulky can be easily attached to the outside. If you don't need as much space inside, the sides can be easily tied together to save volume. Clipped together, the lashing straps function as a practical trolley holder. The padded laptop compartment will delight some, the outlet for cables or drinking tubes will delight others, and the comfortable back carrying system with chest and hip straps will delight everyone. Its casual design is perfect for outdoor tours, but also for home, city trips or business trips. This is underlined by the trendy colours olive, coyote brown and black. For individual customisation, you can add your own batch to the Velcro trim or have it professionally finished with printing or embroidery.

The perfect gift

Souvenirs bring a piece of your holiday home with you, especially in the tourism and leisure industry. Hotels, amusement parks and cruise ships generate considerable revenue with these keepsakes and charming gifts. At mbw®, you will find the right products for every occasion and holiday destination. The Schnabels® squeaky ducks, the anti-stress figure Mr Bert® and the Minifeet® soft toys from the northern German company bring a smile to every visitor's face. Printed with a logo or slogan, they are ideal promotional and gift items that ensure that not only the holiday remains a lasting memory, but also the advertising company.



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Creative picnic accessory

Whether on excursions, camping trips or while travelling, Dosenspezialist's outdoor cutlery is always a faithful companion. The combination of local beech wood and robust stainless steel ensures a sturdy construction and won't let customers down, even in tricky situations. In addition to beech wood, customers can choose bamboo or olive wood as the handle material. The six-piece all-in-one set includes a fork, knife, spoon, corkscrew, can opener and hole puncher. With this wide range of tools, you are equipped for almost any adventure. This all-round product can be personalised with an individual design by engraving, while also impressing with its constant availability and fast shipping.

PSI 48449 • Der Zuckerbäcker GmbH
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Muesli with added value

Whether you're camping or looking for a healthy start to the day, this muesli from Zuckerbäcker is the ideal companion for anyone who enjoys outdoor activities and values taste and sustainability. The balanced mix of crunchy cereals and nutritious nuts provides energy for every adventure. Thanks to the sturdy packaging in a high-quality swing-top jar, the contents stay fresh and protected. What makes the product special is that once the muesli has been eaten, the jar lives on. As a storage container, spice jar or small storage box for snacks, the possibilities are endless. It is multifunctional, practical and ecologically sustainable. Customised with a logo or design, the jar is a promotional item that not only satisfies hunger but also offers lasting added value.

Everything stays fresh

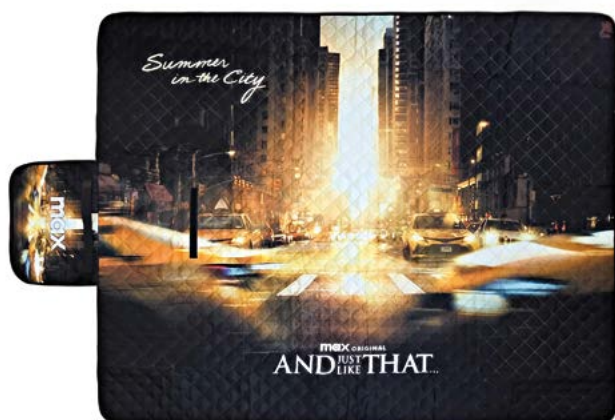
The bag clip with a filler from Condedi is the perfect solution for keeping food fresh and making it easier to fill bags. The innovative combination of a clip and filling mechanism allows users to quickly open bags, fill them and reseal them securely. Available in modern white and anthracite colours, the bag clip fits perfectly into any kitchen and brings order to everyday life. The clip is available in a size of 30 by 5 millimetres for advertising space. The products are print-finished, in stock and available even in small quantities.

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Versatile picnic blanket

Available from Kapatex, the picnic blanket with customised all-over print on the front is the perfect companion for all outdoor adventures. Whether you're planning a family picnic in the park, a day trip, a festival or just relaxing on the beach, this blanket is always at hand. The 120 × 150 cm product consists of 100 % polyester micro-fibre, with the underside made of 100 % polyester non-woven fabric. The label can be designed according to customer specifications. The picnic blanket has a shoulder strap for comfortable carrying. The straps, piping and Velcro fasteners are always black. Customised production is possible for a minimum order quantity of 100.



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www.e-xact.de



An eye-catching all-rounder

The bandana from e!xact is an attractive multifunctional scarf and ideal companion for all kinds of outdoor activities. Whether for sports, festivals or hiking, this multifunctional scarf is a must-have. Its eye-catching, full-surface print makes it a real head-turner and perfect for advertising. Available in RPET or 100% polyester, the e!xact bandana can be used in a variety of ways. It can be worn as a neckerchief, headscarf, pirate scarf, Sahara scarf, balaclava for motorcyclists and skiers, hat, scarf, hairband or headband. Its versatility makes it a true all-round product. The bandana is also already popular in the dog world as a trendy decorative collar. For the cold season, the manufacturer recommends the version with a fleece insert, which offers additional protection from the cold.

Smart jackets and vests

Russell jackets and vests offer more than just protection from bad weather. With smart details, modern material technology and trendy designs, they are the perfect companions for work, everyday life and leisure. The Essential Softshell Jacket 420M for men, for example, focuses on sustainability and comfort and is ideal for work, everyday life or leisure. The 2-layer softshell material consists of 94% recycled polyester and 6% elastane and is treated with the environmentally friendly Bionic Finish Eco®, which ensures water repellence in an ecological way. Like many other products in the range, it is available in white, French navy and iron grey in a classic fit in sizes XS to 3XL. The Softshell Jacket 140F for women also sets standards in terms of versatility, style and function. It is highly water-resistant, windproof, has a feminine cut and is available in six colours. The 141M men's vests impress with their high-quality features, robustness and versatility. They are available in many colours and sizes and are a practical addition for unpredictable weather. The highlight of the softshell family is the Bionic Softshell Jacket for women 410F and men 410M. With its excellent fit, timeless design and high functionality, it is windproof and waterproof. The company's in-house production ensures shorter transport routes and better control over Russell Europe's environmental and ethical objectives. All products in the collection are manufactured in accordance with the OEKO-TEX standard.



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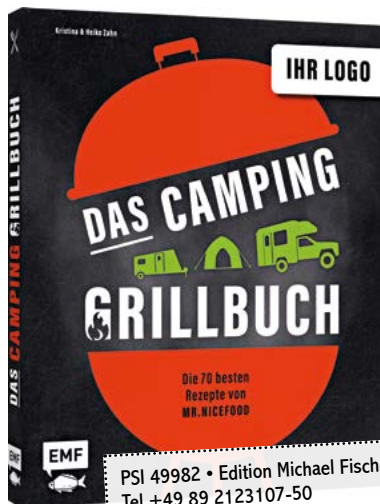




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Cool and practical

The CreaCool Picnic cooler from Anda Present is a creative and versatile accessory that is perfect for picnics, long trips or simply for enjoying time outdoors with family and friends. It is much more than a conventional cooler, as it can be unfolded into a practical picnic blanket and combines functionality with thoughtful design. In addition to its multi-functionality, the entire surface of the CreaCool Picnic can be fully personalised with custom graphics. Companies have the opportunity to create their own colour combinations and add their logo, making it a distinctive promotional product that reflects the brand's character.



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Recipes for barbecue enthusiasts

Barbecuing and camping are among the most popular summer activities and offer culinary delights such as hearty Russian-style chicken shashlik, delicious stuffed mushrooms and succulent layered meat. The book from Edition Michael Fischer contains 70 creative recipes for the perfect barbecue experience. On request, EMF publishing house (Edition Michael Fischer) will adapt the content and design of the book to the company and the target group. The format and number of pages can also be tailored to the customer's ideas and wishes. A logo can be placed on the cover as well. The EMF team additionally develops many other customised print media with an all-inclusive guarantee from concept to delivery.

A radiating message

The Schwarzwolf Herlen outdoor headlamp is a compact, rechargeable lamp for outdoor adventures. Equipped with five LED diodes for the main, side and red safety lights, it offers three modes – strong, weak and red –, making it ideal for versatile use in various conditions. With a luminosity of 250 lumens and a runtime of up to 12 hours on a full charge, the product provides reliable lighting while reducing waste by charging via USB-C. The lamp is comfortable to wear, adjustable with a strap, and comes in a stylish gift box.



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On the road every week

Advertising calendars are among the absolute classics in haptic advertising products and continue to enjoy great popularity year after year. With a high-quality brand calendar from Athesia, customers will have their eyes on you 365 days a year. The Harenberg 2026 calendar called Campinglust takes you on the road every week to show you the most beautiful routes for motorhomes and other vehicles. It features 53 pictures, route information and QR codes with links to destinations in Germany, Europe and around the world. This calendar along with the other calendars "Radwanderlust" (desire to cycle) and "Wanderlust" (desire to roam) are guaranteed to make you want to travel. The practical weekly wall calendars in 25 × 35.5 cm format can be customised with advertising on the extended back panel for orders of 50 or more. Delivery takes four to six weeks from the date of order.



Sporting ambassador

The Multibandana from Promo-House can be used by both professional athletes and active sports enthusiasts. As the name suggests, the Multibandana has several functions. It can be used as a neckerchief, headband, hairband, armband, face mask, cap and hood, depending on what you prefer. Due to its practicality and functionality, it is often used as an advertising medium. Many companies take advantage of the space to advertise products, companies or logos. The bandanas can be printed by means of sublimation printing or digital inkjet printing. The Multibandanas from Promo-House are made of polyester micro-fibre and available in different weights. The popular bandanas consisting of recycled polyester can be specially packaged and custom-printed.

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www.brandit-protection.com



Just in case

Anyone who works or is active outdoors needs technology that can keep pace and is well protected at the same time. The Elephant Rugged Case from Brand.it was specially developed for outdoor use and is designed for forestry work, construction sites, off-road use or outdoor events. The shock-absorbing protective cover with a non-slip, textured surface reliably protects smartphones from knocks, drops, dust and moisture. This makes it the perfect companion for harsh environments and for anyone who does great things outdoors. The case can be customised with logos or slogans using UV printing, making it ideal for companies wishing to showcase their brand outdoors. Whether for the sales force, promotion team or as a robust giveaway, the Elephant Rugged Case combines protection, functionality and brand presence.

A handy source of light

The Pocket Lamp from Lumitoys is a successful combination of practicality and portability, with powerful LEDs that bring light into the dark anytime and anywhere. This perfect companion for on the go won't leave anyone in the dark – even when there's no power available. The battery is easily charged either by hand crank or solar cell and supplies the lamp with energy at all times. The various dimming levels for the LEDs ensure that the brightness is always adjusted, while contributing to a significant extension of the battery life. The lamp can be custom-printed and is individually packaged in a neutral cardboard box, which can also be printed according to customer specifications on request.



