

# PSI

# JOURNAL

**PSI Journal**  
International Magazine  
For Promotional  
Products

November 2025  
Volume 64

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# PSI

# JOURNAL

**PSI Journal**

International Magazine

For Promotional

Products

November 2025

Volume 64

## PSI Academy Awards

### PSI 2026

Powerful into the Future

### Product Guide

Smart Technology and

All Things Digital

Travel, Car, Bike, Traffic and

Safety

### FARE 70 Years

Advertising Umbrellas for  
the Future

### 25 Years of Paper + Design

Creative and individual table  
settings



# A new approach to sustainability



# PSI

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## Editorial

# Booster networks

**T**he coronavirus often slowed down networking on a personal level, but in many cases it also redirected people towards other channels. During the global lockdown, social media platforms such as Facebook, Instagram, Xing and LinkedIn were able to generate massive traffic. People want and need to exchange ideas. The way we network has changed, been enhanced and therefore become more important than ever. Networks provide access to knowledge and resources, business partners and monitoring services. They increase visibility and help identify trends at an early stage. Networks facilitate the search for strategic partnerships and help companies respond flexibly to market changes. Those who had no network at all, either personal or electronic, had a difficult time during the coronavirus pandemic – and still do today.

During those times, we also painstakingly realised how much we missed personal contact and interaction. After all, nothing is more real, authentic and, in many ways, beneficial than direct, face-to-face dialogue.

The PSI is the oldest and most extensive network in the promotional products industry in Europe. The trade show brought the industry together and elevated it in the 1960s and 1970s. Those who weren't part of it back then were left behind. The World Wide Web, increasing globalisation and online markets have changed the world. Yet they haven't made personal networks superfluous, but rather even more important.

Very recently, this could be observed in an impressive manner, as the participants in the PSI Academy and PSI Awards in Cologne's Gürzenich Hall were visibly delighted to see each other again, exchange experiences and discuss future topics. At an international level and within an exclusive circle, members of Michael Freter's GXN network recently met in Lisbon. This even was also very well received. Everyone agreed that networks are generally a business booster. In everyday business life, they are as important as the air we breathe.

When markets become more fragile, tariffs rattle world trade and supply chains are at risk, it is essential to meet, exchange knowledge and develop strategies. The next major networking event in Europe will be the PSI in Düsseldorf. All the big names will be there. All new product innovations will also be there. The most important associations will be attending and it will be the place for young entrepreneurs to meet. Workshops will take place, AI will be explained in workshops and bridges will be built. In short: you have to be there – and it's fun to see everyone again too.

I am looking forward to it

In this spirit

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

# Stone was just the start.

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



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Travel sustainably with  
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**Theo** is our organic and Fairtrade-certified weekender bag, featuring 30 cm long webbing handles and available in four colors: natural, red, navy, and black. This stylish weekender is the perfect travel companion for your next short trip, city getaway, or business journey, it's even ideal for a relaxing wellness weekend.

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## **PSI 2026:** **Powering into the future** **14**

PSI has been a guest at the Düsseldorf exhibition centre for 60 years, with the last event taking place from 7 to 9 January 2026. The Wednesday to Friday schedule avoids the traditional public holiday in many countries, making it easier for all participants to plan for the trade fair. From 2027, Koelnmesse will open up new future prospects for PSI.

## **Autumn trade fairs:** **Focus on the end of the year** **32**

Starting on page 32, we look back on some eventful autumn trade fairs. The industry already has its sights firmly set on the end-of-year business and is presenting advertising companies with the latest trends for a strong advertising finish to the year. We have captured the impressions of three major product presentations for you.



## **Product Guide:** **Ambassadors on all paths** **40**

Promotional products with tangible benefits that also accompany us in a smart way create a close connection between brand and experience. Practical aids ensure that people are well equipped when on the move. Promotional items in the travel, car and bicycle sectors are therefore much more than practical extras – they are emotional companions that anchor brands in the long term.



## **FARE: Seven decades** **of excellent protection** **64**

For 70 years now, the company name FARE has stood for the commitment to developing high-quality, stylish and equally practical umbrellas. In its anniversary year, the company is proud of its history and achievements to date, but is firmly rooted in the present and looking forward to an exciting future. To celebrate this milestone, the team embarked on an inspiring anniversary trip.





### Tea bags evoke travel highlights

For customers who spend a lot of time on the road, a “normal” tea bag quickly becomes boring. That’s where a travel tea bag comes in – perhaps in the shape of an aeroplane or parasol, bringing back holiday memories. Customers can create any shape of tea bag they like. Each bag is individually packaged and labelled with a personalised label, e.g. with a QR code and logo.

Teabag Joanna Szalek  
www.teabag.pl  
PSI 60681



# Souvenirs

## keep memories alive

Souvenirs are more than just mementos – they evoke emotions and connect people with special moments, places and experiences. And this makes them ideal as promotional items for almost any sector and occasion. They link a company or brand with positive memories, boosting brand loyalty.

Whether small souvenirs such as key rings, magnets or customised products, practical everyday items such as mugs and drinking bottles, or exclusive collector’s pieces – souvenirs are long remembered. Special souvenirs are often produced as exclusive collector’s pieces, giving these limited-edition gifts a special appeal. Attractive examples would be limited-edition model cars, tourist pins with yearly motifs, or festival wristbands that have a new design each year.



### A must for your fridge

Whether in the office kitchen, on your fridge at home or your locker in the workshop: Colourful magnets featuring memories of travel destinations, special products or unusual figures are sure to attract attention. Different thicknesses of magnetic foil are tailored to the intended use, and customers can choose between offset or screen printing. Either way, a synthetic resin coating known as doming provides a glossy surface.

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www.raster.eu oder www.smartgoggles.eu

PSI 44741

### Promotion you can savour

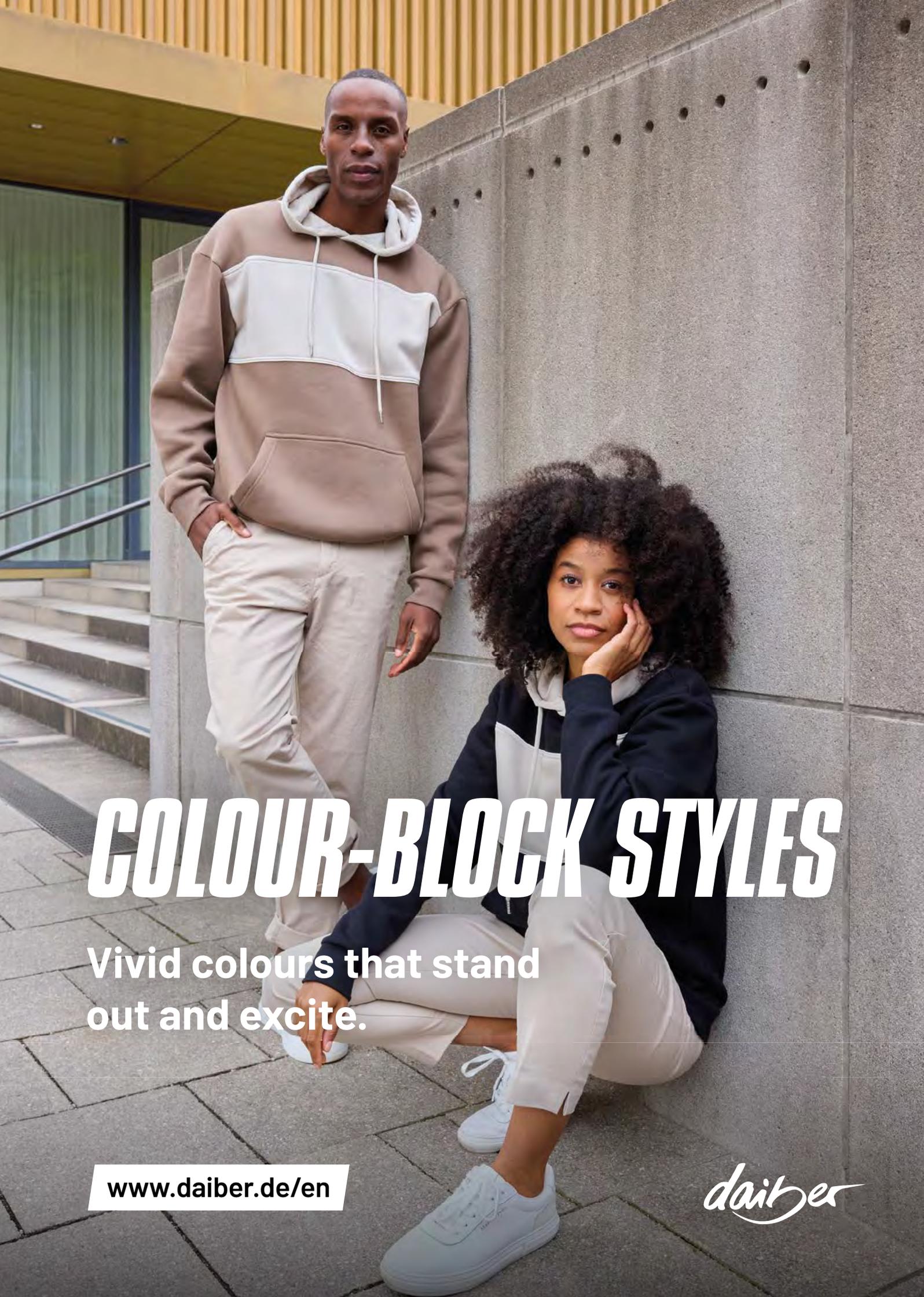
A taste experience from the very first bite: The exquisite chocolate shell breaks gently, allowing a creamy hazelnut filling to unfold its full aroma. But this chocolate coin is more than just a sweet treat. It is a brand ambassador. Printed with a logo or customised motif, it becomes a delicious souvenir for tourists, or a thank-you gift for visitors.

Schokomann by Manuel Wagner

www.schokomann.com

PSI 43688



A man and a woman are posing in a modern, urban setting. The man stands on the left, wearing a beige and white color-block hoodie and matching pants. The woman sits on the right, wearing a dark blue and white color-block hoodie and matching pants. They are both wearing white sneakers. The background features a concrete wall with circular patterns and a set of stairs.

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# Keep fit in the cold season

Autumn is here – a season characterised by moments of well-being, sustainability and individual brand presentation. During the colder months, consumers seek security and comfort. Fitness also plays a role, as people strive to stay healthy during the cold season. Outdoor and lifestyle products gain in importance, with people spending the autumn months enjoying nature outdoors.

Companies are increasingly relying on customised promotional items and emotional storytelling to convey their brand message authentically. Natural materials, high-quality workmanship and warm, earthy colours are currently trending. Overall, autumn offers the perfect opportunity to raise brand visibility, strengthen customer relationships and make a targeted impact with well-designed promotional items.



## Warmth indoors and out

Honey is deliciously sweet at breakfast and, of course, helps fight off colds when the weather turns nasty. This red velvet bag contains honey, a wooden honey dipper and Christmas fruit tea. The matching sheep-wool socks are a great idea for long winter evenings and an essential item in any wardrobe.

Multiflower GmbH  
www.multiflower.de  
PSI 45974



## Your own superfood garden

In a world increasingly characterised by stress and hectic lifestyles, health is gaining even more importance. Superfoods, rich in essential vitamins and minerals, play a crucial role in this. These nutrient bombs strengthen the immune system, promote vitality and support a healthy lifestyle. This is why the new Vitamin Bowl deserves a permanent place in every home.

Heri-Rigoni GmbH  
www.emotion-factory.com  
PSI 41016

## Trekking safely – in style

With this high-quality aluminium trekking pole set, you can stay active even in ice and snow. Foldable, height-adjustable and equipped with an innovative shock-absorption system, these poles offer maximum comfort and safety. Ergonomic handles with soft foam padding, adjustable safety straps and extra snow accessories ensure optimum grip.

Silverspot Trading GmbH  
www.silverspottrading.com  
PSI 48123



# Iconic & Innovative, Trusted and Close to You



## Assoprom Awards Milan, Italy

- **World History Category**
- **2nd place in Golden Award**  
Heritage, reliability, and trusted brand.

## PSI Academy Awards Cologne, Germany

- **Company of the Year 2025**  
Creativity, iconicity, innovation,  
and sustainable impact.

## Supplier of the Year 2025, Utrecht, Netherlands

- **Dedication to innovation  
and quality**  
2nd place

*Thank you!*

*To our customers for  
their trust and to our  
amazing team for  
making this possible.*



The winners of the PSI Academy Awards 2025

# A new approach to sustainability



The launch event for the PSI Academy was an impressive premiere in every respect. During the day, the PSI Academy Conference featured exciting topics related to ecological sustainability and future-oriented business, while in the evening, the PSI Academy Awards were presented during a gala event in a historic setting. Here is a review in pictures including the stars of the day: the winning products which are all particularly sustainable and meaningful innovations from various imaginative European companies.





## The winners of the PSI Academy Awards 2025 Product of the Year

### Category Apparel, Textiles

#### Winner:

#### Stanley/Stella SA: Fashionable and sustainable textile collection



The Iconics 2.0 collection from Stanley/Stella comprises high-quality, fashionable unisex basics made from 100 per cent GOTS-certified organic cotton, offering exceptional comfort and excellent printability. It is a broad and sustainable product range with clear print images for long-lasting advertising impact.

#### 2<sup>nd</sup> place:

#### Boscher International: Socks help people and the planet



A small but not to be underestimated textile product: socks made from wool, recycled fibres, or regenerated yarns stand for comfort with style. Sustainable Steps shows how sustainability can be achieved with durable socks.

#### 3<sup>rd</sup> place:

#### RE-Shirt GbR: A premiere for reversible printing ink



With the world's first water-based screen printing ink that is washable, prints on textiles can be eliminated after a single wash, giving garments a second life with or without a new advertising message.