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PSI 46131 • KHK GmbH
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www.lipcare-werbemittel.de
www.customizedlipcare.de



Protection and care for outdoor athletes

Every endurance athlete is familiar with chafed skin on the nipples, inner thighs, buttocks and feet. The cosmetics specialists at KHK have developed a high-quality formula in their in-house laboratory with anti-inflammatory and nourishing substances that prevent exactly this: The vegan, natural cosmetics-compliant balm contains plant oils from certified organic cultivation as well as skin-nourishing shea butter and bisabolol. Natural Swiss stone pine oil gives the formula a spicy, fresh scent and has an anti-inflammatory effect. The sturdy sports stick fits in any jacket pocket and accompanies men and women on all outdoor activities such as cycling, hiking or even marathons. It contains approx. 25 g of sports balm and is finished with a 4c label. All KHK care products are produced in Germany in accordance with the Cosmetics Regulation and Cosmetics GMP and are registered on the CPNP portal.

Functionality with style

The Quikflip Hero Hoodie with textile finishing by Zego is an innovative garment that combines style with functionality and is perfectly tailored to the needs of modern businesses. Thanks to its unique 2-in-1 function, the hoodie transforms into a practical backpack in seconds, making it ideal for events, everyday corporate life or modern business trips. It stands for maximum flexibility and is perfectly suited to Zego's in-house textile finishing processes. Whether for outdoor adventures, trade shows or as a practical giveaway, the Quikflip hoodie offers versatile uses and impresses with its high level of comfort and functionality. By choosing Quikflip for their marketing strategy, customers invest in a product that impresses customers and business partners alike.



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The ultimate feeling of enjoyment

Whether on a mountain peak, by the lake or during a spontaneous picnic in the countryside, food simply tastes better outdoors. The hearty outdoor box from Römer Präsente well equips hikers not only in terms of food, but also in terms of practicality. The centrepiece is a rustic lunch box made of sturdy metal, which shines with its robust features when on the go. Inside is a sausage tin for a snack when you are a bit hungry. The special highlight is the multi-functional camping cutlery with six clever functions: knife, fork, spoon, corkscrew, can opener and bottle opener. Everything is compact, lightweight and space-saving, combined in one tool that can be easily opened without any fiddling around or unnecessary weight. This box is more than just a food container. It is a well-designed companion for outdoor enthusiasts, campers and anyone who values functionality and enjoyment when on the go. The manufacturer can also apply a laser engraving to the box for orders of 60 or more.

Stand by me

Stand by me is the smart thermos bottle with a MagSafe bottle cap from Troika. It is the perfect training partner for the gym, office buddy for everyday work and faithful companion for on the go, keeping water ice cold or tea hot, whether in a meeting, on a hike or after a workout. The bevelled magnetic cap transforms into a stable mobile phone holder in no time at all, making it ideal for training videos, video calls or relaxing breaks. The included 3M metal ring makes any smartphone MagSafe-compatible. Made of high-quality stainless steel and with a capacity of 550 millilitres, this robust, stylish and functional product is perfect for anyone who expects more than just a quick sip. Available in matt black, silver or blue.



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PSI 49729 • Condedi GmbH
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Professional kitchen gadgets

Condedi's functional outdoor products are the ideal companions for outside activities. They are sturdy, rustproof and combine stylish, harmonious design in a wide range of colours with high functionality. All models are durable and offer a good feel and usability. The Global kitchen gadget sets new standards in terms of functionality and design. This multi-tool combines five indispensable functions in one practical device: a bottle opener, a twist-off cap opener that puts an end to the struggle with stuck caps, a can opener, a tin opener that safely and comfortably opens tins without leaving sharp edges, and a vacuum remover that can be used to effortlessly remove the vacuum from jars and packaging. The ergonomic design and colour options in black and white and white and grey make Global an indispensable companion for every household.

Sensitive insect repellent

The sensitive insect repellent spray from Sanders Imagetools offers reliable protection against insects and mosquitoes. Ideal for camping and enjoying outdoor activities, the active ingredient Icaridin, combined with special enhancers, provides long-lasting protection for up to six hours against mosquitoes and five hours against ticks. The allergy-friendly formula protects sensitive skin and is suitable for children aged two and above. The spray is available in two versions: as a 20 ml pocket spray starting in quantities of 100 or as a 50 ml spray starting in quantities of 250, with or without a bumper. Both packages are made from recycled materials and available with custom printing and short delivery times.



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PSI 46887 Römer Wellness Kundenpflege
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Staying safe on every path

Whether on hiking trails, camping or cycling: accidents can happen quickly when you're out and about. Manufactured in Germany, the First Aid Kit from Römer Wellness ensures that you are well equipped in an emergency. With bandages, plasters, gloves, alcohol swabs, scissors and safety pins, it provides the most important items for quick first aid. The robust, compact box is lightweight, space-saving, always at hand and fits in any backpack. The case is available in grey, blue and red. In addition, for orders of 100 or more, the manufacturer can apply your own message to the case using transfer printing, transforming this practical gadget into a personal highlight.



PSI 46596 • Polyclean International GmbH
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4-in-1 multi-talent

The GripCleaner® from Polyclean is an ingenious 4-in-1 multi-talent made in Germany. It can be used as a mouse pad, glasses and display cloth, and display protector and adheres securely to any surface thanks to its anti-slip coating with thousands of micro-dots. Even when used as a cleaning cloth, it retains its reliable grip. The GripCleaner® cleans efficiently and at the same time offers an ideal opportunity to bring a brand into focus. The high-quality, quickly manufactured GripCleaner® is an extremely effective advertising medium with an individual promotional message in words and pictures. The manufacturer's express service also allows for short-term orders, making it ideal for spontaneous advertising campaigns and urgent gifts. The GripCleaner® is additionally available in an rPET version.

Robust and functional

The Hakro Softshell Jacket 248 & 848 for men and women from the textile finisher Zego is the ideal companion for all weather conditions and at the same time makes a professional statement for the company. This jacket is a versatile combination piece and specially designed for demanding use in the outdoors. Thanks to its waterproof and windproof properties and innovative Triactive Pro technology, employees are well protected from the elements. It is perfect for companies for which robust and functional clothing is essential. This team clothing looks just as good outdoors as it does in the office. At the Zego Textile Finishing Centre, the selected softshell jacket is finished directly with company logos and individual designs. This way, every outdoor adventure ensures a first-class appearance for brands.



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A heart for birds

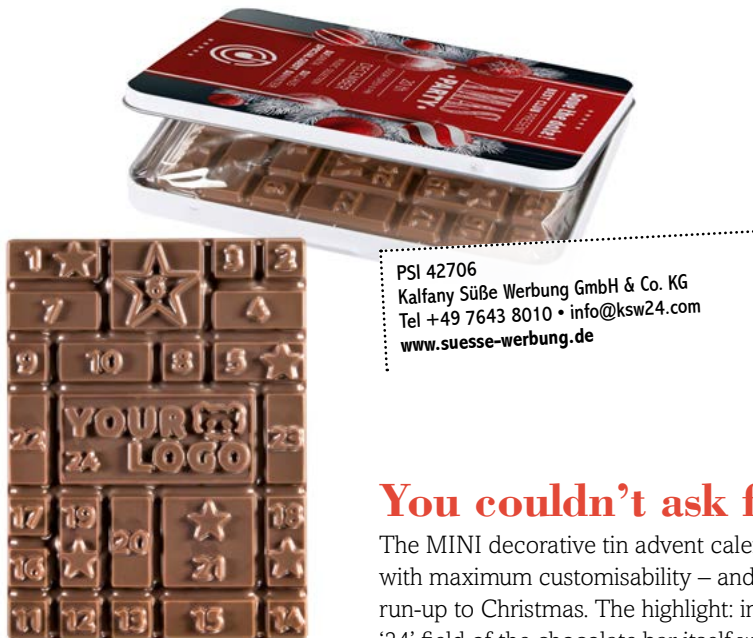
Holz Frank has a handcrafted nesting box made of oiled oak in its range of products. It is weather-resistant and durable, ideal for titmice and other birds. An advertising message can be permanent and precisely laser-engraved on the front or roof. The compact nesting box has a sufficiently large entrance hole and a practical inspection flap, making the product easy to clean. Made from responsibly sourced wood, this natural product promotes biodiversity in gardens, on company premises or during promotional campaigns. Tree-friendly installation is ensured by fastening with a tension strap, which is available as an accessory.

Opens doors and bottles

The innovative 2-in-1 key ring with a bottle opener from ants & friends is protected by design and utility patents. With its dual functionality, it does more than a simple accessory. Besides its main task of holding together your most important keys, the small, rather inconspicuous bottle opener effortlessly opens any drink with a crown cap. The lanyard is made from recycled PET bottles. The rope is available in up to four colours based on Pantone, in line with your corporate design. Laser engraving on the metal bottle opener is also possible, as is an engraved QR code.



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You couldn't ask for more creative freedom

The MINI decorative tin advent calendar from Kalfany Süße Werbung combines a high-quality look with maximum customisability – and is guaranteed to provide sweet moments of enjoyment in the run-up to Christmas. The highlight: in addition to the customisable metal tin, you can even design the '24' field of the chocolate bar itself with your own special motif. Inside the decorative tin is an embossed Advent calendar chocolate bar made from the finest Choco Company milk chocolate (min. 35% cocoa, Fairtrade certified). 24 numbered bars invite you to snack. Between the days, the bar can be easily stored back in the tin – safely and hygienically. An unusual format that is guaranteed to be remembered by the recipient. Two options are available for your personal Christmas message. Option 1: Your logo – your bar! In this special edition, the '24' rib of the chocolate bar is customised. Together with the fully printable metal lid, this creates a promotional item with a truly unique effect. Option 2: Standard chocolate bar – quickly available, ideal for flexible campaigns. The tin can also be customised with a logo or Christmas greeting. Production time: Option 1: approx. 25–30 working days (after print and tool approval) – Option 2: approx. 15 working days (after print approval). And best of all: after the treats have been enjoyed, the tin can be used for other purposes.

Three in one

The Multi[Re]Flex band from ReflActive Reflection & Promotion contains three different reflectors in one item, offering a practical way to combine three products from the series in a single item. It consists of a snap band, two shoe reflectors and a square zipper/tag, which can be fitted with a spring hook or a black rubber loop according to customer requirements. These three products are manufactured together as one band. The shoe reflectors and the zipper tag can be detached from the snap band. Each of these products can also be individually printed.



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Twice a year with new partners

The Welcome Home Tour is taking off with a new concept, fresh energy and an expanded partner network for the coming years. The renowned series of events for the promotional products industry, which has long since established itself as an industry event, starts with two tour stages a year for the first time in 2025 and 2026. Based on the motto "The best. At home.", the Welcome Home Tour invites visitors from the promotional products industry to find out about the latest trends, highlights and bestsellers live at inspiring locations throughout Germany and to engage in personal dialogue in an informal atmosphere.