### Category Lifestyle & Accessories

#### Winner:

#### kraftschluck UG: Organic smoothies from Germany



With its SMOOTHIE VON HIER product line, kraftschluck presents the first smoothie made from 99.9 per cent organic ingredients sourced in Germany. Fresh, regional ingredients, local recipes, and less sugar thanks to lots of vegetables guarantee full flavour with low environmental impact.

Perfect for health-conscious, sustainable, and regionally oriented target groups.

#### 2<sup>nd</sup> place:

#### Artbottles.de Refill International Consulting S.L.: Compatible and sustainable



Design is one of the decisive criteria for using glass drinking water bottles for carbonated water makers. Suitable for the target group and compatible with market leader SodaStream, artbottles.de bottles are a successful product concept.

#### 3<sup>rd</sup> place:

#### Dopper B.V.: A bottle becomes a mission



As a newly reimagined classic, the Dopper water bottle, made from 79 per cent recycled materials and featuring an elegant stainless steel design, has a mission. It encourages people to drink tap water without polluting the environment with plastic waste on land and in the sea.

## Category Bags, Luggage, Travel

### Winner:

#### Halfar System GmbH: Completely recyclable shopping bag



The MONO is an innovative shopping bag made from just one material, from the handle to the seams. With no coatings, zippers, or accessories, it is completely recyclable and ideally designed for the circular economy. The production process avoids cutting waste, while the design

impresses with its everyday practicality and clarity. A sewn-in label conveys the promotional idea directly on the product. The MONO translates the principles of the circular economy into an attractive, functional, durable, and attractively priced product that is manufactured in an amfori BSCI-audited factory.

## Category Re-Lifestyle

### Winner:

#### Herforder Werkstätten GmbH: Mapeho – a second life for transport packaging



The Mapeho transforms disused wooden transport crates into durable, functional design objects. Whether as a beverage carrier, bottle holder, or functional serving board, each piece tells the story of its material. This product series is made

exclusively from reused wood in a workshop for people with disabilities in Herford. Mapeho combines stylish design, social responsibility, and genuine circular economy in every product.

### 2<sup>nd</sup> place:

#### NoWa: Decorated with valuable mobile phone remnants



The jewellery that NoWa makes from the gold and silver of discarded mobile phones is stylish and meaningful. It reuses old technology sustainably, making it a long-lasting companion for those who wear it.

## Category School, Office Supplies

### Winner:

#### Pagani Pens S.A.: Compostable ballpoint pen



The Prodir QS40 True Biotic Pen is made from True Biotic, a bio-based polymer that guarantees complete biodegradability. The product combines Swiss design from Prodir with an unparalleled commitment to the environ-

ment. Each ballpoint pen is an environmentally conscious statement that actively contributes to reducing plastic waste.

### 2<sup>nd</sup> place:

#### Klio-Eterna Schreibgeräte GmbH & Co KG: A visible statement for things natural



With its Boa matt eco & wood ballpoint pen, Klio-Eterna demonstrates how modern design and environmental awareness can go hand in hand. The visible wood fibre highlights the natural character of this writing utensil, which is produced in Germany.

### 3<sup>rd</sup> place:

#### Senator GmbH: An environmentally friendly alternative at your desk



The well-reflected sustainable design of senator's Evoxx Polished Recycled MC improves the user experience and consistently combines functionality, aesthetics and environmental awareness. This makes it a handy alternative.

*continued on page 12 >>*

## The winners of the PSI Academy Awards 2025 Product of the Year

### Category Emerging Innovators

#### Winner:

#### Candy Converters: Biodegradable confetti



Conscious Confetti is biodegradable confetti made from edible paper scraps, making it safe for humans, animals and the environment. It is the sustainable alternative to plastic confetti to reduce plastic waste from festivals, parties and events. Candy Converters stands for

responsible action with regard to raw materials, products and waste streams, as well as packaging and partnerships.

#### 2<sup>nd</sup> place:

#### Circular Footwear: Modular design for long-lasting sneaker pleasure



The development of Circular Footwear's Methods sneakers was based on the consistent recycling of the five recyclable or biodegradable components. This means users can enjoy shoes that look new for years to come.

#### 3<sup>rd</sup> place:

#### Mover Plastic Free Sportswear: Active without plastic



Heavily woven cotton with a merino wool lining is all it takes to produce an outdoor jacket that is both weather-proof and plastic-free. With its Ventile Shell+, Mover demonstrates that innovation begins with nature.

## The winners of the PSI Academy Awards 2025 Company of the Year

#### Winner :

#### Bic Graphic Europe: BIC® Super Clip Origin



BIC Graphic Europe emphasises the value of European production in a globalised market. "Made

in Europe" is more than just a label for BIC Graphic. It reflects a commitment to high-quality materials, sustainability and local partnerships. All product components are designed, sourced and manufactured in Europe and meet high standards of quality and environmental responsibility. This commitment is evident at the ISO-certified Tarragona production facility, which is powered 100 per cent by renewable energy and has achieved EcoVadis gold status. Working with local suppliers, BIC Graphic strives to maintain quality and sustainability throughout the entire supply chain.

The submitted product lends proof of this standard. The BIC® Super Clip Origin is made from bio-based materials, which are natural polymers that contain no petroleum or fossil fuels. This sustainable innovation in proven BIC® quality is manufactured and printed at the certified production facility in Tarragona.

#### 2<sup>nd</sup> place:

#### Dopper B.V.: Making tap water easily accessible to everyone



Fresh water does not need to be imported and bottled. That is why Dopper encourages people to bring their reusable bottles and refill them. With Cradle to Cradle certified products, B Corp status and a bold net zero strategy for 2030, Dopper is setting new standards in sustainability.

#### 3<sup>rd</sup> place:

#### Pagani Pens S.A.: Respect for employees and the environment



Prodir, a brand of Pagani Pens, is renowned for its internationally acclaimed designs and advanced writing systems. The company's core values include prioritising customer needs, attention to detail and respect for employees

and the environment. The company has earned ISO and SMETA certifications and impresses with its transparent production in Switzerland.

The winners of the  
PSI Academy Awards 2025  
**Newcomer of the Year**

**Winner:**  
**Re-Shirt GbR: First reversible printing ink**



Re-Shirt GbR has developed the world's first reversible textile printing technology: the prints can simply be washed out. This patented innovation is of great ecological significance, as (advertising) textiles can lead to massive waste of resources,

for example when T-shirts are no longer worn and end up in the rubbish simply because of their print. The reversible printing ink makes marketing aspects compatible with environmental goals, as it enables the temporary printing of messages on textiles. After just one wash, the print disappears, the garments are unicolour again and can be worn again and again.

**2<sup>nd</sup> place:**  
**Mover Plastic Free Sportswear:**  
**The first brand of its kind makes a mark**



The Swiss brand Mover Plastic-Free Sportswear is committed to producing 100 per cent plastic-free sportswear. It is redesigning functional sportswear – something that has never been done before in the industry. In its quest for better performance in a world swamped with plastic and PFAS, Mover is taking on a pioneering role.

**3<sup>rd</sup> place:**  
**EVLR International AB: Cable ties are also available without plastic**



With the FibreStrap cable tie, EVLR proves that traditional plastic materials can be replaced by a more sustainable alternative for bundling, securing and fastening in any industry. Without compromising on quality and durability, the FibreStrap is made to hold, but not to stay.

The winners of the  
PSI Academy Awards 2025  
**Campaign of the Year**

**Winner:**  
**Upside Relationship Marketing GmbH:**  
**Love Magenta, the upcycling collection**



The LOVE MAGENTA upcycling collection focuses on scaling up recycling by transforming leftover fabrics, production waste and unsold garments into new, high-quality goods. The collection consists mainly of T-shirts, sweatshirts and soft accessories, making it an exclusive

line of products that celebrates Telekom's brand identity and corporate colour, magenta. The designs were created by a dedicated creative team of fashion/product designers and production experts, with preference given to ethically operating manufacturers in Europe.



The PSI has been a guest at the Düsseldorf exhibition centre for 60 years and it now will be held there for the last time from 7 to 9 January. The Wednesday to Friday schedule avoids the traditional public holiday in many countries, making it easier for all participants to plan for the trade show. Starting in 2027, Koelnmesse (Cologne Exposition Centre) will open up new prospects for the PSI.

## 2026: The final sprint in Düsseldorf

# Heading into the future



The end of an era: the PSI will be held for the last time in Düsseldorf in 2026. Then it is moving to Cologne, where it can develop more effectively. Scheduling will also be more reliable.

**A** new chapter in PSI history is opening: Starting in 2027, Europe's leading trade show for promotional products, incentives and merchandising will move to Cologne. Organiser RX has already announced that the trade show will use the Koelnmesse exhibition grounds for the first time from 12 to 14 January 2027 – a strategically chosen step intended to give fresh impetus to the future of the trade show. But let us first look ahead to the upcoming PSI, which will once again take place at its traditional location from 7 to 9 January 2026 in Halls 9 to 11 as last year. However, due to the public holiday, it will start

one day later this time and run from Wednesday to Friday – a sensible scheduling change that makes it easier for exhibitors and visitors to attend the trade show.

### Unforgettable years in Düsseldorf

The PSI trade show is so closely associated with Düsseldorf that many people can hardly imagine one without the other. Since 1966, the PSI has been held in the Düsseldorf exhibition halls at the beginning of January. Exhibitors and visitors know the halls so well that they immediately find their way around every year, even though the show has



been condensed or expanded at times over the past six decades and occupied different halls. Many memories are linked to the location and the city: ground-breaking innovations, intensive discussions and successful business deals, as well as productive networking and joyful evenings in a relaxed or festive atmosphere. Even though the Düsseldorf tradition will come to an end the year after next, the PSI, as an international trade show and platform for the promotional products industry, will not only retain its qualities in Cologne, but will also be able to more effectively further develop them.

### Reliable scheduling and optimal hall situation

The early trade show date at the beginning of the year also played an important role in the decision to choose Koelnmesse. Since 6 January is a public holiday in many countries and important markets in the European promotional products industry, there were repeated scheduling conflicts with the trade show dates, especially because the exhibition grounds in Düsseldorf offered little leeway. At its new location in Cologne, the PSI can now offer the industry a long-term date in January that avoids this situation. In addition, the use of the north halls of the Cologne exhibition centre opens up an attractive new hall arrangement, which creates ideal conditions for productive trade show days for both exhibitors and visitors. Overall, the move to Cologne from 2027 onwards offers greater planning reliability and better long-term development opportunities.

### Commitment to the further development of the PSI

With its move to Cologne, the PSI is clearly positioning itself for the future. The international significance that the PSI has achieved in Düsseldorf is to be further expanded at the new location. “We are convinced that the long-term reliability of an attractive trade show date will further strengthen the relevance and reach of the trade show,” says PSI Director Petra Lassahn. “This step is a clear commitment to the further development of the PSI. We are looking forward to the new opportunities that the move to Cologne will offer everyone involved,” explains Michael Köhler, Managing Director of RX Deutschland GmbH. “We would like to express our special thanks to Messe Düsseldorf (Düsseldorf Exposition Centre) for decades of successful and trusting partnership, which has decisively contributed to the success of the PSI. Düsseldorf remains an important part of PSI history – it was here that the PSI established itself as an internationally significant event. Therefore, all other collaborations between RX and Messe Düsseldorf remain unaffected by this decision,” Köhler continued.

### PSI trade show remains the industry meeting place

The PSI 2026 opens its doors in around two months and will once again be a diverse and lively trade show that brings the international industry together – at the stands and at the numerous events and occasions in the special areas and of course at the PSI Night on the Thursday of the trade show. Old and new acquaintances from among the exhibitors and visitors, the PSI trade show team and promotional product professionals from all over the world will meet for a glittering party night at the Nachtresidenz club. New this year: long-standing PSI members will be honoured for the first time at the PSI Night on 8 January and not, as previously, at the trade show. Members who have been with PSI for 20, 30, 40, 50 and even 60 years or more deserve a festive setting as a thank you for their loyalty. They have made PSI history and together have turned the industry into the successful network it is today. You can meet the members celebrating an anniversary at the certificate presentation at 7:30 p.m., before the buffet opens. Classic meeting places at the trade show itself are the Community Cafés in Halls 10 and 11 and the International Lounge in Hall 11. At the PSI Membership Services stand right next door, you can meet PSI team members throughout the day and learn about all the services PSI has to offer.

We will keep you informed about what else the PSI 2026 has to offer in the pre-show editions of the PSI Journal and at [psi-network.de](http://psi-network.de). <

## Trade show dates

**PSI 2026**

7.–9. January 2026

Düsseldorf Exhibition Centre

**PSI 2027**

12.–14. January 2027

Koelnmesse



The selection of products in the 'smart technology and digital' sector shows once more how **adaptable** the industry's habits are when it comes to linking the analogue with the digital world.





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## Power While Out & About

The cableless air pump from FNC International is a real multi-talent. It reaches up to 150 PSI, is perfect for tyres, balls, pools and toys, and is versatile thanks to the included nozzles. An LCD display makes it easier to manage, and the preset pressure level and the automated off button make it comfortable to use. With its 6000-mAh battery, it works without a cable and serves as both an LED torch (flashlight) and power bank, making it practical for travel or emergencies. It is compact, lies great in your hand, and fits inside any travel bag. This air pump is the ideal companion for drivers, outdoor fans and families. This product embodies functionality, security and versatility, providing real added value in everyday life.



# FLEXIBLE ON THE GO

notebook bag  
ACTIVE



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reddot winner 2025

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www.invented4.gifts



## Thin and Sustainable

The Chipolo CARD is a Bluetooth tracker from i4 im that has a credit card format and is very thin; it just as wide as two cards. However, it really impresses with a volume of around 110 dB and global network capability: Users can use Apple Find My or Google Find Hub to find their valuables. This sustainability-friendly product won the Red Dot Design Award 2025, is made in the EU from more than 50% recycled plastic, and is packed in fully recyclable paper. With a logo, brand packaging or app branding, the Chipolo CA is a flexible and adaptable promotional gift that combines functionality with branding. It is a product that embodies design, intelligence and environmental awareness, making it ideal for modern brand messages.

## Safe and Stylish Cardholder

With the HILDECARD CARBON CODE24, Troika presents a cardholder that combines design, functionality and security. Equipped with strong MagSafe magnets, this cardholder reliably adheres to the backside of iPhones and offers space for one to two cards. Thanks to its integrated stand-up display, it also serves as a practical mobile phone holder when placed in a stand-up position, for instance, to watch a film. A highlight is the lost and found service that comes with the cardholder: A finder can contact mobile phone users through a QR-Code, – the purchase includes two years for free. The holder impresses with its simple construction, carbon optics and versatility: whether used for a smartphone, notebook, or bag, this product is a handy accessory with added value. It is a great example of combining mobility, security and branding impact in one product.



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<https://business.troika.de>

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www.printequipment.de

## High-Speed Production

With the Secabo MugPro, Print Equipment is presenting a real high-end solution for professional cup production runs. The system can produce up to 250 cups per hour fully automatically, including loading, precise image transfer and fast cooling. This production system features 15 individually adjustable heating stations, enabling work with various materials, while the 360° heat distribution capability ensures consistently high quality. A robot-controlled workflow, integrated cooling, and a defect rate of under 0.1% make the MugPro the ideal tool in print-on-demand and series runs. When combined with supplementary modules like the MugWrap station and MultiCut Pro, a fully automated production line is created, extending all the way to the finished product – an innovative jump for printing shops that need the highest level of efficiency and quality.



PSI 41836  
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www.meterex.com



## A Metre Stick with Added Value

Meterex has expanded its product range with a folding metre stick made from beechwood that can do much more than just measure objects. It impresses with its high-quality workmanship, varnished surface, scaling in black and red, and extra-wide folding segments, which ensure stability and prevent deflection. All folding segments lock in place at 90 degrees, which enables users to precisely mark right angles. A special feature is the angle scaling on the third and fourth folding segments, which can be used to determine the exact slope of a roof or stairs. Free-moving metal spring joints ensure easy handling. The metre stick is ideal for customisation with pad or UV digital printing, and photo motifs can be realised in brilliant quality, making this a multifunctional tool for DIY, construction and promotion.

## Trees Instead of Flowers

Treebytree makes gifts sustainable: Every present is transformed into concrete environmental protection measures, where inspected trees in reforestation projects are gifted. Every tree is fitted with a geotag and can be tracked on an interactive map, allowing the person who receives it as a gift to track the tree's growth and experience the impact of 'their' forest in real-time. Companies can actively involve employers, customers or partners through live dashboards and certain functions. For distributors, the platform offers a streamlined digital model that eliminates logistics costs while providing attractive yields and high image value. This product transforms gifting into a sustainable statement that has an impact, opening up business opportunities at the same time – an innovative approach that combines ecology and economy.



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41032  
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www.suthor.de

## Illuminated Hand-Held Cardboard Jerseys

With the illuminated, hand-held cardboard jerseys, Suthor is bringing an innovative promotional product to the market that combines sustainability and visibility. They are made from 100% recyclable cardboard, both sides are printable, and they also offer an illuminated space for advertising on the front. An integrated LED board ensures that messages will also be noticed even in the dark. The light is activated automatically by movement as soon as a hand is stuck inside the cardboard shirt. Whether these attention-getters are used at sporting events, for promotions or as fan merchandise, they are sure to catch people's attention and are perfect for unforgettable moments. They combine ecological responsibility with a maximum advertising impact and make brands more visible – in a sustainable, creative and eye-catching way.

## A Smart Display Cleaner with Charm

The Schmoozies® display cleaner from MiniFeet® by MBW adds character to your everyday routine. With its microfibre underside, it can clean smartphones, tablets or screens quickly without leaving streaks. But they are more than just a practical helper: When they come as small, cuddly figures with an advertising flag, they bring brand messages to the forefront during everyday tasks in a charming way. Whether used at trade shows, as a giveaway or gift for employees, the Schmoozies® are conversation starters with lasting appeal. They unify usefulness, charm and advertising impact in a one-of-a-kind way. Thanks to numerous customisation options, this product is a great way to creatively stage brands and keep them in sight for a long time. These little helpers are emotional brand messengers that have wit and added value.

PSI 42020 • MBW Vertriebsges. mbH  
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www.mbw.sh

## Wallet Finder in a Card Format

The InLine Wallet Finder from Intos Electronic makes wallets smarter. As it has a card format, it fits discreetly in wallets or laptop bags and can be integrated seamlessly into the Apple 'Where is' network. With this product, important items like briefcases, bags or cars can be reliably found again. With Bluetooth 5.3, the tracker reaches up to 50 metres, while the 100-mAh battery impresses with a standby of around ten months. Its Qi charging capability enables it to be recharged wirelessly. A 75-dB acoustic signal also supports the quick location of objects – whether in the office, warehouse or while travelling. IPX5 splash water protection also ensures durability even under adverse conditions. The Wallet Finder provides security and efficiency in a compact form, making it ideal for business and everyday users.



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

## Clip-On Music

Small, light and portable: The compact, cableless loudspeaker from MIIEGO is made for an active lifestyle. Thanks to the integrated Clip, it can fit on any rucksack or belt and be taken along to outdoor adventures or day-to-day life in the city. The loudspeaker is straightforward and operates wirelessly, delivering reliable sound wherever you are. It is robust, simple to use, clearly focused on functionality, and fits perfectly with the sporty audio ideas from MIEGO. The Danish company stands for cableless freedom in movement and develops products that win people over, exactly where spontaneity and flexibility are in demand. It is an uncomplicated, practical and stylish loudspeaker for everyone who wants to take their music wherever they go.



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 www.matrixframe.eu  
 www.mobilelightbox.eu



## Radiance to Go

The Mobile Light Box from Matrix Frame is more than just a display – it is a sure hit for professionals who want to make a lasting impression while on the road. When assembled, it can reach up to six metres wide and three metres high, making it the largest portable light box in the world, according to the manufacturer. Both sides can be customised, letting personalised graphics shine in the best light. Everything fits into four handy trolleys (wheelie cases), each weighing around 12 kilos, including an integrated power supply and LED technology. When more attention is needed, users simply need to put together the individual elements for their grand presentation. Matrix Frame offers an all-inclusive package, which includes a robust aluminium frame, a canvas bag and a full-service printing process.

## Sweet Messengers with a Crunch

Der Zuckerbäcker demonstrates how digital topics can be translated into yummy treats: with creative snack ideas, technology, communication, and a good mood. The company has brought these things together in the form of a fruit gummy. The Energy mailing card has the effect of a small energy boost for our body's battery, quickly providing our body with energy. The snack bag in the shape of a mobile phone combines communication with taste, making brand messaging literally tangible. The Smiley bag makes it easy to take the sweet, fruity vibe along with you wherever you go. All products can be customised, are available in small order quantities, and are effective and highly memorable advertising mediums. Sweet treats are a great method to use for brand communication: colourful, handy and guaranteed to lift your mood.



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www.intos.de



## KeyFinder With a Light

The InLine Key Finder from Intos Electronic is more than just a smart keychain; it combines location technology with a powerful LED light and a blinking light mode. Thanks to the integration into the Apple 'Where is?' network, keys, bags or cars can be located anywhere around the world. It has an IP65 certification, meaning it is dustproof and waterproof and suitable for use in demanding situations. The LED offers up to 300 lumens, while the blinking light also provides safety during outdoor activities or in traffic. It weighs only 15 grams and measures 61.6 millimetres in length, making it ultra-compact and always handy to have on hand. The 300-mAh battery enables it to run for six hours, and it can be recharged in only 90 minutes using a USB-C cable. It is practical, robust and versatile – a reliable, everyday helper.

PSI 60924 • FNC International Limited  
Tel +1 613 5818916 • info@fncintl.com  
www.fncintl.com



## High-Performance Power Bank

The power bank from FNC International sets new standards for capacity and recharging speed. With 60,000 mAh, it provides enough energy to recharge smartphones, tablets and notebooks several times. Several devices can be recharged simultaneously, as it features four ports and boasts fast 100-W recharging capability. An LED display shows the precise recharging status while the integrated protective mechanism provides security. The built-in Li-polymer battery ensures a long lifespan and stable performance. With its compact design, the power bank is handy and versatile to use despite its large capacity, making it ideal to take along to the office, outdoor activities, or while travelling. It will become an indispensable companion for anyone who needs portable energy and values quality, security and efficiency.

## Messages With Modern Packaging

A tin can was once a symbol of simple communication, but today it represents the fusion of tradition and innovation. The tinfoil cans from the tin specialist can be fitted with custom imprints, embossed or varnished, which turns them into stylish advertising mediums. They transport products as well as emotions and brand messages that will remain in people's memories. Whether used as an elegant giveaway, an effective promotional product, or an exclusive special edition, the tin can turn any product into a statement. This everyday classic is sustainable, timeless and versatile to use, in addition to being a smart eye-catcher that fascinates people in the real world and inspires them in the digital one. It is an example of how packaging can be transformed into messages that connects and moves people.

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www.mbw.sh

## Evergreenies® With Holiday Character

The Evergreenies® display cleaner from MBW combines function and design – as a Christmas tree or Christmas star for the holidays or as a cactus or flowering plant for any time of the year. The microfibre underside ensures displays are streak-free, while the creative plant optics makes it appealing and catches people's attention. All models can be customised by personalising the advertising flag, which will communicate brand messages in a charming way. As a decorative helper on a desk or at home, it creates a lasting advertising presence and strengthens brand loyalty. Whether a seasonal highlight or year-round companion, the Evergreenies® win points as an original, highly memorable giveaway. They demonstrate how practicality and charming design can be seamlessly merged to create a popular promotional product.

## Reliable Protection

Paying contactless is convenient but carries risks: small amounts can often be charged without a PIN. The RFID clocker card from D&K ID reliably prevents unauthorized reading and charges being made to a bank card. When it is placed in a wallet like a normal bank cards, it blocks all standard RFID and NFC signals that criminals use for 'skimming', thanks to modern blocking technology. No recharging or activation is required for the immediate security in your everyday life, while travelling or attending events. The protection card is just as handy as any EC or credit card and can fit into any card compartment. With the card, users can keep full control over their data and enjoy a carefree, secure feeling during all payment transactions and while out and about.



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www.dk-id.com

## Recharging Device for International Travellers

The InLine® USB power adapter with 65 watts impresses with its dual USB-C ports and supports the latest quick charging protocols, including PD and PPS. It can recharge smartphones, tablets and even notebooks quickly – and at the same time, stress Intos Elelelectronic representatives. This recharger is very practical. It can be used internationally as adapters for EU, UK and AU come included and a US plug is integrated into the device. Its flat design makes it suitable for power sockets in narrow areas. Safety is a priority: The device features protection against overheating, voltage surges and short circuits. The adapter automatically continues the recharging process after the temperature shut-off is activated. This product is the ideal companion for professionals who need a powerful and reliable charger while on trips, at trade shows, or in the office.



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## Design Online and Place Direct Orders

Süßen Werbung is exactly what you need when you need things to go quickly, a small print run and what to save on ancillary printing costs. The Editor with 3D live preview is easy to use: simply upload individual images or ready-to-use PDFs and/or use seasonal background graphics. Add your advertising text – and you are finished! In a 3D preview, a true-to-life representation of the designed product is displayed, which is released for printing after a reviewed. The order is sent to the production department at Kalfany Süße Werbung in Herbolzheim in a matter of seconds. There are various fruit gummy varieties, bonbons, chocolate and snacks to choose from, in addition to brand-name products like Tic Tacs or Dextro Energy. Diverse snacks and seasonal products come in paper packaging. These Advent calendars have been specially developed for orders of small quantities of promotional products are already available for an order of just one calendar.

## Open Ear for More Freedom

With the new openGO AL5, MIIEGO focuses on open-ear technology, allowing user to enjoy music while maintaining their perception of their surroundings. The light, comfortable headphones do not block the ear canal; instead, they fit discreetly within it. They are perfect for sports, everyday activities and while you are out and about. Clear sound quality, IPX6 water protection and the option to customise sound settings using the App make it a versatile companion. Anyone who wants to hear traffic while jogging or talk while riding their bike will find the right solution with this product. MIIEGO remains true to its line: robust, functional audio products for active people who appreciate cableless freedom. OpenGO AL5 offers the exact right mix of safety, comfort, and sound quality that an active lifestyle demands.

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## New brand identity: From Russell Europe to Russell Athletic

Russell Europe is initiating a significant brand development: From 2026, the international textile brand will operate entirely under the name Russell Athletic, with corresponding branding. The gradual transition will begin in the autumn of this year and marks the adaptation to a globally uniform brand identity – back to its roots in the USA. Founded in 1920 by Benjamin Russell, the inventor of the sweatshirt, in Alexander City, Alabama, the brand has been a success story ever since.

The new branding combines the long tradition and appeal of Russell Athletic with the product quality of Russell Europe, which is well established in Europe. The company intends this step to create a consistent brand

image across all markets and strengthen the brand's international position. The first products bearing the new Russell Athletic label will be available in the coming months. Items with the previous label will remain in the range until the changeover is complete.