With its decision to organise a pre-Christmas and spring tour, the Welcome Home Group is expanding its successful concept. In the future, visitors will benefit from new product ideas, well-founded advice and very much inspiration for their promotional products business twice a year. Since 2025, the Welcome Home Tour has counted five new, strong brands among its partners. Schwan-STABILO, Reisenthel, Kalfany Süße Werbung, POLYCLEAN and Trendfactory/Rituals B2B have been enriching the tour with innovative concepts, exciting ranges of products and many years of promotional products expertise. In addition to products and advice, visitors can also look forward to event formats with added value in the future. Whether practical demonstrations, creative

hands-on activities or inspiring keynote speeches, the Welcome Home Tour not only brings the industry together, but also gets it moving.

www.welcome-home-tour.de

Dates

Wed, 26 November 2025 – Hamburg, Automuseum Prototyp

Wed, 3 December 2025 – Heroldsberg (Bavaria), Schwan-STABILO
Promotion Products

Wed, 10 December 2025 – Cologne, Reflects

Dates

Wed, 22 April 2026 – Herbolzheim (Baden-Württemberg),
Kalfany Süße Werbung

Wed, 20 May 2026 – Bielefeld, Halfar

Wed, 10 June 2026 – Erbach (Hesse), Koziol



Gold status in the EcoVadis sustainability rating

Promotional product distributor Promotionservice Schmitt, based in Dittelsheim-Heßloch in Rheinhessen, has achieved Gold Status in the EcoVadis rating. Throughout its nearly 35-year history, this medium-sized company has placed great emphasis on quality and sustainability. In addition to ISO 9001, 14001 and BSCI certification, the company is also certified organic.

"We are delighted with this award. Sustainability is an ethos that we not only practise ourselves, but also wish to convey to our customers. To this end, we offer a carbon footprint assessment for every item and offer to offset this through financing environmental projects," says Carsten Schmitt, Managing Director of Promotionservice Schmitt GmbH. In recent years, the son of the company's founder has increasingly made it his mission to find solutions that ensure fair supply chains, CO₂ reduction and satisfied employees.

The independent EcoVadis assessment underlines the company's commitment to the environment, labour and human rights, ethics and sustainable procurement. This has given the promotional product distributor Gold Status, placing them among the top 5 per cent of the world's most sustainable companies within the EcoVadis rating.



www.promotionservice-schmitt.de

Graphic: Promotionservice Schmitt GmbH



Toppoint launches innovative 3D digital transfer printing

According to Toppoint, the Dutch company is 'the first promotional product manufacturer in Europe to launch the "3D digital transfer print" printing technology'. According to Toppoint, this technology 'already ensures razor-sharp and clear results'. The "3D digital transfer print" variant takes printing to a whole new dimension.

Toppoint describes the details of this 3D digital transfer print as follows: „The multi-layer printing process creates an impressive relief effect. No white edges or backgrounds are visible, and a protective lacquer coating increases the durability of the print. Thanks to its high opacity, the print looks brilliant on all materials – even on black bags, it remains sharp, clear and bright. For optimal results, we recommend logos and motifs without large areas, as the 3D effect is particularly effective on text and intricate details. This brilliant new technology gives not only the print but the entire product a high-quality appearance.“

Toppoint offers this printing technique for most of its bag collection. Printing is possible on cotton, polyester, recycled materials, canvas and R-PET. At www.toppoint.com, the bag collection can be filtered specifically for the "3D Digital Transfer Print" printing technique. All matching models are then displayed. As with the entire Toppoint World of Digital Print collection, the minimum order quantity is just one item. According to Toppoint, orders are produced within just two working days.

Further information is available from Toppoint customer service, your personal Toppoint account manager and at: **www.toppoint.com**

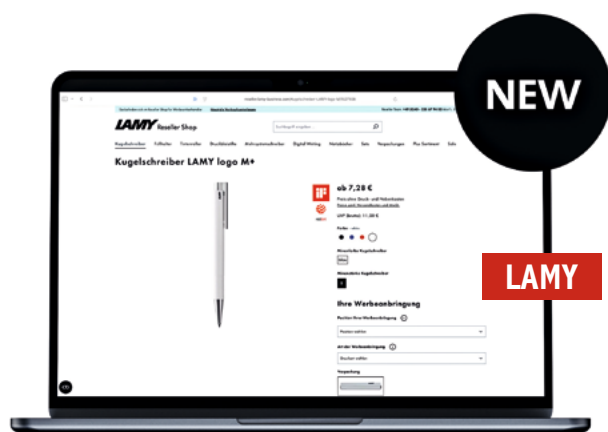
Goldstar simplifies international orders

The global supplier of promotional products, including writing instruments, stationery, drinkware and bags, has launched SimplyGlobal, a new global One PO system. It simplifies ordering processes for Goldstar's distribution partners by allowing multi-regional orders to be placed and managed in a single order entry. The system ensures consistent finishing techniques, sizing and production standards regardless of where the order is fulfilled. SimplyGlobal coordinates order fulfilment in North America, Europe, Australia and New Zealand, for global growth with local production and simple logistics. "SimplyGlobal is all about enabling our business partners to grow," says Heather Smartt, Global Head of Goldstar. "By consolidating everything under one order and one process, it's easier than ever to do business globally with confidence, consistency and simplicity." This new system for managing international orders reduces interfaces and speeds up coordination, thereby enabling wider reach with less complexity. The launch of SimplyGlobal follows Goldstar's acquisition of Australian company globalcatalogue earlier this year, further expanding the company's capabilities and strengthening its commitment to global service.

www.simplygoldstar.com

Goldstar





LAMY launches new Reseller Shop

With the new LAMY Reseller Shop, this renowned Heidelberg-based writing instrument brand is launching an innovative B2B platform tailored specifically to the needs of promotional product dealers in the German-speaking region. Under the motto “Fast. Simple. Efficient,” the shop offers numerous advantages for resellers – from fast price calculation via pdf quotation, free product visualisations and customised name engraving with same-day production. In addition to attractive services such as express production, showroom sample equipment and

individual representative training, registered partners benefit from personal support and sales support materials – on site or in the LAMY online studio.

Interested promotional product distributors can now register at **www.reseller.lamy-business.com** and benefit from exclusive services “Made in Germany”. Contact: Official LAMY B2B Distribution Exclusive Gifts B2B GmbH • Bullerdeich 14 • D-20537 Hamburg • Tel. +49 (0)40 228 67 94 00 • **lamy@exclusive-gifts.com**

RASTAL wins German Innovation Award

The German Design Council has awarded the new RASTAL Living Brands concept the prestigious German Innovation Award 2025 in the ‘Excellence in Business to Consumer’ category. The German Innovation Award recognises products and solutions that stand out for their exceptionally high degree of innovation, clear effectiveness and special benefits for users. RASTAL Living Brands marks a technological milestone in brand-oriented glass finishing. The newly developed process visually enhances the natural effervescence of beverages such as beer, sparkling wine or champagne at the marked spot on the glass. The innovative process directs the CO² effervescence specifically to the brand or logo on the side of the glass.

This creates a visually impressive effect that showcases both the brand and the beverage. The technology can be integrated into existing glass designs and requires no change in handling. „For us, winning the German Innovation Award 2025 is proof that innovative spirit and teamwork set trends. We would like to thank the German Design Council for this great honour and our customers and partners for their trust in our innovative concepts,” explains Maximilian Sahm, managing partner of RASTAL GmbH & Co. KG. As a partner to the beverage industry, the internationally active company from Höhr-Grenzhausen develops tailor-made solutions for the brand-appropriate presentation of beverages.

<https://rastal.com>



Carsten Kehrein (left), Head of Design and Innovation at RASTAL, and Maximilian Sahm, Managing Partner at RASTAL, are delighted with the award. Photo: RASTAL GmbH & Co. KG.

When the industry meets at PSI in Düsseldorf in January 2026, PSI TV will be much more than just a supporting programme. With its own stage in Hall 9, a high-quality studio setting, over 20 planned talks and presentations, and an ever-growing community, PSI TV has become the content-driven heart of the trade show experience.

PSI TV 2026 gives the industry a face

Spotlight on the industry

What once began as a pilot project is now an integral part of the PSI trade show: PSI TV – the official live programme of the leading European platform for promotional product professionals. Launched in 2023, consolidated in 2024, established in 2025 – and in 2026? Everything is set to become even bigger, more visible and more dynamic. With its own studio directly at the trade show, clearly structured broadcast times and professional production, PSI TV has developed into the industry's media calling card.

Visibility in the digital age

'We wanted to create a format that reflects the diversity, innovative strength and personality of our industry – live, authentic and in real time,' says Steven Baumgaertner, co-initiator and creative mind behind the format. The result: talk sessions, product presentations, industry statements and personal insights – directly from the trade show to the internet. With 20-minute broadcasts, a studio in the middle of the trade show and subsequent provision of the video for its own channels, PSI TV offers a format that combines reach with relevance. The response? Several thousand views, strong retention times and numerous participants who have long since incorporated the format into their trade show planning.

Authentic. Professional. Future-oriented.

The basic principle will remain the same in 2026: first come, first served. Slots will be allocated early, because

PSI TV has long been more than just a media format. It is a stage, a stage and a stage – for brands, people and opinions. 'We believe in the power of genuine conversation – and that good products need good stories,' says Baumgaertner. And it is precisely these stories that PSI TV wants to tell again in 2026 – honestly, emotionally and close to the people.



PSI TV has become an indispensable part of the PSI trade show.

Book now and become part of the programme

The talks will take place from 7 to 9 January 2026 directly at the PSI trade fair in Düsseldorf. Bookings for PSI TV 2026 are now open. Companies, brands or agencies that would like to present themselves can conveniently reserve their desired date online. The booking deadline is 15 November 2025. Book your slot at: **www.mopa.world/booking-calendar/psi-tv-2026**

www.mopa.world/booking-calendar/psi-tv-2026

Doing good with Advent calendars

This year once again, Ludwigsburg-based company JUNG has demonstrated a charitable spirit: As part of their traditional Christmas donation campaign, the company presented €8,000 to the Albert Schweitzer Children's Village in Waldenburg. The presentation of the symbolic cheque took place at the company's Ludwigsburg headquarters at the beginning of August. The fundraising campaign is based on sales of the popular Classic Wall Advent Calendar from JUNG's promotional range. Since 2017, part of the proceeds from this product have been donated to charitable projects – now for the ninth time in a row.

Wolfgang Bartole, Director of Economics and Finance at the Albert Schweitzer Children's Village in Baden-Württemberg, accepted the donation personally and emphasised the importance of this kind of initiative: "This donation from JUNG will help us to establish an inclusive residential group this autumn – one of the first projects of its kind in Baden-Württemberg to combine disability support and youth welfare. We urgently need additional funds for this: A new wheelchair-accessible bus has to be bought, and play equipment installed in the yard. Musical support, psychotherapeutic counselling and additional educational specialists are also necessary. All of this presents us with challenges that we would not be able to meet without this kind of donation."

The Albert Schweitzer Children's Village offers children and young people from difficult family situations a new home with educational and social support. Dennis Dennig, Managing Director of JUNG since 1828 GmbH & Co. KG, emphasises the importance of the campaign: "We greatly appreciate the work and dedication of the Albert Schweitzer Children's Village. I'm all the more pleased that, with this donation, we can support the upcoming steps involved in setting up their inclusive residential group."

JUNG since 1828 GmbH & Co. is a German manufacturer of promotional materials and specialist in packaging services. With almost 200 years of expertise in confectionery production and packaging, they are one of the leading producers of promotional sweets and Advent calendars. Since 2025, Jung has presented their extensive range of food and non-food promotional items under the JUNG Promotion brand. With their JUNG Packaging division, the company also offers a tailor-made full packaging service, e.g. contract manufacturing, packaging design and printing. For more information about JUNG Promotion, please see: www.jung-promotion.de



JUNG since 1828

JUNG Managing Director Dennis Dennig (right) with Wolfgang Bartole, Director of Economics and Finance at the Albert Schweitzer Children's Village Baden-Württemberg. Image source: JUNG since 1828



The joint participation of customers and Malfini team members in SAIL Amsterdam was an unforgettable experience. Image: Malfini

Successful day at SAIL Amsterdam 2025

A team from MALFINI took part in SAIL Amsterdam 2025 together with a group of customers. According to the renowned European supplier of promotional textiles, headquartered in the Czech Republic, the event offered 'a unique opportunity to be inspired, exchange knowledge and further strengthen valuable relationships'.

The programme began with a short presentation of the latest MALFINI news for the Dutch market. The highlight of the day was a cruise through the canals of Amsterdam as part of SAIL. 'SAIL Amsterdam was truly an unforgettable experience,' sums up Mike Stas, representative of MALFINI. "Not only because of the special atmosphere, but above all because we were able to lay the foundation for new opportunities and future collaborations together with our customers. This day underlines MALFINI's commitment to the Dutch market and its desire to build sustainable and strong relationships with customers and partners," Stas continued.

www.malfini.com

Run together, help together

This year's Schneider Run took place in July, organised by Schneider Schreibgeräte GmbH in Tennenbronn. It was an emotional day, with numerous motivated employees, companies, clubs and private individuals from the region joining forces to run together for a good cause. Everyone from the youngest participants (aged 3 and above) to adults completed the challenging routes. In the end, a total of 3,000 euros was raised for charity.

This year, the proceeds go to the bereavement support group "Unter dem Regenbogen" (Under the Rainbow) in Rottweil. This initiative offers sensitive support and a safe space for grieving children, young people and their families after the loss of a loved one. The aim is to give comfort and hope, and show new perspectives. Schneider's donation was made up of the entry fees from all three races, which the company rounded up to a total of 3,000 euros. At the donation ceremony, this amount was symbolically handed over by representatives of Schneider to Ulrike Wolf from "Unter dem Regenbogen".

Schneider expressed their conviction that the Schneider Run once again showed how much strength there is in solidarity and community engagement. The commitment of all those involved proves that compassion, solidarity and team spirit are not empty words at Schneider, but values that are lived out in practice.

www.schneiderpen.de



Representatives from Schneider Schreibgeräte symbolically presented the donation to Ulrike Wolf from "Unter dem Regenbogen".
Image: Schneider Schreibgeräte

cyber-Wear expands strategic brand portfolio

cyber-Wear Heidelberg GmbH continues to expand its international brand portfolio in the field of premium corporate fashion and sustainable workwear. With Berkeley and Ted Bernhardt At Work, the company gains two strong partners who share a clear commitment to quality, design excellence, and certified sustainability.

The Swedish brand Berkeley is dedicated to uncompromising product quality, precise craftsmanship, and timeless design. Under the guiding principle "Devoted to Quality™", Berkeley creates collections that are emotionally engaging, long-lasting, and premium in every detail. As a bluesign® system partner, the company adheres to the highest standards in environmental responsibility, health, and transparency throughout the production process. A Berkeley Lounge will launch at cyber-Wear by mid-August, offering clients an immersive brand experience and insight into Berkeley's values and product universe.

Ted Bernhardt At Work joins cyber-Wear as a Scandinavian specialist in functional, modern, and visually compelling workwear. With a strong focus on sustainability and design, the company is also a certified bluesign® system partner, ensuring ethical sourcing, eco-conscious materials, and long-term wearability. The collections stand out through clean aesthetics, ergonomic fit, and practical functionality across various professional environments. Steven Baumgärtner, CEO

of cyber-Wear, states: "Both brands are a perfect match for our vision to redefine corporate fashion – sustainably, with strong branding, and emotional storytelling. A shared dedication to quality and responsibility makes these partnerships a natural next step in our strategic brand development." Further information:

www.berkeleycompany.com/eu/en • www.tedbernhardtgroup.com/atwork/en



On 24 July, Alkoto GmbH – a specialist in high-quality laser engraving and sustainable promotional items based in Ellgau near Augsburg – celebrated its 25th anniversary on the company premises. The company team led by founder and managing director Thomas Hirn welcomed 120 invited guests and customers to the celebrations.

Alkoto: 25 years of growth and continuity

Anniversary celebrations at the engraving specialist



The alkoto team welcomed its anniversary guests in high spirits. On the right is founder and managing director Thomas Hirn.

Above right: Atmospheric live music was also provided.

The guided tours of the company building, which offered an interesting glimpse behind the scenes, were very well received by the guests.



Core competence: laser engraving

Since its foundation in 2000, Alkoto GmbH has developed into a successful family business. Over the years, the company has grown steadily. "Our focus is now on modern laser engraving. We have four highly specialised machines for this purpose, two of which were developed in-house. We use our technology to produce high-quality promo-

In the main tent, the tables were festively decorated for the visitors, inviting them to linger and chat. 'Despite the rainy weather, we didn't let it spoil our mood and quickly moved the planned Christmas stalls for our exhibitors to a second tent,' explains Thomas Hirn, adding: "Together with four other exhibitors, we were able to introduce our customers to numerous innovations in the field of promotional items, cups, mugs and notebooks in a lively exchange.' The guided tours of the company building, which provided an interesting glimpse behind the scenes, were very well received by the guests, including the mayor of Ellgau, Christine Gump. Of course, refreshments were also provided.



Customers were also delighted with special anniversary discounts.



Already booked with guests: a homemade insect hotel on the company premises.



A thriving business with plenty of 'food' for flying nectar collectors in the company's own flower meadow.



In addition to infotainment, the guests also had lots of fun at the anniversary party.

tional items and technical engravings. We also print promotional items and textiles, produce printed materials, create graphic designs, web designs and UV prints,' says Thomas Hirn, describing his company's core competencies.

Customers trust the company

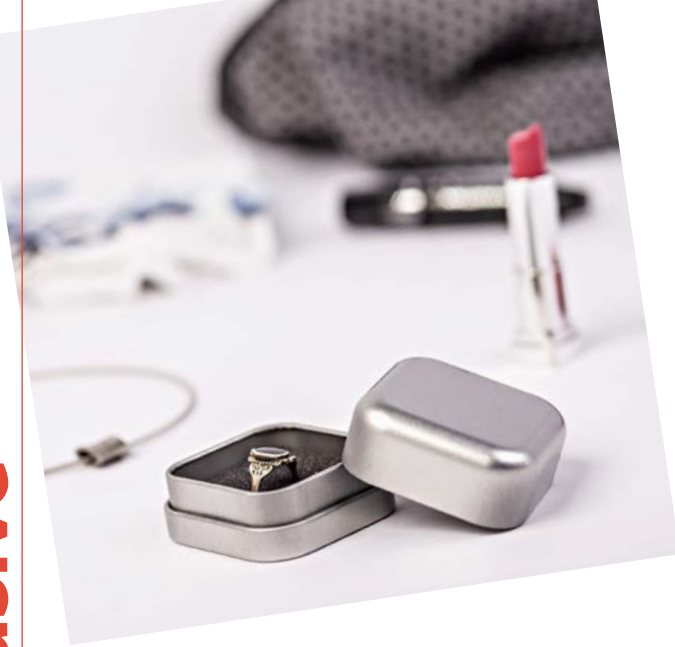
'Surrounded by the Lechauen, we are at home in a small, tranquil village. And yet, or perhaps because of this, small businesses, medium-sized companies and corporations throughout Germany entrust us with their orders. These range from individual, personalised anniversary gifts to large print runs, some of which we finish in-house using our own machines,' Hirn continues, before referring to alkoto's social and environmental activities: 'Success is most rewarding when it can be shared. That's why we are also strongly committed to social issues. We support initiatives such as "Flamingos for Handicap", associations and kindergartens, and are committed to protecting the environment.' The company has already received several awards from UmweltPaktBayern (Bavarian Environmental Pact). This year, alkoto is participating in the Deutschland Summt competition for the second time and has applied for the 'Blühender Betrieb Bayern' (Bavarian Flowering Company) award.

Sustainable working practices

Thomas Hirn explains: "In addition to the social component, sustainable working practices are also particularly important to our company. We want our business to contribute to environmental protection and the preservation of biodiversity. That's why we have been investing in our company's own flower meadow for many years, planting a tree in the region for every online shop order and developing projects for bees, insects and hedgehogs. We are currently planning and building two hedgehog houses for a total of four hedgehogs from Euro pallets with units above for insects and greenery with plants and herbs on the roof. In addition to our existing deadwood wall, we have also built a large insect hotel this year and are currently working on a stone structure with a watering place for insects and birds," says Thomas Hirn, describing his company's ecological assets.

Open cooperation – good advice

This focus on sustainability is also reflected in Alkoto's product portfolio. It includes a large and diverse selection of promotional items made from recycled materials and renewable raw materials. When selecting, finishing and shipping the haptic advertising media, the specialists pay great attention to high quality and reliable delivery. In addition to laser engraving systems, Alkoto's range of services also includes pad, screen and digital printing. Smooth communication between customers and the company is particularly important for 'smooth' order processing: 'Our customers appreciate the open cooperation and good advice. This ensures that the customer gets what they want. And a satisfied customer is the most important thing for us,' emphasises Thomas Hirn.



The “hapticals” on the following pages **are as versatile as they are extraordinary.** The examples gathered here show that promotional items can be genuinely stylish incentives and merchandise.





Sweets with a special motif

A real eye-catcher and brand ambassador you can sink your teeth into: Kalfany's special motif chocolate bar features your logo or motif of choice individually moulded into the finest Choco Company milk chocolate – for a promotional gift with real recognition value and a high enjoyment factor. The elegant embossing meets exclusive taste – melt-in-the-mouth, high-quality and irresistible. The chocolate bars are available in three practical sizes: M (approx. 25 g), L (approx. 40 g), XL (approx. 60 g). The chocolate is produced according to a recipe specially developed by Choco Company, Kalfany Süße Werbung's own chocolate brand. With a cocoa content of at least 35% and a particularly delicate melt, it sets new standards in the promotional chocolate segment. Naturally vegetarian and made with Fairtrade-certified cocoa. There are two packaging options to choose from: paper packaging (white) with a shelf life of approx. 3 months or conventional film packaging (glossy or matt laminated films & colours) with a shelf life of approx. 6 months. The bars are individually packaged in flow packs.

PSI 42706
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Design Meets Function

The TRIGGI®Premium from Pins & mehr is setting new standards in the field of exclusive promotional products. It is an elegant shopping cart release chip that comes with a high-quality leather case. This product combines practical benefits with a chic design in an impressive way. Whether used as a keyring or shopping helper, TRIGGI®Premium will reliably accompany its users through their everyday routines while conveying a company's strong brand image. Both the shopping cart release chip and the elegant case offer space for a customised logo, which turns this product into a subtle and yet effective advertising medium. TRIGGI®Premium comes in a premium cardboard box and is the perfect exclusive giveaway to use for high-quality trade show presents or special customer gifts.