The brand's focus remains clear: high-quality team and sportswear that combines quality, comfort and durability. Whether for sports teams, companies or organisations, the range meets the demand for functional, durable and stylish clothing that ensures a uniform appearance. From T-shirts to versatile sweatshirts, the collection is characterised by materials, fits and designs that are geared towards team spirit. "Full integration into the global brand world of Russell Athletic creates a look that combines heritage and modernity – a milestone in the history of the brand and a clear commitment to quality and international unity," the announcement continues.

[www.russelleurope.com](http://www.russelleurope.com)



## Kick off of sales cooperation

QUIKFLIP Apparel Europe, the specialist for multifunctional apparel, has entered a strategic partnership with GET IMPRESSED, one of Italy's leading promotional product suppliers. The two companies are bringing the one-of-a-kind Quikflip Hoodie to the entire European promotional product market. This hoodie sweatshirt can be turned into a practical rucksack within seconds. Thanks to the cooperation, the Quikflip Hoodie is now available across Europe through promotional product distributors. Companies, agencies and distributors gain access to an innovative product that seamlessly integrates functionality, style, and a brand image.

'With GET IMPRESSED, we have a strong partner on our side who shares our vision and knows the ins and outs of the European market', says Michael Hirsch from QUIKFLIP Apparel Europe. 'We are convinced that our Hoodie-Rucksack-Hybrid will set new benchmarks in the promotional product market'. Marco Brescia, CEO of GET IMPRESSED, explains enthusiastically, 'Our customers are always looking for unusual products that can innovatively transport brand messages. The Quickflip Hoodie is exactly that – a real eye-catcher with added value.'

The partnership marks the start of a European-wide sales offensive and sends a strong signal for innovation in the promotional product sector.

[www.quikflipapparel.eu.com](http://www.quikflipapparel.eu.com)



Michael Hirsch and Marco Brescia (from L to R) announce the strategic partnership of their companies: Quickflip, the innovative hoodie that can be turned into a rucksack in a flash, is now available throughout Europe in the promotional product industry.

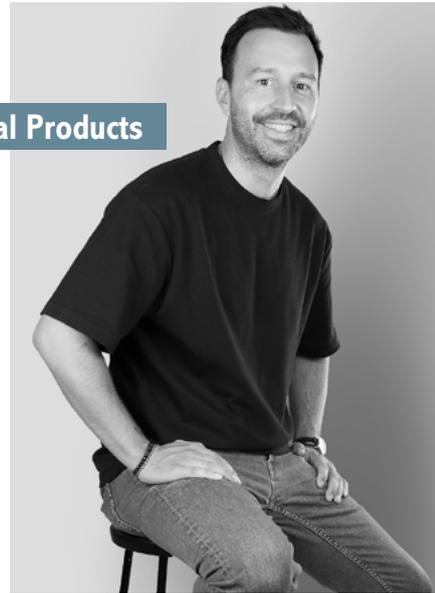
## Instinct for trends, quality and creative product solutions

Marco Immel has recently joined the team at Bartenbach Promotional Products as the new Senior Merchandise Specialist and Key Account Manager. Born in northern Germany, he brings not only 20 years of industry experience to the table, but also an instinct for trends, quality and creative product solutions. After two decades at the Wiesbaden-based full-service provider Verticas – most recently as sales manager with strategic responsibility for sales, product selection and key accounts – Immel is now seeking a new challenge in Mainz, namely to develop brands, inspire customers and take Bartenbach AG's promotional product and merchandising segment to the next level.

“Bartenbach won me over from the very first moment on a personal, professional and strategic level. This is my “perfect match”, says Marco Immel, who is attracted not only by the size, potential and culture of the company, but also by the opportunity to actively contribute to structures, optimise processes and take the lead in merchandising. He has a vision of “Bartenbach as a 360° service provider that implements creative flagship projects for major brands based on high-quality and in a well-reflected, visible manner. After all, “advertising materials can do more.” Immel is convinced of Bartenbach Promotional Products' role as a full-service provider in close cooperation with the Bartenbach Group's creative agency: “When we combine creative excellence with strategic purchasing and genuine passion for the product, we clearly stand out from the market.”

**[www.bartenbach-werbemittel.de](http://www.bartenbach-werbemittel.de)**

### Bartenbach Promotional Products



Marco Immel

## A team strengthened twice over

Since the beginning of July 2025, Inka Lück from the graphics/order processing department and Markus Martin from the sales department have been reinforcing the team at Bags by Riedle in Langenbrettach. Both have many years of in-depth experience in a wide range of industries and business sectors, which they will now be sharing at the manufacturer of high-quality paper carrier bags.

Inka Lück, a trained typesetter and graduate in business administration in the craft trades sector, will plan and manage national and international customer projects, provide internal and external advice on printing technology issues, and implement customer wishes and requirements creatively and in accordance with CD specifications. She worked for many years as a media creator at an IT service company in the area of marketing, conception and design of print and online products, where she was responsible for quality assurance as well as the creation of brand shop pages.

As an internal sales representative, Markus Martin provides professional advice and support to existing customers and acquires new ones. In this role, reliable order processing, including complaint management, is just as important as providing information about new, high-quality products. After completing his studies in international business administration at the Baden-Württemberg Cooperative State University, the customer advisor worked for several years in customer service at a manufacturer of high-quality folding boxes for the perfume and cosmetics industry.

“I am highly motivated to contribute my expertise from the packaging industry to a company that is committed to sustainability, in particular in terms of product quality,” says Markus Martin. After a comprehensive induction period, he already feels just as comfortable in his new team as his colleague Inka Lück: “My love of paper has brought me back to my roots.”

**[www.riedle.de](http://www.riedle.de)**



### Bags by RIEDLE

Inka Lück and Markus Martin.  
Photos: ©BAGS BY RIEDLE

## Sweet website with new features

At their traditional address, [www.suesse-werbung.de](http://www.suesse-werbung.de), confectionery specialist Kalfany Süße Werbung has launched a completely new website, including an online shop – modern, clear and with many new features that make your shopping experience even easier.

What's new:

- Everything in one place: No division between the product world and the online shop anymore – all products are in one place, identifiable by the “online” badge or by filter. No more different item numbers. In addition, all products can be requested at any time via the “enquiry” button – including your contact person (please register and log in for this function).
- New filter options: The filter has been expanded to include the product world and the online shop.
  - Fresh look and feel: Modern design, intuitive navigation and optimised search and filter functions.
  - Product options at a glance: Fill quantity, content, film type or production time can be selected or viewed directly on the item.
  - More choice: Even more items can be designed and ordered online – some even from a quantity of 1.
  - Improved editor: Simple print image design with optimised preview function available around the clock.
  - Better mobile shopping: Optimised view for smartphones and tablets.
  - More insight: Learn more about Kalfany's own production, the Bären Company®, the Choco Company and the wide range of customisation options.
  - My account, my overview: Check order status, use shipment tracking or reorder previous orders with a single click. New: Your personal contacts from the office and field service are displayed here and in the footer – contact them direct if needed.
  - Bundled marketing services: Product data, digital catalogues, flyers and other services clearly arranged in one place.



One thing stays the same: Kalfany's sweet product range – from its own Bären Company® fruit gums and Choco Company premium chocolate made to its own recipe to sweets and Dextro Energy glucose tablets from its sister companies and much more in promotional packaging from its own printing works.

[www.suesse-werbung.de/en](http://www.suesse-werbung.de/en)



## uma CHANGE wins award in Warsaw

At this year's Marketing Festival in Warsaw, uma Schreibgeräte Ullmann GmbH was delighted to receive another award for one of its products. The newly developed uma CHANGE model took third place in the SUPER GIFT 2025 competition. The competition honors promotional items that stand out for their functionality, modern design, and innovative concepts. Visitors to the festival – exclusively agencies, printing companies, and end customers – were able to vote for their favorites in various categories. It is precisely this independent voting that gives the award special significance, as it directly reflects market response.

With the uma CHANGE, uma is focusing on a concept that combines functionality and innovative spirit, setting new standards. The ranking shows that the model not only attracts attention, but has also won the trust and enthusiasm of trade visitors. “What is particularly valuable for us is that this award is given directly by those who will later use and recommend our products,” says uma Managing Director Alexander Ullmann, adding: “The result is a strong signal to us that we are on the right track with our development work.” For more information about the company, visit:

[www.uma-pen.com](http://www.uma-pen.com)

uma Writing Instruments



Lisa Neumaier, responsible for international sales in Poland and Scandinavia, presents the award certificate.

Brandcharger – renowned supplier of sustainable and intelligent design products, available exclusively for the advertising industry in Europe via Giving Europe – received three awards in several product categories at the Hong Kong Smart Design Awards (HKSDA) 2025.

## Success at the Hong Kong Smart Design Awards 2025

# Three excellent awards

**A**ccording to the company, this success underscores “Brandcharger’s pioneering role in innovative design combined with environmental awareness.” For 13 years, the Hong Kong Smart Design Awards have been a hallmark of creativity and business strategy in Asia. Under the motto “Design × Strategy × Technology = Smart Business,” the HDSK encourages local manufacturers and exporters to improve their offerings on the global stage.

### Sustainability times three

Brandcharger’s winning entries are an example of the perfect fusion of form, function, and sustainability:

- > Picasso 2 (inkless pen and stylus) – Gold Award, product group: office supplies.  
An ink-free pen with a graphite tip and a body made from recycled aluminum. Ideal for note-taking and use with touchscreen devices thanks to the integrated stylus.
- > Calix Ceramica (three-layer insulated ceramic mug) – Bronze Award, product group: promotional items.  
Calix Ceramica is made from recycled stainless steel and has a ceramic inner coating for pure taste and easy cleaning. The Tritan screw-on lid is designed for durability and sophistication and is leak-proof, ergonomic, and break-proof.
- > Lany Charge (phone cable & 3-in-1 charging/data cable) – Merit Award, product category: personal accessories.  
A multi-purpose accessory made from recycled PET bottles that combines stylish mobili-

ty with powerful 60W fast charging for USB-C and Apple Lightning devices.

### Delight among the cooperation partners

James Ung, co-founder and chief visionary at Brandcharger, comments: “Winning three awards at the HKSDA 2025 is a great honor for us. It confirms our belief that good design should not only inspire, but also serve a greater purpose, whether it be environmental responsibility, user experience or technological advancement. We strive to push boundaries and continue to develop products that make a difference.” Rick van Doorn, Product Manager at Giving Europe, adds: “These products perfectly meet the growing demand from European consumers for sustainable and well-designed goods. At Giving Europe, we are proud to bring these exceptional creations to market.” All award-winning products are available in Europe through Giving Europe. <





## NBR new Member of the EAC from 2026

The European Associations Cooperation (EAC) continues to grow. As announced by the European promotional products association, the Norwegian trade association NBR (Norsk Bransjeforening for Reklameprodukter) will officially join the EAC in 2026.

‘With NBR, we welcome a strong and trustworthy partner to our network. NBR’s decision to become part of the EAC underscores the importance of cooperation across Europe and strengthens our shared mission: to raise the profile of our industry and shape its future together,’ according to the EAC statement. It continues: ‘NBR has already expressed its enthusiasm for the collaboration and its willingness to contribute where it makes the most sense – demonstrating once again that the EAC thrives on the diversity, expertise and commitment of its members. With NBR on board, the EAC is taking another step towards building a European community for the promotional products industry.’

[www.eaconline.net](http://www.eaconline.net)

## From tree to package – and back again

Karl Knauer KG, an active member of the climate initiative of the German Printing and Media Association (bvdm), is taking another step towards sustainability: CO<sub>2</sub> emissions caused by their activities have been offset by a regional tree-planting project in Germany. In doing so, the packaging company is not only focusing on internationally certified climate protection, but also strengthening the local ecosystem.

Commissioned by the German Printing and Media Association (bvdm), the Forest Enterprise Foundation confirms that almost 600 trees are being planted in the Granestausee forest in Lower Saxony’s Harz Mountains to offset the energy balance for 2024. This measure makes a valuable contribution to stabilising the local climate and strengthening Germany’s forests.

The subject of this project is in no way haphazard, as – according to a company press release – for Karl Knauer, trees are more than just a symbol. As a natural raw material, wood is the basis for many of the materials that Karl Knauer uses to produce packaging and promotional materials from paper, cardboard and corrugated cardboard: “A healthy forest is far more than an expression of ecological responsibility – it is a prerequisite for securing sustainable value chains.”

“We don’t see climate protection as an abstract idea, but as a real responsibility that we take seriously every day,” says Stefanie Wieckenberg, managing partner at Karl Knauer KG. “By planting almost 600 trees in the Harz Mountains, we are consciously committing ourselves to the place where our products originate: the forest. In this way, we are taking responsibility for the raw material we work with daily – and showing that sustainability begins locally and has a global impact.” With this initiative, Karl Knauer KG is once again underlining its commitment to living ecological responsibility in a holistic and future-oriented way. Further information on sustainability at Karl Knauer can be found at:

[www.karlknauer.com/en/sustainability](http://www.karlknauer.com/en/sustainability)



Stefanie Wieckenberg (left) and Franziska Ebert with the certificate. Source: Karl Knauer KG

120 top managers from the international promotional products industry gathered at the latest GXN Conference 2025 in Lisbon and set new standards for networking among executives and thought leaders in the industry.

## The GXN Conference 2025

# Setting new standards

The 4th Global Executive Network (GXN) conference, held from 24 to 26 September at the Altis Grand Hotel in Lisbon, brought together over 120 top managers from the international promotional products industry. With a clear focus on leadership, technology and transformation, this year's programme marked a new chapter in the development of GXN as a global executive platform.

### Tim Andrews honoured

One of the emotional highlights of the event was the presentation of the first GXN Lifetime Achievement Award to Tim Andrews, President and CEO of the Advertising Specialty Institute (ASI). The award recognises outstanding contributions to the global promotional products industry and reflects GXN's commitment to recognising long-term leadership and innovation. 'Tim Andrews has not only led ASI with vision and determination – he has shaped an entire generation of professionals in our industry,' said GXN founder Michael Freter during the award ceremony.