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DreamPen

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www.dreampen.com

PENS MANUFACTURER

Writing with Prestige

Writing Becomes a Stage: DreamPen stands for high-quality writing devices that combine design, function and elegance. Every pen is crafted with the highest precision, winning people over with its perfect balance, fine grip feeling, and timeless style. The DreamPen makes any writing special and highlights brand messaging in a stylish way. The combination of a luxurious look and practical function makes these pens an ideal companion in the business world. This product makes the value visible and allows exclusivity to become tangible.

Elegance and Protection

The jewellery tin box from the tin specialists is much more than just a packaging unit: It is an elegant stage for sparkling treats. It is made from durable tinplate and reliably protects rings, necklaces and bracelets from scratches and damage. At the same time, it impresses with its high-quality workmanship and timeless shiny silver design. Different sizes and shapes offer maximum flexibility and make the tin box a versatile companion for stores, displays and personal storage use. The smooth surface also opens numerous opportunities to personalise the tin, ranging from engraving and labels to creative printing solutions. Thanks to quick delivery times and numerous custom branding options, the jewellery tin is an attractive added value for both merchants and consumers.

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www.zitolifestyle.de • www.jutamo.de



Elegance in a Mini Format

Small but impressive: the Slim Wallet #2142 from Zito Lifestyle is setting new standards in terms of design, functionality and safety. The ultra-flat format fits into any trouser or suit pocket, offering ample room for all of your essential items. Banknotes can be stored safely without needing to fold them up, while a practical zipper compartment on the back offers plenty of space for coins. The extension function on the side gives you quick and easy access to the cards inside. Integrated RFID protection offers an extra layer of security against data misuse. With custom embossing, companies can use their brand image to turn wallets into exclusive advertising mediums.



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www.diestadtgaertner.de

Dreams Come True

Once a year, the company Die Stadtgärtner picks the Nordhorn dandelions from the fields by hand and conjures up their signature product from them: the wish-granter. The real dandelions in a glass are a unique gift for valued customers, reliable partners and loyal employees. The wish-granter is produced in Germany in cooperation with a local counselling centre. The large wish-granter comes in a new folding box, offering a great large space for personalisation. This product is easy to use: close your eyes, blow hard, and firmly believe in your wish.

Figurines as a Mini-Surprise

The mini figurine card from emotion factory combines interactivity, design and a brand message in one special, handy format. A DIN A7 cardboard paper has two individual components made of wood and felt that are ready to be detached and assembled into a small figure in practically no time at all. The figure can either come in the shape of a star or Christmas tree. It ensures a pleasant surprise effect that will attract attention and be remembered for a long time. The card can be customised to match an existing corporate design very easily. It is an ideal inlay for mailings, a giveaway for customer campaigns, or a charming gesture in the pre-Christmas season. This festive card is special because it combines haptics, creativity and emotionality, and turns a small gesture into a sustainable advertising image.



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Gift a Flower Meadow

TDJ Stadtgärtner advises his customers to gift something special instead of the classic flower bouquet, something that is a part of a unique story. And TDJ Stadtgärtner has just the thing: flower meadow sponsorships. Around Nordhorn, fields are being turned into beautiful flower meadows, creating valuable habitat for bees and other creatures. Customers become the sponsors of these meadows and get the most sustainable flower bouquet in the world. The special thing about this concept is that the Stadtgärtner program will remain in contact with customers for an entire year. Every month, they report on the fields that are continuously evolving in emotional newsletters. They inform readers about the flowers or animals of the month that are currently in the spotlight at the moment and explain their importance for the ecosystem. It only takes 48 hours to start the campaign and requires just 10 minutes of participants' time – sustainable marketing made easy. The company has made a landing page available for activating the codes. The activation codes for the flower sponsorship can be distributed very flexibly: digitally by email, in newsletters, printed on flyers, business cards or postcards, or even distributed in combination with another promotional product, such as seed packets. There is a template for completing the participants' certificates.

Customised Advertising Works Even Better

At mbw®, individuality is a top priority: It specialises in tailor-made, custom promotional products that feature one-of-a-kind brand messages. Companies have a large selection of products to choose from, including the Schnabels® squeaky ducks, Mini-Feet® cuddly toys, Schmoozies® display cleaner or Squeezies®. Together with the experts from mbw®, they can develop personalised products that evoke sympathy and remain in people's memories for a long time. Flexible CI-true colour variations, small minimum order quantities and fast visualisations make the ordering process efficient and tailor-made to customers' needs. Numerous companies have already relied on these solutions to design creative brand messengers that transport emotions and ensure brand differentiation. Instead of standard, off-the-rack products, mbw® offers tailor-made concepts that enthuse target group recipients and bring brands to life over the long term.



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PSI 42938 • Reidinger GmbH
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Radiant Crystal Pencils

The exclusive crystal pencils from Reidinger combine a sense of style with sustainability in one elegant writing instrument. Every pencil is upgraded with an original Preciosa® crystal, lending it a unique sparkle. The pencils are made from FSC®-certified wood and feature a Climate Partner label, which substantiates how Reidinger has perfectly combined environmentally friendly production with high-quality design. They can be used as a giveaway at trade shows, as a mailing component or as an exclusive promotional gift. Individual designs can be easily realised using the online configurator, which companies can use to fine-tune their advertising impact.



PSI 41545 • JUNG since 1828 GmbH & Co. KG
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www.jung-europe.de
www.jung-promotion.de

A Natural Way to Enjoy Advent

With the Classic table Advent calendar from JUNG Promotion, the pre-Christmas season is sure to become a very special occasion. The table calendar is filled with 24 small, fine ChoViva chocolates – a yummy chocolate alternative made from sunflower seeds that tastes like chocolate but without the cocoa. The subtle roasted flavour, combined with 100% natural ingredients, turns the little chocolate bars into an innovative moment to enjoy for discerning connoisseurs. The calendar is both a fantastic culinary treat and ecological. It sends a clear message of sustainability, as it comes in an FSC®-certified cardboard case with a recyclable inlay and has a climate-friendly concept. Thanks to the integrated table display, the calendar can be placed on any desk, ensuring maximum visibility of an advertising message. It is a good idea for companies that want to demonstrate their environmental awareness to their customers during the Christmas season.

Elegance in Hand

The exclusive artist's pen set from ANDA Present combines the perfect balance between design, quality and functionality. With its elegant gunmetal surface and finely-tuned details, it conveys high quality and a sense of style. The set comes in an elegant gift box, making it a statement of professionalism from the moment it is opened. Whether it is used to sign important contracts, do daily work, or put creative ideas on paper, this pen set is more than just a tool. It is an expression of professionalism and high standards, and, at the same time, it offers companies the opportunity to combine elegance with credibility. A customised logo placed on the set turns it into an effective advertising medium for special target groups.

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www.holz-frank.com



A Gesture of Love for Important Occasions

Holz Frank is selling rustic ring pillows made from European alder wood, which are more than just an accessory. They are also a symbol of love and affection. Each heart-shaped pillow with gently rounded edges is made by hand. There are two precisely crafted recesses to hold wedding rings (Ø 35 mm) in place for the big moment. The company offers a custom laser engraving option, which adds a truly personal touch to the pillow. Names, personal information, logos or symbols can be engraved in fine detail. Each piece is a real one-of-a-kind, thanks to the wood from sustainable forestry. This lovely product is ideal for civil or open-air weddings, jewellery shops or as a memento that makes love visible.

Splendid Moments of Luxury

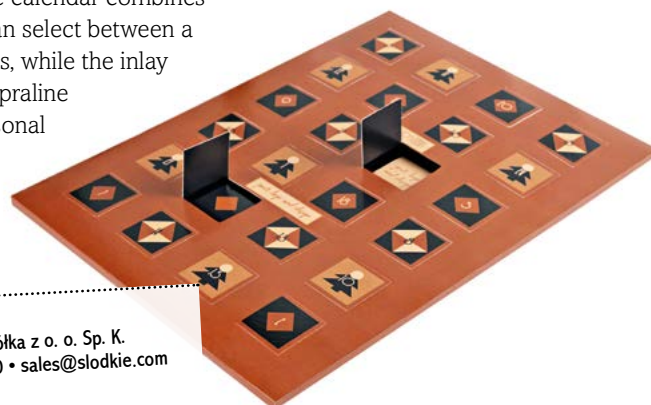
A dash of luxury for special occasions: the laser-cut metal ornaments from FullDesigns combine high-quality materials with creative design. Whether it is used as a Christmas tree decoration, elegant table decoration or stylish home accessory – the shiny surfaces set the perfect stage for brands, messages, and spaces. The ornaments come in sizes 2 to 4 inches and can be customised with company logos, graphic designs or personal messages. They are ideal for Christmas, anniversaries, weddings, or to use as a high-quality giveaway and are sure to create long-lasting memories. These ornaments are turned into one-of-a-kind pieces when they feature brand images and creative accents that stir emotions.



PSI 60894 • FullDesigns.de GmbH
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www.fulldesigns.de

Enjoying Advent to the Fullest

With the premium 120g Advent calendar from Slodkie, the pre-Christmas season is transformed into an unforgettable experience. Elegant Belgian chocolate is hiding behind the 24 little doors – milk, white or dark chocolate – and makes each day before Christmas Eve really special. The calendar combines a festive design with sustainable materials: Customers can select between a white, deep brown, or ecru-coloured box with grass fibres, while the inlay is made from recycled PET. Both the packaging and the praline labels can feature a custom design, such as logos or seasonal motifs; different variations are also available upon request. The chocolates come wrapped in gold, silver, or red-coloured foil. These calendars are the perfect platform to showcase brands.



46325
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PSI 45720
 Invame original perfumes c/o DreamPen
 Tel +48 68 4772232 • invame@invame.eu
 www.invame.eu

Fragrant Elegance

The aroma diffusers from Invame bring tranquillity, style, and sensuality to rooms or cars. With the carefully selected scents, they transform any environment into an oasis of well-being. The elegant, minimal design can be harmoniously incorporated into any interior design style, making the diffusers high-quality accessories. They are ideal as an exclusive promotional gift or as an effective way to boost a brand's image. This product combines fine aromas with a chic look. With Invame, companies can spark people's emotions and offer their customers a subtle but effective memento. It is a product that creates a special atmosphere and enables brand messaging to be experienced with all the senses.

Portable Sustainability

The Crossbody notabag from Moinch is more than just a bag – it expresses flexibility and an appreciation for design and sustainability. The Crossbody can adapt to any everyday situation and be used as a handbag, a shoulder bag worn across the body, or around the hips. When the snaps are opened, there is additional storage space that is even large enough for a laptop. Two inside compartments and a snap hook keep everything in place. The bag is made 100% from recycled plastic bottles and combines a stylish design with environmental awareness. It comes in four timeless colours and offers companies an elegant platform to give their brand messaging more visibility and exposure over the long term.

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notabag

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



Sweet Jewellery from Retro Candy

With its Retro Candy chains and candy watches, the company Der Zuckerbäcker brings the nostalgic charm of childhood back and combines it with a trendy lifestyle. The colourful classics are yummy snacks and real eye-catchers that will sweeten up any event. Whether as an original giveaway at trade shows, fun inlays for mailings or as a special customer gift, these sweet accessories are sure to leave a lasting impression. Custom branding options make it possible to realise one-of-a-kind designs and showcase a brand in an appealing way. The candy chains and watches are fun, charming and tasty. Der Zuckerbäcker has turned a simple treat into an exclusive accessory that is sure to catch people's attention and evoke their fond childhood memories.

Fluffy and Small With a Big Impact

The creative promotional products from mbw® make messages emotionally tangible and include the fluffy Minifeet® toys as a warm New Year's greeting, the charming Schnabels® squeaky ducks with a seasonal design, and the cult stress figure Herr Bert® with his friendly facial expression, each product brings joy and surprises and will remain in people's memories for a long time. Companies can personalise products with logos or messages that will effectively reinforce their brand message. Whether for company anniversaries, trade shows or public holidays, these fun and lovingly designed products spark positive emotions and are effective, popular figures. Mbw's finely tuned concept wins people over with wit, charm and high-quality products that offer companies an ideal way to delight customers and employees over the long term.



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



Pastels Meet Sustainability

The successful models Qube recycling and Boa matt recycling from Klio now come in fresh pastel shades. The six new colours mean the assortment of standard colours is now 20, making the popular pens a real design favourite. These pens carry a recycled pen label, as the body and mechanics are made from 100 % recycled plastic, which is a clear statement of Klio's commitment to sustainability. It is made in Germany using 100% green energy in a resource-efficient process and has been awarded EMAS certification. The product's inner qualities impress, too: The Klio-Eterna Silktex L refill can write up to 3000 metres and produces consistently smooth lines. With this combination of design, environmental awareness and quality, the pens are positioned to be the ideal advertising messengers for brands that want to unite sustainability and style.

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



Long Term Companion

The umbrellas in the Doppler Nature Collection bring aesthetics, environmental consciousness and functionality together. They impress with their FSC®-certified wooden handle, made 100% from recycled PET, and their canopy, which is completely PFC-free. The integrated windproof technology ensures stability, even in stormy weather, and turns the umbrella models into useful aids that will accompany you for a long time. They also come with a three-year warranty. Companies can have the umbrellas feature a custom imprint using screen or digital printing, or have the handles engraved. This product combines sustainability with high-quality branding, creating a unique promotional product that stands out from the rest visually and functionally.

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Sustainable promotional items are the future, and more and more products promising sustainability are entering the market. But how sustainable are these items really? For the first time, bb trading is providing a clear, data-based answer – with a rating system that creates transparency and highlights new approaches.

bb. Eco Rating sets new standards

Making sustainability measurable

Sustainability is a clear must in the world of promotional products. Numerous suppliers and importers have adapted to this and are supplying the market with innovative and well-designed products from responsible production. However, it is not always easy to tell at a glance how sustainable a product really is. Swiss company bb trading werbeartikel ag provides the answer with its bb. Eco Rating – a system that creates transparency where previously there were often only vague promises. It evaluates each product objectively, comprehensively and on the basis of validated data. The result: simple and understandable guidance for anyone who values not only impact but also responsibility when choosing their promotional items.

Methodical pioneering work

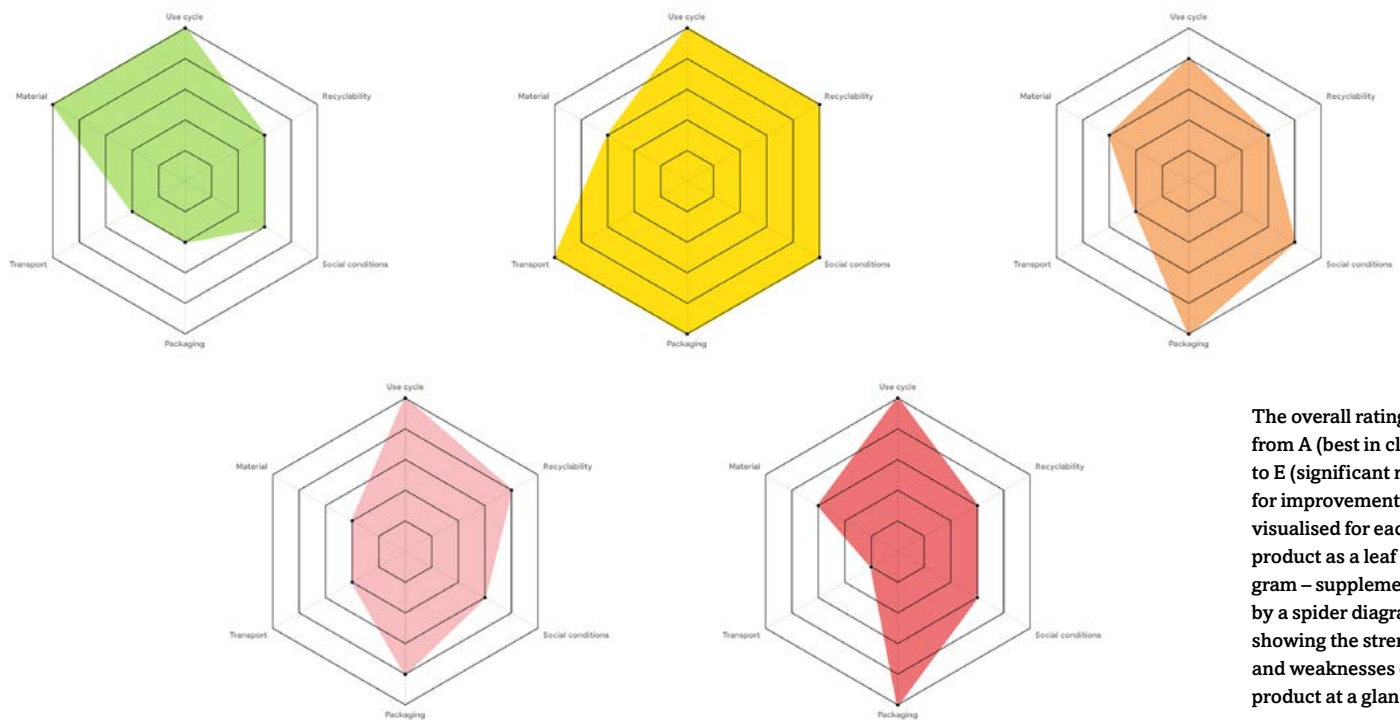
bb trading werbeartikel ag has been intensively involved in sustainability for many years. The company is certified according to ISO 14001 environmental management, has received the EcoVadis Gold Rating several times for its CSR achievements, and calculates the climate impact of its products using a specially developed CO₂ tool (in collaboration with Intep, based on Ecoinvent data). In addition, bb trading invests in environmental protection projects via myclimate – for every order, from A to Z, at no extra cost to the customer. But bb trading goes even further: Another milestone has been set with the bb. Eco Rating. The rating system analyses each product according to six key sustainability criteria:

- material • packaging • transport • social standards
- use cycle • recyclability.

Each of these categories is rated on a scale of up to five points. The results are incorporated into an overall rating from A (best in class) to E (significant room for improvement), visualised as a leaf chart and supplemented by a spider diagram showing the strengths and weaknesses of the product at a glance. With the development of the bb. Eco Rating, the Swiss company sees itself in a clear pioneering role, not only with its methodology, but also with its claim to make sustainability simple and visible. Especially in the promotional product market, where a wide variety of products are sourced from a wide range of providers and many different materials are used, it is often difficult for buyers to objectively assess sustainability performance. The bb. Eco Rating closes this gap and helps buyers make informed decisions.

The scientific basis

The bb. Eco Rating is not simply a marketing tool, but a fact-based instrument. It was developed in collaboration with the sustainability consulting firm Intep. The ecological assessment draws on the globally recognised Ecoinvent life cycle assessment database, among other sources. This provides emission factors for materials and enables a precise CO₂ assessment. It seems simple, but is in fact the result of years of development work. It is based on a complex data structure in which over 3,000 products have been entered, checked and evaluated with extensive information. The effort involved was considerable, but it is precisely this clear, simple and comprehensible presentation that provides guidance and real added value for customers. The system also provides clear rules for transport, packaging and social standards: For example, transport by truck from Europe is rated significantly better than



The overall rating from A (best in class) to E (significant room for improvement) is visualised for each product as a leaf diagram – supplemented by a spider diagram showing the strengths and weaknesses of the product at a glance.

Super Blatt ⚡

bb. Eco Rating **A**

Da geht noch was ↗

On the right track

bb. Eco Rating **B**

Das geht besser ↗

On the right track

bb. Eco Rating **C**

Das geht besser ↗

bb. Eco Rating **D**

bb. Eco Rating **E**

Noch nicht sooo gut

The bb. Eco Rating data-based system comprises five levels. The rating incorporates extensive criteria that can reflect the sustainability of a product.

air freight from the Far East, and packaging made of paper or no packaging at all receives the highest score. Social standards such as production in Switzerland, the EU or with amfori BSCI audit bring bonus points, while production without proof of fair conditions does not receive any bonus points. Durability is also included in the assessment: Products that are used for a long time (e.g. more than ten uses or over a year) score particularly highly. And when it comes to recyclability, the proportion of recyclable material counts, with more than 80 per cent recyclability earning the maximum rating.

A fair and balanced assessment

As simple as the scale from A to E may seem, the message behind it is nuanced. bb trading deliberately emphasises that not every product with a C rating is automatically bad. An aluminium ballpoint pen, for example, may receive an average rating due to the energy-intensive raw material used to make it – but its durability and reusability often make it more sustainable than a short-lived item with a better rating. This nuance creates trust and conveys the message that sustainability is not a black-and-white issue, but a complex interplay of many factors. Customers are invited to take a closer look and evaluate products holistically.

Tool for targeted product range development

The bb. Eco Rating is not only a decision-making aid for customers, it also has an internal effect: Products with low ratings are critically scrutinised at bb trading. Suppliers receive feedback on how they can optimise their products. In this way, the system acts as a tool for the ongoing improvement of a product range. The long-term goal is to build up a product range that includes as many products as possible in categories A and B.

Making responsibility visible

The bb. Eco Rating offers real added value for companies aiming to integrate their sustainability strategy in their communication. The rating allows companies to demonstrate sustainability in the promotional product sector in a visible and credible manner, whether to end customers, stakeholders or employees. And this can be achieved without additional effort: All ratings are transparently documented, displayed on the website and can be verified upon request. With the bb. Eco Rating, bb trading is not only launching an innovative tool that shows companies how sustainability can be put into practice today. It is a call to the industry to take responsibility and a tool for anyone who wants to think and act more sustainably in their purchasing decisions. <

Koziol has been producing beautiful, functional and sustainable products for almost a century. Since the beginning of 2022, the company has mainly used bio-based and recycled plastics. Koziol has come up with something special for the coming Christmas season – with custom colours, fun little sets and even a gift box.

Christmas collection with special extras

A festive “thank you”



The STAKK BENTOBX has plenty of room for your packed lunch.

Christmas is the best time to say thank you to good business partners, loyal customers and great employees. Here is a selection of koziol's festive bestsellers. Free seasonal packaging is a special extra, with the choice of two different motifs. And that's not all, because with koziol you can give gifts sustainably and with a clear conscience. With all the advantages of being “Made in Germany”, including bi-



A dream team on the go: the KLIKK Cutlery Set.

ocircular materials, flexible customisation options and “sleigh-fast” delivery times.