### Industry under pressure: a strategic keynote

The opening address, delivered by Michael Freter and conference moderator Florian Rotberg, provided a comprehensive overview of the current state of the promotional products industry – with a view to geopolitical changes, market pressures and the need for greater international cooperation. Participants engaged in stimulating discussions on resilience, sustainability and value-based leadership in uncertain times. Another highlight was the contribution from Julian Phillips, a US-based futurist and author of *LevAI* than, who shared the stage with his virtual AI co-author Athena. The interactive AI keynote illustrated how artificial intelligence is redefining leadership, decision-making and creativity.



Welcoming the participants: conference moderator Florian Rotberg (left) and GXN founder Michael Freter.

### Platform for the people behind the brands

The GXN conference stood out for its carefully curated programme of events, with remarkable moments and content that provided a valuable platform to showcase the people behind the brands. These included:

- Gender-inclusive leadership sessions, including a presentation that highlighted the importance of leadership development and its implementation in the industry
- A second Global Women's Leadership Council, which set a dynamic agenda for the future.
- Strategic networking formats such as the 'Billionaires Club'
- Insights from over 25 speakers from Europe, Asia and North America.

The success of the 4th GXN conference underscored GXN's ongoing mission to connect leaders and drive innovation across borders.

On 24 and 25 September, the Swiss trade association PromoSwiss held its traditional double trade show, PSF Forum / TOUCH. Once again, the ideal venue was the Umweltarena (environment arena) in Spreitenbach near Zurich, which provided the perfect setting for a wide range of sustainable promotional items.

## PSF Forum / TOUCH 2025

# New records at the Swiss trade show double-header



An impressive setting for a successful trade show double-header: inside the Umweltarena (environment arena) in Spreitenbach.



his time around, the organisers were delighted to see new records set in terms of both the number of exhibitors and visitors. This offered proof that the work of the Swiss association is bearing fruit when it comes to raising awareness among advertising customers from a wide range of industries of the importance of haptic advertising as a sustainable form of advertising for Switzerland too.

### Sustainable products in demand

A total of 81 exhibitors from almost all product areas in the industry showcased their latest innovative and high-quality creations. Once again, in these times of climate change, the focus was on sustainable, ecologically responsi- >>



Full corridors and crowded stands on TOUCH day, which lived up to its name with its focus on “grasping” products and knowledge.

right: PromoSwiss President Urs Germann welcomed guests to PromoSwiss Night in his usual smart manner.



## A talk with Urs Germann, President of PromoSwiss

**Urs, you and your team have had two eventful days at the PSF Forum and TOUCH trade shows. What conclusions do you draw?**

We consider the PSF/Touch to have been a positive event: the number of admissions booked via the GWW system exceeded last year's figure. The exhibitors were motivated and enjoyed organising the event as well as the consistently high visitor numbers, especially on the second day. The frequency of enquiries from the supporting agencies was also significantly higher than at previous trade shows. The feedback from the visitors was “We'll be back next year!”. I would also like to thank our highly motivated trade show team. The cooperative atmosphere among the teams at the advertising agencies' counters also had a positive effect, which was noticed by exhibitors and visitors alike. The latter praised the variety of products and the high quality standard of the items on display.

**You modified the trade show concept somewhat compared to previous years. What was new and how was it received?**

We tried to implement the suggestions made by exhibitors and visitors. A wider entrance area made visitor check-in smoother. We also enlarged the exhibition area, allowing some exhibitors to take advantage of the option of a double stand in order to present their products more broadly. I myself was on the go almost constantly on both days to quickly resolve any potential problems so that exhibitors could quickly cater to their customers again. We had placed the food offerings for visitors in a more convenient location and expanded them, while separating and extending those for exhibitors to reduce waiting times, which was very well received.

**How would you assess the mood in the Swiss promotional products industry? Are the effects of the currently difficult global political and economic situation being felt here?**

Although the domestic industry players are struggling with losses, the mood remains quite positive. Everyone is aware that they are all in the same boat when it comes to general economic problems. But they also know that things will change again. We are hoping for good end-of-year business. However, if the negative trend continues for a longer period, there is a risk that some companies will have to cut jobs.

**And your outlook for the future: What are Promoswiss' plans for the near future?**

The association is on the right track. The new structures are taking effect and we are offering what our members want and not getting involved in things that do not add value. We are delighted to see steady growth in membership on both the distributor and supplier sides. Our current challenge is finding new talent for the management board. It is extremely difficult to find people who are willing to actively support and promote the association. This takes up a lot of time, both in terms of work and leisure, but it is feasible and benefits the domestic industry. After all, there will be a reason to celebrate next year: The PSF Forum will be 20 years young and we will duly celebrate this round anniversary at the next trade show double-header.



left: Double delight at the Pandavia counter after winning the double TOUCH Award.



Proud of the "cup": René Dubach with the lovely ladies of his team from GRAFIC-DESIGN Dubach GmbH.



ble products. They attracted great interest from specialist distributors on the first day of the trade show and from industrial customers on the second. The organisers counted 138 visitors to the PSF Forum, which was exclusively reserved for companies operating in the promotional products business. On the following day, the 1,050 visitor mark was exceeded for the first time at TOUCH, where 10 promotional product agencies acted as partners of PromoSwiss and hosted the event with their teams.

### Networking at its best

PromoSwiss Night is another tradition between the two days of the trade show. It includes an introductory aper-

tif, where organisers, exhibitors and interested visitors meet to exchange ideas over dinner and a get-together in the foyer afterwards. In short, it was networking at its best. One item on the evening's programme was moved to the following day this time: the awards ceremony.

### TOUCH Awards presented

This year, the previous PromoSwiss Awards were transformed into the new TOUCH Awards, which for the first time were not determined by a small jury, but by online voting (with over 500 participants). The winners were announced successively at the TOUCH event and presented with a loud light show on the big screen at the edge of the hall. The winner in the "Most Sustainable Promotional Item" category was the "POLI Lucerne Police" prevention figure from GRAFIC-DESIGN Dubach GmbH. Pandinavia's "Candle Raclette" won the trophy for "Special Production of the Year 2024". Finally, in the "Collection of



left: The Kaiser Promotion AG team celebrating after winning the TOUCH Award.



Networking illustrated: Great atmosphere at the get-together during PromoSwiss Night.

the Year” category, there was a double success for the “OVO Collection” from Kaiser Promotion AG and the “SBB Collection” from Pandinavia, which both received the same number of votes.

### Haptic advertising as an experience

To conclude, the PSF/TOUCH trade show double-header has become a key event in the Swiss promotional products industry. It seamlessly combines a specialist forum, award ceremony and trade show for products – and appeals to distributors, manufacturers and creative decision-makers alike. The consistent focus on sustainability and the consistent showcasing of haptic advertising as an experience could further sharpen its profile, which is why we can already anxiously look forward to the two trade show days next year: 9 and 10 September 2026. <



Images: PSI Journal, Rita Pauchard

The 19th WerbeWiesn attracted over 850 professionals to Munich's Zenithhalle on 18 September 2025. 115 exhibitors presented the latest promotional trends – from sustainable products to innovative technical gadgets – and shaped this successful gathering in a typical Bavarian Oktoberfest atmosphere.

**Festive WerbeWiesn 2025 proves a hit**

# Sector event with a Bavarian flair



**On 18 September, Munich's Zenithhalle was transformed into an atmospheric festival tent with a white and blue Bavarian flair.**

**W**as a day full of inspiration, exchange and Bavarian networking flair. On 18 September, the Zenithhalle in Munich was transformed into an atmospheric Oktoberfest tent: The 19th WerbeWiesn, one of the most important trade shows for promotional materials in southern Germany, opened its doors and once again impressed exhibitors and visitors alike. Around 115 exhibiting companies presented their latest products and ideas, covering over 5,000 square metres of the exhibition

hall. A total of 853 visitors from marketing, purchasing and agencies took the opportunity to find out about the latest trends in haptic marketing.

## Wide range of products

The range of products on offer was extensive: textiles, food and confectionery, electronics, outdoor items, household and lifestyle products, calendars, print products and numerous innovative promotional items. Nine renowned promotional product distributors from the Bavarian region – admixx, AmedeA, BDA, dkpromotion, EIDEX, Hagemann, kicks-promotion, products & more and w+i – invited their customers to this special event.

## Oktoberfest flair and special highlights

Genuine Oktoberfest flair was provided by a charming alpine hut, Bavarian delicacies “to go” and the festively decorated Christkindl area with a five-metre-high Christmas tree. A popular highlight of the day – and a must for this festive Oktoberfest atmosphere – was the traditional beer barrel tapping. Thomas Gottschall, Managing Director of EIDEX GmbH, took only two strokes to tap the first barrel and get the barley juice flowing. “A perfect start to a successful day at the trade show,” said the organising team.

## Positive feedback and a look to the future

Once again, the WerbeWiesn 2025 demonstrated perfect organisation, an open atmosphere and a lively exchange of ideas. “The WerbeWiesn is the sector’s meeting place in southern Germany. The friendly atmosphere and the high quality of the exhibitors make it unique,” concluded the organisers. After another successful event,



Customers are welcome: the WerbeWiesn team and exhibitors await their guests.



Around 115 exhibiting companies presented their latest products and ideas across more than 5,000 square metres.



Another highlight this time around: the traditional beer tapping. Thomas Gottschall, Managing Director of EIDEX GmbH, needed just two strokes to get the barley juice flowing.



The proud winners of the 'Best of Bestsellers Awards 2025'.

which once again put the spotlight on “haptical” promotion, the organisers are already looking ahead to upcoming trade shows:

- WerbeWelt on 25 March 2026 – with a focus on sustainability, fair trade and regional production (also organised by werbemax).
- 20th WerbeWiesn on 17 September 2026 – once again at the Zenithhalle in Munich.

### Presentation of the “Best of Bestsellers Awards 2025”

The highlight of the evening before the 19th WerbeWiesn was the presentation of the coveted “Best of Bestsellers Awards”. At the beginning of July, a jury team from the marketing and purchasing departments of leading companies faced the difficult choice of winners during an afternoon at the EIDEX GmbH premises in Baierbrunn: The exhibitors at WerbeWiesn had submitted 80 products for the three advertised categories – giveaways (up to €5), medium range (€5–20) and VIP gifts (€20 or more). Prizes



A toast to a successful WerbeWiesn.

were awarded to products that scored highly in terms of outstanding sales figures, innovative ideas or particularly sustainable production. These award-winning articles can inspire companies for their future promotional product strategies. The first places went to: Kaldenbach: Camarc BIG-FLIP (giveaway), Halfar: Shopper Mono (medium range), EYS: Corporate Sneaker (VIP gifts). “The Best of Bestsellers Awards are not only a tribute to the manufacturers, but also a valuable guide for anyone looking for successful promotional product ideas,” said the jury. <

On 23 September 2025, Koelnmesse (Cologne Expo) hosted GWW TREND Autumn – the established trade show of the German Promotional Products Association (GWW), which specifically targets promotional product consultants and agencies. Only GWW members are represented as exhibitors.

## GWW TREND Autumn 2025

# TREND Autumn entices with end-of-year trends



The invitingly bright premises in the northern entrance area of the trade show provided approximately 6,000 m<sup>2</sup> of ample presentation space for the stands of around 140 exhibiting companies. According to GWW, 544 registered visitors (12 fewer than last year) came from all parts of the country to find out about the latest collections from the wide range of haptic advertising products and gather ideas for their customers' advertising campaigns.

### Focus on end-of-year business

Alongside so-called "classics" that are constantly being reinvented, the focus of almost all product segments on display was primarily on sustainable innovations made from alternative, environmentally friendly materials for ecologically responsible advertising campaigns. Products for end-of-year business and Christmas promotions were of course also particularly showcased at this time of year.

A bright and friendly atmosphere with ample presentation space for extensive product research.

Numerous brand manufacturers also know how to harness the power of object-based advertising.



### A professional atmosphere

The organisers were delighted with the response and positive feedback from both exhibitors and visitors. Everyone enjoyed the informal yet professional atmosphere of the trade show, which kicked off the evening before with the traditional GWW get-together for all suppliers, distributors and business partners at the Rheinterrassen. As always, it was a welcome opportunity for networking.



The venue for TREND Autumn: The Congress Centre North at the Koelnmesse (Cologne Expo).



Together, they enjoyed the informal yet professional atmosphere of the trade fair.



The winners of the new PSI Academy Awards were also proudly presented: here is the MONO bag from Halfar in the "Product of the Year" category.



A winner of the PSI Academy Awards and present at the TREND trade show: artbottles® from Refill International Consulting.