Generous portions – festive filling

The STAKK BENTOBX 2 consists of two different sized bowls with a lid and has plenty of room for your packed lunch. Thanks to the modular design, lunch ingredients can be optimally separated, allowing everything to stay appetisingly fresh until your break. The bowls can also be used individually. They are microwave-safe, making them ideal for reheating meals in the office. The box comes with a transparent lid and can be customised with IML, pad printing or laser engraving.



With the TASCHE XL, gift baskets become a magical experience.

The HOHOHO BOX combines three to-go products for all those who appreciate sustainable living.



The compact BENTOBX M is ideal for small pasta dishes, lunches, salads and oatmeal.

The AROMA TO GO Mug and the RUDOLF Mug Utensil are a perfect pair.



Dream team on the go

The KLIKK Cutlery Set comes in a stylish box that allows knives, forks and spoons to be transported safely and cleanly from A to B. All items of cutlery can also be stored away hygienically after your meal. The slim box has a practical clip fastener and fits in any bag.

Perfect for meal preppers

The BENTOBX M is perfect for meal preppers. The compact box is ideal for small pasta dishes, lunches, salads and oatmeal. The top section has enough storage space for fruit or nuts – or even gingerbread. The small mini bowl is designed for spices, dressings or honey. All ingredients are neatly separated from each other and remain appetising until the meal is ready.

Stylish flavour anywhere

Enjoy coffee and tea in style – anytime, anywhere: The AROMA TO GO Mug is easy to hold and keeps hot drinks at the right temperature while protecting your hands from heat. Thanks to the flexible rim, the lid fits snugly on the cup and makes drinking a pleasure. The RUDOLF Mug Utensil peeks over the rim and serves biscuits, coffee creamer, sugar cubes or tea bags, complementing the mug to create a striking set.

Attractive and sustainable

The HOHOHO BOX comes ready-packed in an attractive gift box. It combines three wonderful to-go products and is the perfect gift for anyone who appreciates sustainable living. The box contains the BENTOBX M, which is ideal for small pasta dishes, lunches and salads. The top section has enough storage space for fruit or nuts, while the small mini bowl is designed for dressings. All ingredients are neatly separated from each other and remain appetising until the meal is ready. The Bento Box with the AROMA TO GO Thermo Mug is complemented by the original RUDOLF Mug Utensil.

For before and after Christmas

With the TASCHE XL, gift baskets become a magical experience. This bag is perfect for an assortment of culinary treasures and gifts. After Christmas, it becomes the ultimate shopping bag.

<

The Classic Sweat collection from Fruit of the Loom presents styles that bring people together. It includes a versatile selection of sweatshirts and jog pants for women, men and children – perfectly coordinated in design, quality and colour. The result is a harmonious team or family look that combines style, comfort and functionality.

The Classic Sweat Collection from Fruit of the Loom

Strong together in style



The Classic Hooded Sweat Jacket.

soft feel and a material mix of 80 % cotton and 20 % polyester (60/40 in some colours), it is as versatile as its areas of use. All models feature a soft brushed fleece interior and high-quality outer fabric that also shines after finishing. The fabric weight is 280 g/m² (or 260 g/m² for white and heather grey) and provides warmth without weighing you down.

Timeless classics for men

Fruit of the Loom offers a popular hooded sweatshirt in 25 colours and sizes from S to 5XL – the Classic Hooded Sweat. The range of products is complemented by the Classic Set-In Sweat with a classic round neck design. It is available in 20 colours and sizes from S to 5XL, making it ideal for corporate looks and individual finishing touches. The Classic Raglan Sweat, which is available in 19 colours and sizes S to 4XL, also has a sporty look. Those who value functionality will opt for the Classic Hooded Sweat Jacket, a practical hooded jacket with a zipper, available in 11 colours and sizes S to 5XL. The range of products for men is rounded off by the Classic Zip Neck Sweat with a half-length zipper and stand-up collar, making it an ideal transitional companion. It is available in 3 classic colours and sizes from S to 3XL. All sweatshirts can be washed at up to 40 degrees.

Feminine fit, maximum comfort

The Ladies Classic Hooded Sweat is the feminine version with a tailored silhouette, available in 15 fashionable colours and sizes from XS to 2XL. Whether worn on its own or as part of a matching family look, the soft feel and high dimensional stability make this hoodie a favourite. The Classic Hooded Sweat can also be washed at up to 40 degrees.

Whether for relaxed family moments, group activities or a coordinated look as a team, the Classic line from Fruit of the Loom is made for all ages and everyday situations. With well-thought-out cuts, a pleasantly

Big styles for young personalities

The Classic Sweat collection also offers versatile styles for children that are perfectly tailored to their needs. With comfortable, child-friendly cuts, elasticated cuffs and a selection of vibrant colours, these styles are perfect for school, leisure and everyday wear. The Kids Classic Hooded Sweat is a cosy hoodie which is available in 16 different colours and impresses both visually and functionally. The range of products is complemented by the Kids Classic Set-In Sweat and the Kids Classic Raglan Sweat – two classic sweater styles characterised by their comfortable fit and suitability for everyday wear. The Kids Classic Hooded Sweat Jacket with a full-length zipper is particularly practical and ideal for quickly throwing on. All models are available in sizes 104 to 164 and can be washed at up to 40 degrees.

Perfectly matching jogging trousers for everyone

The family or team look is rounded off by matching jogging trousers, which seamlessly complement the sweatshirts in terms of design and comfort. Adults have a choice of Classic Elasticated Cuff Jog Pants with elasticated cuffs and Classic Open Hem Jog Pants with a straight leg. Both styles are comfortable to wear, functional and available in several colours and sizes from S to 3XL, making them perfect for relaxing at home or active everyday life.

Children don't have to sacrifice comfort either: the Kids Premium Jog Pants are specially designed for exercise and offer full flexibility thanks to their elasticated waistband. They are available in four colours and sizes 116 to 164. The jog pants are also washable at up to 40 degrees.

Quality with responsibility

In addition to comfort and durability, the sweatshirt collection stands out with its excellent decoration options. Whether screen printing or DTG, the sweatshirts guarantee consistently excellent results for almost any printing process. They are therefore the ideal canvas for a wide range of designs and perfect for team and corporate wear. The Fruit of the Loom sweatshirt collection is manufactured in the company's own production facility in Morocco in accordance with "The Fruit Way" ethical principles. The brand not only guarantees the quality, colour and consistency of the textiles, but also ensures that they are manufactured with respect for people and the planet. <



Here the Classic Hooded Sweat for Kids.



The range of products is complemented by the Classic Set-In Sweat with a classic round neck design ...



The premium jog pants are especially designed for exercise.



The Classic hooded sweat-shirt version for ladies.



... which also looks good on the kids.



Natural enjoyment for coffee fans

The taste of freshly brewed coffee is a promotional tool offering a unique taste experience with coffee brew bags from Römer Drinks. The brew bags are **ideal for all situations**, whether in the office, camping or at home. Simply pour hot water over these freshly ground Fairtrade coffee beans, adjusting to your desired strength of coffee. Production is CO₂-neutral via a WeForest-validated tree planting project and a UN-certified REED carbon offset project, and is plastic neutral thanks to a certified Plastic Bank® offset through marine plastic use. The manufacturer applies a custom cover label for orders of 100 Units or more, creating a tasty and invigorating promotional product.

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

An icon turns 50

Prodir is celebrating its 50th anniversary and marking this milestone with an impressive addition to its QS50 writing instrument range. The QS50 Stone, inspired by the classic pencil shape, symbolises writing itself. Its elegant casing is made of a mineral-enriched material that contains **60 per cent less plastic** and is around 50 per cent heavier than conventional plastic pens. This weight conveys quality – 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 casing and matt or soft-touch surfaces. In addition, there is 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 consistency: "A timeless classic that shows how important writing instruments have remained in the business world," he explains.

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





Respond quickly and flexibly

The Copy-Book White from Geiger-Notes is the smart answer to the demands of modern business life: a functional, versatile and affordable softcover notebook that **perfectly combines flexibility and quality**. Whether for notes, sketches or to-do lists – with 96 pages of bright white 90 gsm writing paper, it offers plenty of space for thoughts and ideas. Thanks to micro-perforated pages, content can be easily torn out, while the rounded corners ensure a pleasant feel and a contemporary design. The brochure-style cover opens up a wide range of design options and can be customised. All Geiger-Notes notebooks with digital screen printing are now ready for dispatch in just five working days.

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

Spicy emotions

Der kleine Gourmet features exclusive spice blends and Greek olive oils as stylish promotional gifts. Since 2017, this company has stood for quality, craftsmanship and gourmet moments that stir emotions. **Over 80 types of spices** are available and can be packaged in cork jars, test tubes or speciality paper bags – including a personalised label for maximum brand impact. These are available in retail outlets, online shops and as corporate gifts. From fancy pizza oil to wintery mulled wine blends to fine raclette spices: Every brand can find the right culinary statement for them. Individually assembled gift boxes are also available, combining vinegar, mustard baking mixes and oils – starting at 100 pieces. This creates high-quality gifts that are both visually appealing and delicious.

PSI 60906 • Der kleine Gourmet GmbH
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Festive vegan variety

Colourful, sweet and guaranteed to put you in the festive spirit: MAGNA sweets' vegan fruit gummies are sure to bring joy during the Christmas season – **free of any animal-based ingredients**. Packaged in customisable promotional bags, they make the perfect gift for customers, partners and employees. The range is complemented by fluffy marshmallows in festive shapes such as Christmas trees and Santa Claus. The mix is filled with flavours of elderberry, vanilla-cinnamon and pear, delighting with its variety and taste. Both products charmingly showcase brand messages and can be ideally integrated into campaigns. Whether as a mailing insert or a gift at events, these vegan treats combine sweet enjoyment, modern brand communication and sustainability. This turns small gifts into an emotional experience that will be remembered for a long time to come.

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

Colours with character

A breath of fresh air in the kitchen: The popular Victorinox Swiss Classic knives are now available in new, harmonious colours ranging from soft pastels to bold, trendy shades. **Each nuance tells its own story** and makes the knives unmistakable. The high-quality blades feature a keen edge, durability and precision, while each individual design sets them apart. Particularly practical: Thanks to modern laser etching on the blade, logos, claims or personalised messages become a permanent part of the knife. This turns an everyday kitchen tool into a stylish promotional gift that subtly conveys brand identity while creating real added value. Whether as a giveaway, gift or high-quality incentive, Swiss Classic knives stand for quality, aesthetics and individuality.

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





Sustainably wired

The BLUE CYCLE TECH POUCH 2 by TROIKA combines smart design and organisation with environmental awareness. Made from 100 per cent recycled marine plastic, this pouch features a well-thought-out interior layout: **A large main compartment** with a two-way zip, six mesh pockets of different sizes, a secret compartment for tracking devices and a practical outer pocket ensure perfect organisation. Cables, adapters, headphones and more can be stored safely – ideal for everyday use, the office or travel. The dark grey design, robust material and smart functionality make this pouch an accessory that not only looks good, but also demonstrates environmental responsibility. This makes it more than just a practical accessory: It is a statement of sustainability that puts your brand in the spotlight and makes your company's values visible.