### The association draws positive conclusions

However, one challenge remains: how to maintain a steady flow of visitors throughout the day and address periods of lower activity in the afternoon – for example, through targeted programme offerings or communication incentives. Nevertheless, the organisers draw positive conclusions: "The GWW TREND trade show has strengthened cohesion within the association and is a flagship for the German promotional products industry. The economic situation and individual challenges on the part of manufacturers and distributors prompted some trade show visitors to spontaneously apply for membership. In particular, the individual consulting services on legal and taxation issues as well as continuous information on the legal environment of the promotional products industry are valuable services that are used intensively," according to their assessment. <

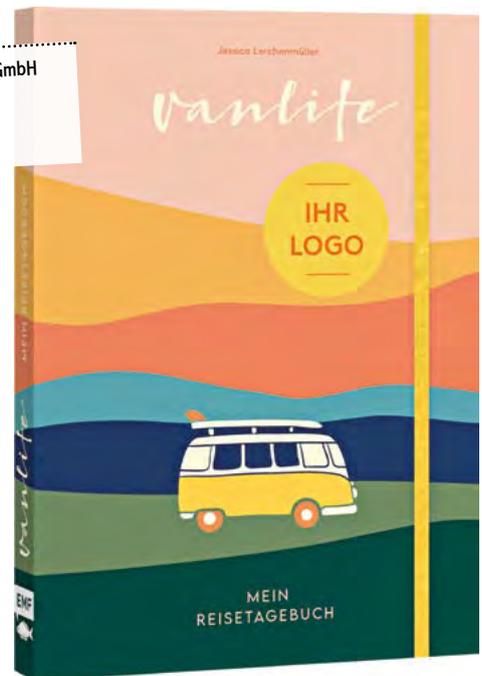


The products in this product area are particularly memorable because they are used in crucial moments. They make brands tangible and help **make mobility convenient and safe.**

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## A reminder for globetrotters

This travel journal from the EMF Publishing House, Edition Michael Fischer, is for all campers who want to remember their most beautiful holiday moments and adventures. It features plenty of space for personal notes, helpful lists and travel tips for on the go. Individual copies can be created, with the size, design and features of the book tailored to your ideas and wishes by EMF Publishing House. On request, a logo can also be placed on the cover or selected products on the inside pages.



## Well secured

Travel can be unpredictable, and luggage is not always handled with care. The luggage strap from Greenverta by Media Sp. z o.o. ensures that your belongings are securely stowed away and easy to recognise – and that your company logo travels with you wherever you go. The strap prevents accidental opening and turns every journey into a subtle advertising opportunity for a wide audience around the world. With their durable sublimation printing, they are a practical and visually appealing accessory for any suitcase. Two types of straps are available to suit the requirements of the advertising brand: smooth or ribbed and regular or made from recycled materials.

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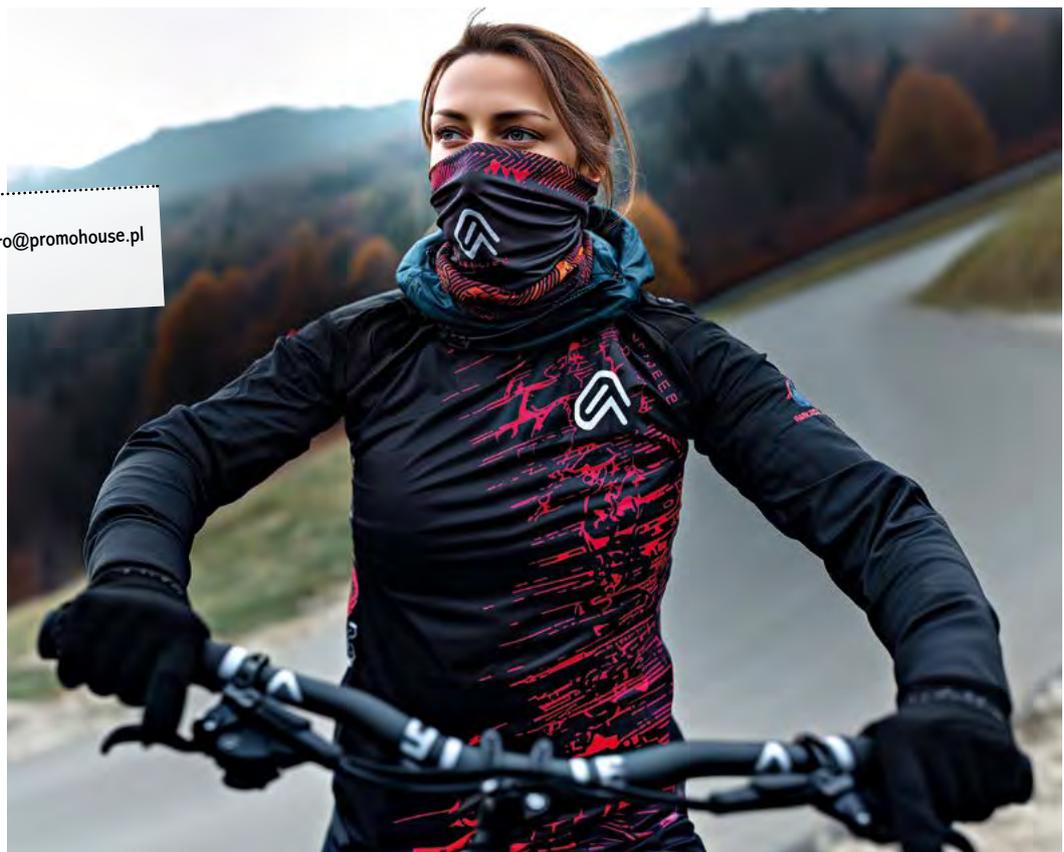
## Flexible and universal

Intos Electronic offers a flexible, universal drink holder adapter for car mounts with its InLine cup holder base. The product is the ideal alternative to suction cups or mounting on the ventilation grille. Compatible with all InLine car mount models, the adapter can be conveniently attached to most standard cup holders with a diameter of 65 to 103 millimetres thanks to its flexible design. The cup holder base provides a particularly secure and stable attachment in the car's cup holder. Your smartphone can be flexibly aligned using the gooseneck and remains in the desired position without wobbling or slipping. Your mount always sits firmly and securely, even on bumpy roads. Thanks to its simple installation, the adapter is the perfect solution if you frequently change vehicles or do not want to permanently attach it. It can be attached or removed in seconds without leaving any residue or marks.

## Extremely versatile

The Multi-Bandana from Promo-House is a versatile sports accessory that is suitable for both professional athletes and active people. The product can be worn as a neck warmer, headband, hair tie, armband, face mask, cap or hood. Thanks to its practicality and lightweight design, the multifunctional bandana is the perfect accessory for cycling tours. It provides effective protection against wind, dust and insects while keeping your neck and head warm on colder days. Companies use its relatively small surface as an effective advertising medium to promote their own products, brands or logos. Promo-House prints the bandanas using sublimation or digital inkjet printing on request. The multifunctional product is made from polyester micro-fibre in various weights. A more sustainable option made from recycled polyester, rPet, is also available in the portfolio, which can be packaged in individually printed single packs.

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## Skylight in the dark

Available as a mid-size stick umbrella, oversize pocket umbrella and 4Kids version, the FARE® Skylight® models are the ideal companion in the dark season. An integrated LED light at the top of the stick switches on automatically when the umbrella is opened. This way, umbrellas provide better orientation at dusk. The LED lamp illuminates the path, including uneven surfaces, puddles and dog droppings. The light can even help when searching for your front door keys in your handbag. More importantly, however, it makes you more visible to other road users. This is particularly important for schoolchildren on their way to school. In addition to the lighting, the FARE® Skylight® family impresses with flexible fibreglass tracks and a high-quality windproof system, enabling it to withstand even strong gusts of wind. If the lighting is not required, it can simply be switched off. The lighting allows for special effects when printing on the wedges, as the illuminated screen is a real eye-catcher from the outside.

## Helpful utensils

The car set from Hepla is “made in Europe”, which means that it can be delivered in large quantities at short notice and is a useful promotional item with a wealth of practical utensils for the car. The product consists of a re-sealable plastic box in the standard colours white, red or blue. Special colours are available on request. The box contains an ice scraper, a car sponge, a tyre tread depth gauge as well as a pair of disposable gloves, which are colour-coordinated with the box. A large print area offers many opportunities to showcase inexpensive and attractive promotional ideas and customer requests. This practical promotional item can be finished on demand in our in-house print shop by means of screen printing or effective digital printing.

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PSI 46311 • Troika Germany GmbH  
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## A wheel's length ahead

With the Mountain Bike key ring from Troika, customers can really pedal hard for their brand. And they do so in style: made from cast metal, the Mountain Bike key ring is sporty, rich in detail and finished entirely in matt chrome. Your fingernails are spared and changing keys is effortless thanks to the cleverly designed, patented Troika Nail Guard opening mechanism. It is a must-have for anyone who can't stand still, even on the way to the front door. The product impresses with its durable quality and elegant appearance. Thanks to its silver-coloured surface, the key ring fits any bunch of keys, making it a stylish eye-catcher.

## Saddle-proof advertising

Especially in today's world, where many people are switching to bicycles as an alternative to cars, it is well worth advertising on Hepla's PET bicycle saddle cover. It is made from recycled PET bottles, enabling it to protect the bicycle saddle from dirt and moisture while also protecting the environment. Thanks to the flexible material and elasticated band, the cover fits almost any bicycle saddle, whether it's a trekking, city, children's or racing bike. When not in use, the cover can be easily folded up and quickly stowed away in a trouser or jacket pocket, work bag or backpack. Available in black, the PET bicycle saddle cover offers a large printing area and offers many opportunities to showcase inexpensive and attractive advertising ideas and customer requests.



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## Comprehensive support

The 216-piece socket wrench set from Heyco Quality Tools combines quality and functionality in one set. Made from high-quality chrome vanadium steel, this tool set impresses with its robustness and reliability. The sockets have a screw-friendly profile that enables optimum power transmission and protects screw heads. The ergonomic two-component handle ensures a secure grip and comfortable working. The top-quality finish emphasises the quality of workmanship and makes the set a long-lasting companion. It is delivered in a sturdy box with metal hinges and a metal clasp, which guarantees orderly and secure storage.



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



## Keeping your car interior clean

The car interior cleaning spray from Sanders Imagetools removes dirt without damaging materials. It is ideal for quick and easy cleaning of the entire car interior, especially displays and steering wheels, as well as all other surfaces. No water is needed: spray it on, let it work for a short time and wipe off it with a cloth. The cleaner leaves behind a pleasant, fresh lemon scent and a matt shine. The spray is available with short delivery times. The minimum order quantity for the 20 ml size is 100 units, and for quantities of 250 units or more, the spray is available in a 50 ml size, with or without a bumper, each with a customised advertising imprint.

## Visible in any weather conditions

Whether it's a sudden rain shower or dark surroundings, the Reflex rain cover from Halfar is the smart companion for anyone who wants to protect their backpack in bad weather while remaining clearly visible. The water- and dirt-repellent rain cover with reflective print, bright neon yellow colours and reflective strips ensures increased visibility in traffic, thus also making brands visible. This creates a functional advertising medium with added value. Thanks to its individually adjustable drawstring as well as cross and lengthwise fastenings, the cover fits securely and is suitable for standard backpacks with a packing volume of up to 26 litres. It is lightweight, foldable and fits in any jacket pocket or the side compartment of a backpack. It is ready for use in no time when it rains, pulled over the backpack in seconds, tied down and additionally secured with a Velcro fastener. The Reflex rain cover combines functionality, visibility and brand presence as a practical accessory or individually refined advertising medium.



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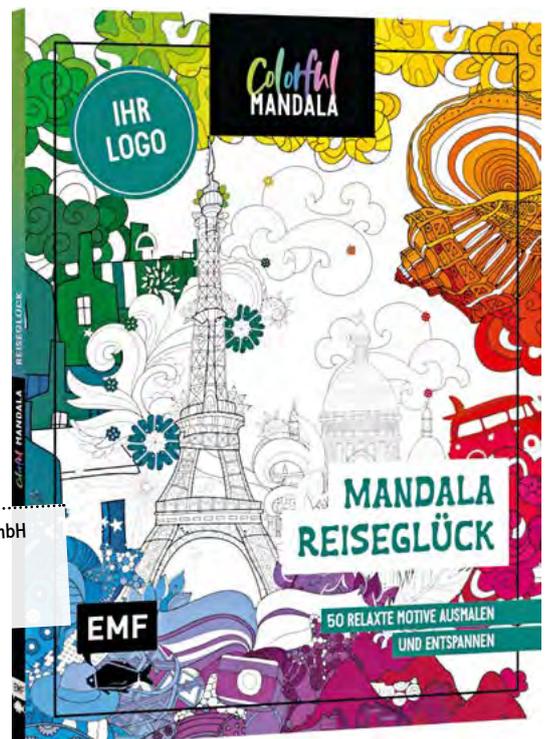
### On the road every week

Advertising calendars are among the absolute classics among haptic advertising media and continue to enjoy great popularity year after year. With a high-quality brand calendar from Athesia, brands are sure to remain in the spotlight for customers 365 days a year. The 2026 Harenberg Campinglust calendar takes you “on the road” every week. It includes 53 pictures of the most beautiful routes for motorhome and caravan enthusiasts as well as route information and QR codes with links to destinations in Germany, Europe and around the world. The other calendars, Radwanderlust (desire to cycle) and Wanderlust (desire to hike), are also guaranteed to boost your desire to travel. Advertising can be placed on Harenberg’s practical weekly wall calendar in 25 × 35.5 cm format for orders of 50 or more. This is done on the extended back side within four to six weeks.

### A colouring trip to cure wanderlust

This book from Edition Michael Fischer, EMF Publishing House, contains dreamlike motifs from all over the world, waiting to be coloured in however you like. It includes all the basics for colouring, inspiring quotes and exciting extras on mandala theory and meditative painting. EMF Publishing House also adapts the content and design of the book to the company’s CI and target group. The format and number of pages can be tailored to your ideas and wishes as well. It is also possible to place a logo on the cover. The EMF team develops tailor-made print media with an all-inclusive guarantee from concept to delivery.

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### An energy boost with flavour

When you're on the go, you need small snacks that are practical, original and memorable. This is exactly where Der Zuckerbäcker comes in, making mobility an enjoyable experience. The energy balls in reusable bags provide healthy power for between meals and are ideal for cycling or train journeys as a strong signal for ecological sustainability. The traffic light snack bag charmingly sums up the topic of safety: red, yellow and green marshmallows provide for sweet attention with a clear message. And the snack tin with edible tyres shows that even classic road traffic symbols can be transformed into delicious advertising material. The product is robust, amusing and guaranteed to be reused. Individually branded and available in small quantities, these items are not only sweet snacks, but also powerful brand ambassadors.

### SOS bedroom finder

Fire brigades recommend marking all bedrooms in your home. In the event of a fire or heavy smoke, it is vital to know immediately where sleeping people are located. The SOS Bedroom Finder from marcolor is a sticker made of highly reflective foil, which is produced individually according to customer requirements at the marcolor printing plant. The SOS Bedroom Finder is simply attached to the lower third of the bedroom door and clearly signals to emergency services where people are sleeping. This enables rescue workers to act quickly and effectively. The stickers are manufactured by means of a high-quality UV digital printing process and applied to a sturdy cardboard backing card. This backing card can be individually printed on both sides and offers generous advertising space, making it ideal for companies, organisations or campaigns. Both the format of the sticker and that of the backing card can be customised according to customer requirements. The delivery time is approximately 15 working days.



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## Packed for perfect enjoyment

Travelling can make you hungry – and nothing is more annoying than an empty stomach when there's no food in sight. But with the right preparation, a little culinary break can be a moment of great pleasure, e.g. with the ready-packed Römer Präsente "Travel Case": 500 g of savoury wholemeal bread, two delicious tins of sausage of various kinds (125 g each) and 45 ml of spicy mustard. With the "Travel Case", a hearty snack is always at hand. A fine Williams pear schnapps (20 ml, 40% vol.) is also included to round off the set in style. The Travel Case can also be customised with a sticker or insert – making it a real eye-catcher and giving it that certain something.

## Energy for on the go

Practical, refillable and generously sized, this can is a true promotional highlight. Conveniently stored in your handbag when you're on the go or in the cup holder of your car, the advertising remains constantly in the customer's field of vision. Whether it's to help you get through a traffic jam, lift your spirits or simply give you an energy boost between meals, 65 g of Dextro Energy Cassis is sure to help and leave a good taste in your mouth. The can lid is branded with the Dextro Energy logo to easily identify the contents. The wraparound advertising label provides enough space for your individual advertising message. This promotional box with long-lasting advertising impact is only available from Kalfany Süße Werbung, which is according to the company "Germany's only IFS-certified manufacturer of 'sweet advertising'".

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### Fond memories

Souvenirs are ideal holiday keepsakes for the home, because they showcase memories and feelings from your most recent break longer than many digital holiday photos or selfies. Souvenirs have always been an additional source of income, especially in the tourism and leisure industry. The diverse range of products from mbw® offers the right item for every occasion and every holiday region. The Schnabels® squeaky ducks, the anti-stress figure Herr 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, these appealing products are ideal promotional and gift items, ensuring that not only the holiday remains a lasting memory, but also the advertising company.



### Smart organisation

More and more people want to keep their valuables practical, secure and within easy reach at all times, even when they are on the move. In addition to convenience, protection against theft and loss is a key focus of the patented multifunctional bags from FreeWings. These bags combine organisational skills, protection and brand presence. They can be worn as individually printed additional bags on a backpack, belt or directly on your arm or foot. This ensures that the logo is always visible. The bags are available in three sizes: compact for money and keys, as a practical card case and large for smartphones. The materials span from merino, bamboo, cotton and micro-fibre to an exclusive leather version. The highlight is a 100 % waterproof premium product that protects up to a depth of 25 metres. The patented design guarantees unique comfort and an indispensable carrying experience.



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 www.victorinox.com/corporate-gifts



## A classic with 33 functions

The Christmas season is an opportunity to show appreciation to customers and business partners. Personal gifts are remembered long after the festive season is over. Victorinox offers high-quality and practical gift ideas for this purpose, which can be customised: from stylish classics to functional everyday companions. This creates effective promotional items that are not only useful, but also have a personal touch and strengthen lasting relationships. With the online configurator, you can select products and individually enhance unique ideas with a logo or message, e.g. the Victorinox classic Swiss Champ with 33 functions. They can be personalised by etching on the blade, pad printing, digital printing, digital haptic 3D printing, metal inlay or engraving on the shell.

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## Atmospheric design

The festively designed biscuit tins from Dosenspezialist combine enjoyment with clever messaging. Lovingly printed with motifs relating to cars, bicycles, traffic and safety, they are an eye-catcher on any table. Whether as a gift, promotional item or giveaway, the high-quality tinplate box protects the biscuits while elegantly conveying the desired message. The atmospheric Christmas design combines feelings of joy, mindfulness and a festive mood, while playfully reminding us of safe travel, conscious mobility and responsible behaviour. They convey a festive message that will be remembered for a long time to come.

## Protective and cosy

This large waterproof outdoor blanket from FNC International Limited has a durable polyester back side with a polyurethane coating to keep you dry on wet days. Its soft fleece interior provides warmth and comfort. This makes the product ideal for use in stadiums, at picnics or on beach trips, as it offers both protection and cosiness.

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 www.fncintl.com





PSI 49986 • Dimar Tecnoprint S.r.l.  
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www.dimartec.it

## Travelling in style

A travel bag is an indispensable accessory for any traveller, as it keeps things neat and comfortable on the go. The new travel bag, a custom-designed bamboo pouch made in Italy by Dimar Tecnoprint, is designed to store essential items such as toiletries, make-up, jewellery, electronics and perfumes, ensuring that your belongings are safe and easily accessible. Made from biodegradable bamboo fibre, the bamboo pouch is a step towards a more sustainable lifestyle. This natural material is not only biodegradable, but also has antimicrobial properties, making it an ideal choice for travel bags that often come into contact with different surfaces. The eco-friendly bamboo products are fully personalised with sublimation printing, which not only gives them a personal touch, but also makes it easier to identify the bag among a multitude of generic accessories.

## Proper grip

Made in Germany, the tyre tread depth gauge from Hepla is a practical and useful aid that not only promotes customer mobility, but also underlines the brand's values of safety and responsibility. The easy-to-read millimetre scale allows accurate measurement of tyre depth. The sturdy plastic housing ensures easy handling. Simply pull out the gauge, insert it into the tyre tread and check the depth. Regularly checking the condition of your tyres not only improves driving safety, but also minimises the risk of tyre blowouts. The product is also available in larger quantities at short notice. As it is manufactured in-house, special colours are available on request. The case of the tester is available in six standard colours, while the tester itself is comes in white and in black. This means that any corporate design can be optimally implemented. For additional flexibility, these compact advertising media can be equipped with a link chain or a key ring. On request, the promotional products with an attractive printing area can be finished in our in-house print shop by means of pad printing or digital printing.



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## Active and fit anywhere you go

Ready for any trip: The ActiveTowel® Sports made from high-quality P-9000® micro-fibre is more than just a simple sports towel. It is a reliable companion on hikes, camping trips or at the beach. Lightweight, absorbent and compact, it fits in almost any backpack or suitcase. Thanks to its full-surface photo-quality print, the towel offers a great opportunity to customise it to your own liking. The packaging solution is also innovative: the ActiveTowel® sports towel comes in a folding box with a customisable slipcase. For orders of 75 or more, the packaging can be designed entirely according to your individual specifications. The result is a successful combination of a practical sports towel and additional advertising space on the outer packaging, which is also ideal as gift wrapping.

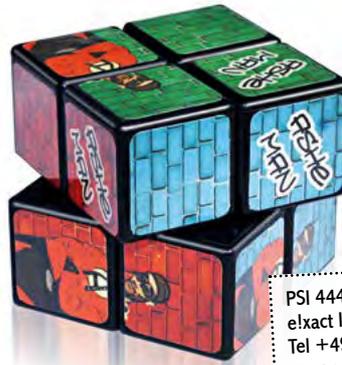
## Innovative anorak

Customised by the Zego Textile Finishing Centre, the Speeder unisex anorak from Stanley/Stella is the perfect companion for almost any adventure. With a stylish medium fit and available in sizes XXS to 3XL, this garment combines functionality and comfort for travellers as well as car and bicycle enthusiasts. Made from 100 % recycled polyester, the Speeder offers both weather resistance and breathability, making it ideal for unpredictable conditions. The textile of this model can be easily custom-finished with designs and logos. It is perfect for promotional product distributors who want to offer their customers solutions for any situation. Whether in the city or the countryside, you will be travelling in style.



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

### An enchanting companion

A Rubik's cube is a compact, welcome and entertaining companion on long journeys. Especially for families with children, the Rubik's cube has long been a reliable travel companion. Whether 3 × 3, 2 × 2 as a standard size or as a key ring, the product available from elxact International Promotional Products takes up very little space and promotes logical thinking, spatial awareness and patience in a playful way. On long journeys, the entertaining and space-saving magic cube becomes a mini activity station and is of course not just for children.

### Small but powerful

Item number 6646 from team-d Import-Export Warenvertriebs GmbH is the Mini Flashlight Allrounder. At first glance, the size of this small, compact and rechargeable torch may be deceiving. However, this little light is a great and ecologically sustainable talent for everyday life. The light element in the robust aluminium case has several lighting functions. It can be adjusted to 100 or 50 per cent light output, as well as red light and a red flashing function. In addition to a sturdy carabiner, its features include a bottle opener, a strong magnet and an adjustable stand. The integrated battery can be recharged using the USB-C cable included in the delivery.



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[www.intos.de](http://www.intos.de)

## Convenient mobile phone holder

The InLine One Touch Qi 2 is a universal smartphone holder for cars from Intos Electronic that guarantees state-of-the-art charging technology, maximum convenience and a secure hold for your smartphone while driving. The holder can be attached to the ventilation grille slot using a hook or clamp, or to the dashboard or windscreen using a suction cup. Compatible devices are charged wirelessly with up to 15 watts of power. Power is supplied via the USB-C interface. Thanks to smart sensors for opening and closing the InLine holder, it automatically detects when the mobile phone is inserted and gently closes the arms to securely hold the device in place. Another sensor on the underside allows it to be opened and closed with a simple touch, making it perfect for one-handed operation.

## All-round portability

Orbit from Halfar greatly expands your personal orbit – on the one hand, because the dynamic roll-top rucksack with its welded zips and soft PU material can withstand all weather conditions. On the other hand, the minimalist design in the trendy colours caramel, olive and black looks great anywhere. Last but not least, the urban Orbit impresses with its three possible carrying options. Firstly, it can be attached to a bike rack in no time at all thanks to special brackets. It can also be carried as a classic backpack on your back, with good weight distribution thanks to padded shoulder straps and an extra chest strap. Finally, the product can be used as a trolley on wheels. With the attachment loop, it simply piggybacks the backpack. And if the Orbit's "orbit" should ever unintentionally become too large, it can be quickly found again in the Airtag compartment.

PSI 45666 • Halfar System GmbH  
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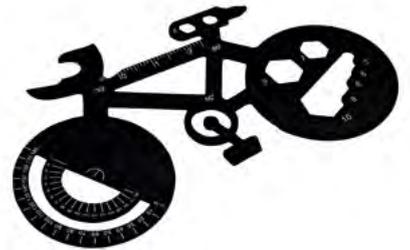


PSI 49729 • Condedi GmbH  
 Tel +49 2942 2160 • info@condedi.de  
 www.condedi.de



## A practical emergency aid

As people still cycle in autumn, Condedi's Stop & multifunctional tool can help with unexpected problems or minor adjustments in just a few simple steps. The 16-piece all-round tool is suitable not only for bicycles and includes Phillips and flathead screwdrivers, three nuts, a matching adapter, six Allen keys and a spoke wrench. The product arrives at the customer's doorstep packaged in a black gift box. It can be print-finished. Happy Pen, the promotional quality bit pen, is equally compact. This multi-tool with eight bits also comes packaged in a black gift box and can be customised with printing or engraving. The product known as Bike is also extremely useful: the metal card as a multi-tool is a handy helper in card form with various functions, attractively packaged in a black sleeve and customisable. The products are in stock and available even in small quantities. You can find more useful products from the categories pets, tools & living at [www.condedi.de](http://www.condedi.de).



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*Durch Handbewegung  
 ein- & ausschalten*

## Compelling arguments

Listed under item number 6645, team-d Import-Export Warenvertriebs GmbH is launching its Style headlamp that is equipped with a motion sensor. The modern headlamp is rechargeable using the USB-C cable included in the scope of delivery. The bright COB LEDs, whose brightness can be set to either 100 or 50 per cent, illuminate the path ahead. The product also features an additional side spot light XPE LED. Both lights can be switched on and off with a hand movement via a motion sensor. The IPX4 protection rating provides effective protection against splashing water from all directions. A size-adjustable, elastic headband ensures optimum wearing comfort.



PSI 42020 • mbw Vertriebsges. mbH  
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## Safety through visibility

mbw® offers a wide range of products that increase the people's visibility for more safety on the roads. The products are not only functional, but also combine playful design with the highest quality. Popular items include small reflective animals such as elephants, dogs and bears, as well as the Rexflex-Monsta, which can be easily attached to backpacks, school bags or prams thanks to a practical hanging cord. The products are indispensable for anyone travelling in the dark and offer companies the opportunity to place their slogan or company name directly on the item or on an advertising flag. In addition, mbw® also offers safety reflective bands, high-visibility vests and reflectors. These products make life safer, more colourful and more cheerful, while also offering the opportunity to showcase the advertising company.

## Breathable and durable

The Heytec work gloves from Heyco Quality Tools are made of breathable, durable micro-fibre and are light and comfortable to wear. The palms consist of high-quality synthetic leather for a secure grip and high durability. With their excellent fit, they enable precise work and are the ideal companion in the workshop, on assembly jobs or for do-it-yourself activities.