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

Recycling as an impulse for green promotion

With the new JUNG Promotion paper bags, companies are focusing on sustainability and a strong brand message at the same time. This **fully recyclable packaging** can be disposed of easily in the waste paper recycling, thus making an active contribution to resource conservation – a clear plus for the image of environmentally conscious brands. Whether for mini gingerbread, fruit gums, muesli bars or snacks: These bags are versatile and turn every product into an eye-catching promotional item. Thanks to custom design options, each bag is a distinctive brand ambassador. Customers and business partners perceive not only the product itself, but also the company values.

PSI 41545 • JUNG since 1828 GmbH & Co. KG
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Cuddly brand ambassadors

The MiniFeet® plush figures from mbw® are not only charming giveaways, but also emotional brand ambassadors that will be **remembered for a long time**. Whether cute teddy bears, funny animals or customised mascots – the lovingly designed figures are likeable and convey a sense of personal connection. For strong branding, accessories such as t-shirts or triangular scarves can be custom printed, making each figure a unique promotional medium. The shirts made from SEAQUAL® YARN, produced from recycled marine waste, are particularly sustainable – a compelling signal for brands wanting to combine environmental awareness with creativity. Whether at trade shows, in loyalty campaigns or as collector's items: MiniFeet® evoke emotions and strengthen the bond between brand and target group.

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



Baking brings people together

The Fixbox Baking Tin by emotion factory cleverly combines culinary enjoyment, creativity and brand impact. At its heart is a high-quality baking tin made of **dishwasher-safe** stainless steel, available in either a star or Christmas tree shape. Packaged in a decorative, transparent box, the set evokes anticipation for the festive season at first glance. A highlight is the fixed promotional insert, which securely holds the tin in place and ensures that your message remains permanently visible. Ideal for Christmas mailings, as a giveaway at events or as a thoughtful thank-you gift. This durable baking tin ensures that your brand stays visible – with every bake, every biscuit and every use.

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



Handy warmth to go

When the temperature drops, Göckener provides the perfect solution: innovative instant hand warmers 'Made in Germany'. Whether at the football stadium, on the golf course, winter camping or at the ice rink – these practical pocket warmers provide **instant warmth on the go**, without the need for electricity. A simple pop of the activator is all it takes to generate a cosy 50 to 55 °C within seconds. Particularly sustainable: after use, the pads can be easily regenerated in warm water and can therefore be reused as often as desired. Thanks to their in-company facilities, Göckener can produce almost any desired shape and relies on high-quality printing processes such as screen printing or digital printing in protected counter-print. This makes the heat pads not only suitable for outdoor enthusiasts, but also ideal as a durable promotional medium.

PSI 43242 • Göckener GmbH
Tel +49 2561 98290 • info@goeckener.de
www.goeckener.de

Layer upon layer of indulgence

Starting in October, MAGNA sweets will be introducing a real highlight: the popular Baumkuchenspitzen in customisable promotional bags. This traditional pastry is **baked in wafer-thin layers**, coated in delicate milk chocolate, and stands for artisanal quality and exclusive indulgence. As a high-quality promotional gift, Baumkuchenspitzen combine tradition, elegance and brand presence in one. Whether for customers, business partners or employees – these delicate pastries leave a lasting impression that ensures your brand is remembered. The customised packaging transforms the Spitzen into an emotional brand ambassador. A little piece of luxury that attracts attention, appeals to the senses and tastefully showcases any brand. Whether during Advent or on special occasions, this sweet speciality is guaranteed to create lasting memories.

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



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And the winner is... the promotional products industry

It couldn't have gotten off to a better start! The premiere of the PSI Academy Awards was a complete success. Following a PSI Academy Conference packed with inspiring content, we not only honoured innovation and sustainability at the festive PSI Academy Night in Cologne on the evening of 11 September, but also celebrated the cohesion and radiance of our industry.

The response? Impressive. The exchange? Lively. The topics? Spot on. The aim of the awards was to recognise companies that lead the way, think sustainably and implement their ideas courageously. This aim was achieved. In a fair and transparent selection process, an international jury awarded prizes to the best products, companies and newcomers in a total of nine categories.

And that is precisely why we will not rest on our laurels – neither on the success of the PSI Academy Awards nor on the glamour of the gala. That is because for our team after the Academy Conference is before the PSI trade show! While the final preparations for the big night were still underway in Cologne, preparations for the next major event were already in full swing here: the PSI 2026 in Düsseldorf in January. The trade show is and remains our most important industry meeting place – for everyone who believes in promotional products, designs them, refines them, distributes them and thinks ahead.

We will see many of these award winners again in January at the PSI, along with many ideas that were presented here on the big stage for the first time. That's where the dialogue will continue. Suppliers, distributors and agencies will meet again to show what they have to offer. Preparations are in full swing, and I promise you this: it will be a PSI that seamlessly builds on the energy of the awards. Along with the Conference and Expo, they have shown us what is possible when we take responsibility and shape the future together.

I would like to thank everyone who made this launch possible – the participants, partners and jury. And I look forward to what lies ahead, because this beginning was more than successful. It was long overdue.

Yours truly,



Petra Lassahn
Director PSI





Thank you for being part of the PSI Academy Awards 2025!

Together we are shaping a
greener future.

See all the
Winners here:



Built by



In the business of
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Brand ambassadors for every journey

Travelling means freedom, movement and new impressions. Promotional products that accompany these moments create a close connection between the brand and the experience. A water bottle on a bike ride, a neck pillow on a flight or a power bank on a road trip – practical aids ensure that people are well equipped when on the move. Products related to transport and safety, such as reflective bands, high-visibility vests or car emergency kits, also convey protection and confidence. Precisely because they are used at crucial moments, these items are particularly positively remembered. They make brands tangible and show that someone is thinking ahead when it comes to making mobility comfortable and safe. Promotional products for travel, cars and bicycles are therefore much more than practical extras. They are emotional companions that solidify brands in the long term. Our second theme showcases items from the categories “smart technology and digital”.

Please already start thinking now about your product presentations for the December 2025 issue of the PSI Journal, which is dedicated to the themes “Brands and Classics, Summer Products” as well as “Made in Europe / Germany, Switzerland, Austria” and send your product suggestions (image and text) by **20 October 2025** to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de



PSI Academy

On 11 September, the PSI Academy celebrated its successful premiere with an exciting workshop programme on sustainability and marketing – the PSI Academy Conference – and a festive evening gala to present the PSI Academy Awards – the PSI Academy Night. We present the winning products in detail.

70 years of Fare

For 70 years now, the company name FARE has stood for its commitment to developing high-quality, stylish and practical umbrellas. In this anniversary year, the company is proud of its history and achievements to date,

but remains firmly rooted in the present and looks forward to an exciting future. To celebrate this milestone, the company team spent an enjoyable weekend in Holland.



Imprint



Published exclusively for the promotional products industry by PSI Promotional Product Service Institute,
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Johannstraße 1, 40476 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Petra Lassahn

Management: Rachel Travers, Michael Köhler, Ivo Sklenitzka

Editing: Edit Line Verlags- und Produktions-GmbH
Dekan-Laist-Straße 17, 55129 Mainz
by order of PSI Promotional Product Service Institute –
RX Deutschland GmbH

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by order of PSI Promotional Product Service Institute,
RX Deutschland GmbH

Layout: Stephan Weiß, Judy Frey, Hannah Schreck

Photos: Lars Behrendt, Ursula Geppert, Martin Höchemer,
Anke Zimmermann. Title theme: Adobe Stock. The editorial content
include the use of photos from Adobe Stock.

Translations: Translanguage, D-40885 Ratingen

Printing: MEO MEDIA – MEINDERS & ELSTERMANN GmbH & Co. KG,
D-49191 Belm

Advertisement price list no. 55 of 1 January 2023 applies.

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability). For members of the PSI, the subscription price is included in the membership fee.

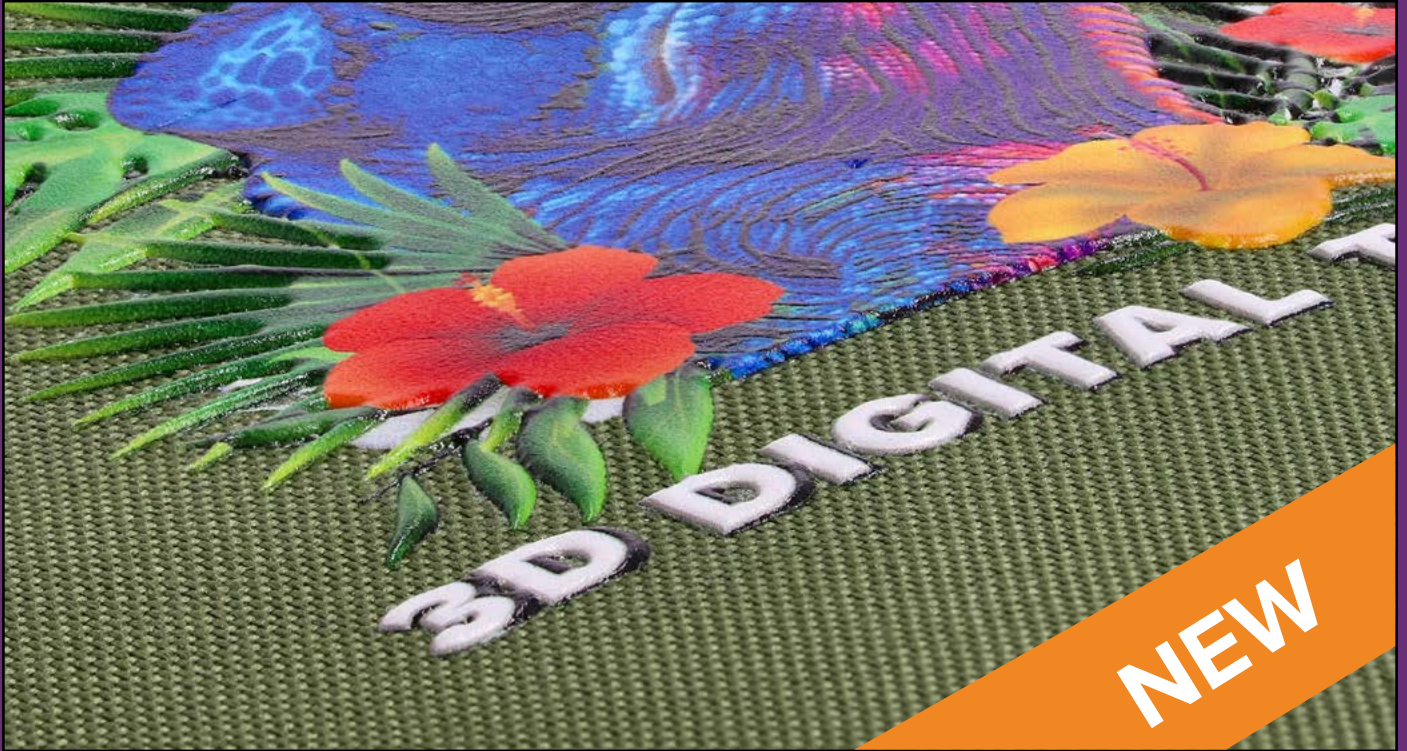
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