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 www.boogie-design.com

## On tour comfortably and naturally

Travelling inspires us to see new things, try new experiences and escape everyday life for a while. The spacious and comfortable weekend bags and backpacks from Boogie Design ensure that all your belongings are transported safely. Luggage tags are also available to protect against loss, as well as various cosmetic bags for small accessories and passport and flight ticket holders. The products are made from natural and sustainable materials such as natural wool felt, recycled felt, recycled leather and washable paper.

## An orderly trunk

For motorists who value a tidy and spacious trunk, the L-merch Universal Zego Folding Box is an indispensable accessory. With sturdy plastic carrying handles and two generous compartments with mesh pockets, it ensures that all items remain safely and neatly in place. Made from 100 % polyester, the folding box offers stability for heavy contents. It can be designed using various textile finishing processes to permanently display the company design or logo. This makes it not only a functional organisational aid, but also a mobile advertising medium that stylishly showcases the brand.



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## Well catered for on the go

Holz Frank presents a strong duo for everyday use with its insulated stainless steel drinking bottle and insulated lunch box. Both products feature an FSC®-certified lid made from local beech wood. They are double-walled, ensuring that temperatures are maintained for a long time, whether hot or cold. The materials used in these robust and leak-proof products, wood and stainless steel, can be engraved. A logo, slogan or personalisation can be added on request – permanently and to a high standard. Ideal in the car, on the train or on the bike, the lunch box is sustainable, reusable and visible to the target group every day.

## A targeted approach

The tailor-made industry and theme box “travel and tourism” from mbw® offers promotional products distributors a carefully compiled selection of promotional and gift items that are specially tailored to the needs of customers such as tour operators, hotels and tourism providers. The box contains popular gift and promotional items that have been selected based on extensive research and industry knowledge to precisely match customer tastes and thus offer a product selection tailored to the target group. The box can be used for easy sampling to present suitable samples to customers in a cost-effective and convenient manner, thereby generating new sales. The boxes can also be sent directly and neutrally to customers.



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## Playful brand loyalty

The Memo colouring and game set from Reidinger is the ideal promotional gift for family-friendly and sustainability-oriented companies. Thanks to its practical format, this giveaway with versatile designs fits in any bag. This guarantees fun at any time when you are travelling, camping, in the garden or are on outdoor adventures. The handy cards can first be coloured in with the six coloured pencils of your choice and then used as a unique memo game. This results in a unique gaming experience every time. The creative concept promotes fine motoric skills, concentration and imagination and is perfect for children and adults alike. Reidinger coloured pencils are FSC® certified, all elements are made in the EU and carry the Climate Partner label for their financial climate contribution and comply with DIN EN 71 I-III. The packaging, cards and pencils can be individually designed in the company's corporate design, making them brand ambassadors with a long-term effect.



## Secure transport

The Maximex luggage strap combines smart functionality with easy use: on one end, a round snap hook provides a variety of attachment options, while on the other end there is a continuously adjustable loop made of durable webbing. In between is a practical plastic snap fastener that allows the loop to be opened or closed in no time at all. Whether it's a jacket, duty-free purchases or other extras, everything can be easily secured while keeping your hands free and ensuring nothing is forgotten. The products are individually manufactured according to Pantone and can be customised with advertising on either the loop or the snap fastener. Other variants, such as suitcase straps or mobile phone holder chains, are also available on request.

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## Making it to school safely

Walking or cycling to school can be a great experience for children. They get some fresh air, can travel with their school friends and learn to navigate traffic independently. However, traffic can be dangerous, which is why safety on the way to school is particularly important. Pedestrians are often overlooked, especially in the dark winter months, when it is raining or foggy. Bright clothing alone is not enough. Reflectors on bicycles, jackets, school bags or shoes are a simple and effective way of ensuring that children are visible from a distance. At the same time, they are an inexpensive advertising medium. refAktive offers a wide selection and is happy to advise you.

## Multifunctional mobility

The multifunctional laptop bag for cars from FNC International Limited makes it easy to organise and repurpose space in your car. This versatile bag made from durable Oxford fabric can be converted into a steering wheel desk or a backrest organiser. It is perfect for eating, working or studying on the go and can accommodate a laptop up to 15 inches in size. The bag can be easily attached to the back of the seat or the steering wheel. The product is foldable and easy to store, making it the ideal companion for on the go.



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## Rubber ducks on the go

The cheerful new rubber ducks from Römer Wellness come in many different shapes. Roland Radler, Karl Kapitän, Pepe Pilot and Volger Vollgas, for example, address mobility in all its facets – from relaxed to fast-paced – and make the topic of transport playfully tangible. Roland Radler stands for leisurely excursions on two wheels and is reminiscent of the relaxed, environmentally friendly alternative to the car. Karl Kapitän symbolises the maritime side of mobility, while Pepe Pilot takes the perspective up into the air and reminds us of fast travel above the clouds. Volker Vollgas rushes through life with energy and speed and is a full-blooded racing driver in a red speedster. Whether in your bathtub or at your desk, these new rubber ducks playfully bring transport topics to customers, employees or business partners. The manufacturer offers pad printing for all items for orders of 50 or more.

## Optimal visibility

Hepla is offering a textile product with a large advertising space – its safety vest. It is available in neon yellow and orange and features two reflective strips around the entire circumference. This ensures that the person wearing it is clearly visible in the event of an accident or breakdown. The vest is fastened with Velcro straps. This useful promotional item complies with EN ISO 20471:2013 + A1:2016, Class 2/2, CE and can be stored in the enclosed yellow or orange polyester bag to save space. Since 2014, high-visibility vests have been mandatory in Germany for all vehicle occupants, including children. Children’s safety vests are therefore also available. On request, the vest and bag can be customised in our in-house print shop.



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www.indexa.de



## Economical night light

The NL04 LED night light from Indexa is ideal for children’s rooms, hallways and stairwells, or even for taking with you to a hotel room and ensures that no one is left in the dark. The soft, warm white light creates a feeling of well-being and safety. Thanks to an integrated twilight sensor, the light switches on automatically when it gets dark and switches off again when daylight returns. The LED light has a particularly long service life and can be easily plugged into a socket. With its flat design, the night light matches with any décor. The white case and transparent light surface can be customised with an individual print. It is the perfect way to showcase your advertising message.





PSI 43714  
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## Multifunctionality on your key ring

Mobility shapes our everyday lives, whether by car, bus or bicycle. Römer Lifestyle's ROMINOX® Key Tools are multifunctional key rings in the shape of vehicles that bring this topic to life. From trucks to helicopters, ships to SUVs: Each shape represents a different aspect of the modern world of transport and thus a different sector, target or user group – from individual travel to global logistics. The key rings combine practical use with symbolic power. They remind us of the diversity of our mobility in everyday life. A small tool that makes big topics and industries visible – right on a key ring for your customers, employees or business partners. The manufacturer offers custom engraving and/or a customised pouch for orders of 100 or more. Express production within a few working days is possible at any time.

## A bright helper

Easy to use and ingenious in its effect: with the Safety Lights Reflector from Lumitoys-GmbH, customers will never be overseen. Simply attach it to clothing, caps, bags, backpacks or wherever desired using the magnetic fastener, and these little helpers with their big safety advantage will ensure that no one is left in the dark. In addition to the reflective surface, the integrated LEDs can be activated at the touch of a button. Various flashing modes are available. The Safety Lights come in different colours and can also be easily customised. The batteries are, of course, replaceable.

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PSI 40940  
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## Making a statement on the road

The custom-made bicycle pannier bag made of robust PP woven fabric from Igro Import and Wholesale Company gives brands wings. The material is not only durable and weatherproof, but also serves as the perfect advertising space. This custom-made product is environmentally friendly as it is reusable and makes the brand visible. It is ideal as a promotional gift or part of a collection. Starting at a minimum order quantity of 1,000, you can create your own unique design.



PSI 41853 • Frank Bürsten GmbH  
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## Safe and clean

With the helmet brush from Frank Bürsten, advertising companies can play it safe and at the same time ensure a neat appearance for their target group. The colourful and eye-catching promotional product in the form of an original construction and safety helmet guarantees clean clothes thanks to its clothes brush with synthetic bristles, thus combining functionality with creative design. The combination of brush and helmet conveys positive features such as safety and reliability. The helmet brush is available in white, black, yellow, orange, red and blue. Frank Bürsten also offers a matching gift box that perfectly rounds off the professional look. On request, both the helmet and the gift box can be finished with individual advertising messages or logos.

## For any weather

Stay warm and dry on your way to work with waterproof gloves from FNC International Limited, which were designed for skiing, cycling and other outdoor activities. With their extended wrists, these gloves offer extra protection from the elements, keep your hands warm and are comfortable to wear. Whether on the slopes or when cycling to work, they are a must-have. With this product from FNC, you can say goodbye to cold, wet hands and look forward to a pleasant outdoor experience.



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For 70 years, the company name FARE has stood for its commitment to developing high-quality, stylish and equally 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.



Advertising umbrellas for the future

# Seven decades of excellent protection



Group photo with staff in high spirits on the North Sea beach in Wijk aan Zee.

Always well shielded, just like his customers: Volker Griesel.



If an owner-managed company has existed for seven decades, continuously developed and grown in its field during that time, and is still successful today, it is not only a matter of astute entrepreneurial spirit, but also a large portion of passion. This is indeed the case with the advertising umbrella specialist, FARE – Guenther Fassbender GmbH. Even in economically turbulent times such as these, the Remscheid-based company, which is part of the CHOICE Group, stands on solid ground. This is due to its many years of experience, complemented by constant innovative impetus and a strong, creative team that managing director Volker Griesel can rely on and continue to build on in the future.



### Clear line of sight

Usually, anniversaries such as this one begin with a review of the company's history from its early years to the present day. Of course, FARE (whose name is derived from the initial letters of the company founder's surname, FAssbender, and the company's headquarters, REmscheid) is also proud of its history and achievements to date. However, Volker Griesel places greater emphasis on the present and always looks ahead to the future development of his company, which is clearly reflected in the slogan "FARE – Your umbrella – your future".

### Anniversary weekend as a thank you to the team

Nevertheless, an anniversary is also a reason to celebrate. This time FARE deliberately decided against a lavish party like the one held to mark its 60th anniversary at the Wolkenburg event location in Cologne and instead implemented the idea of an internal anniversary weekend. It was also conceived as a thank you to the company team, the "driving force and heart of the umbrella makers" (Volker Griesel). The destination for this anniversary trip together was Het Hoge Duin beach hotel in Wijk aan Zee in the Netherlands.

### Team building at its best

Silvia Heinrich (Head of Key Account Management & Customised Products) and Tobias Müller (Head of Marketing) were responsible for the successful planning of three eventful and, above all, stimulating days on the Dutch North Sea coast. The weekend was also framed

**The modern extension with an office wing, showroom and cafeteria unites the company buildings at the Remscheid site in an elegant architectural manner.**

around the idea of looking ahead. It was a "future workshop" in which teams of several people were formed from the weekend participants, in which everyone could contribute their ideas and suggestions for the further development of company processes. "This way, everyone was actively involved in shaping the future of their company," said Volker Griesel with regard to the event, which generated many ideas and concepts for future strategies, while also strengthening the participants' identification with the company. In addition, there was plenty of time to enjoy the festive weekend – including a "white party" (see group photo).

### The umbrella of the future

Let's go back to the future – at least to the truly well-protected future of FARE. Quality, a long service life and a large advertising space have always been the hallmarks of a FARE umbrella. In addition to the reliability of these quality features, FARE umbrellas have undergone continuous development over time. This has led to a steady flow of new innovations: whether additional features such as integrated LED lights for better visibility, new options for customisation in small quantities (Allover Xpress Service) or new ecologically sustainable materials such as recycled PET or the water-saving dyed polyester pongee waterSAVE® cover material. "Even now, after 70 years, we are still looking to the future and focusing on improvements, added value, the use of sustainable materials and new technologies. So the exciting question remains: what will the umbrella of the future look like?" says Volker Griesel.

>>



Regine and Volker Griesel visibly had a lot of fun during the anniversary weekend.



During the future workshop held during the anniversary weekend, everyone had the opportunity to contribute their thoughts and ideas.

## >> Anniversary innovations

The numerous new FARE products launched in this anniversary year, in which the company continues to present itself as a trustworthy and reliable partner to the promotional products industry, provide initial clear answers to this question. Particularly noteworthy items from the current collection include:

- the AC stick umbrella FARE® Impressions: a neutral automatic stick umbrella with eight different coloured motif prints on the inside.
- the AOC guest pocket umbrella Jumbomagic® Windfighter® 2.0: an extremely sturdy double automatic guest pocket umbrella for two people.
- the AOC FiligRain Only200 mini pocket umbrella: a super-lightweight and ultra-compact double automatic pocket umbrella.

The FARE website at [www.fare.de](http://www.fare.de) provides detailed information about the new products for the anniversary year – and, of course, for 2026. The diverse range of products,

which also includes parasols, features numerous sustainable models that demonstrate the company's commitment to addressing changing environmental conditions and thus climate change.

## Social commitment as the essence of the brand

Yet FARE views sustainability not only as an ecological mission, but above all as a social mission. For decades, the umbrella specialist has been supporting regional initiatives as well as nationwide organisations – from kindergartens and schools in Remscheid to projects run by international aid organisations. One prominent example is its collaboration with Viva con Agua. A two-year distributor campaign raised €66,778.52, which was used to finance hand pumps, hygiene kits and training in countries in the Global South.

The #SCHUTZschirmfürKINDER campaign is currently shaping the company's social profile. Anyone who orders at least 96 branded FARE umbrellas and supports the German Child Protection Association with a minimum dona-



A collection of smart anniversary merchandise was created especially for the 70th anniversary.



View of the bright hallway and cafeteria.

tion of 100 Euros will receive umbrellas with campaign stickers and ribbons – free of charge by FARE on request. The key idea is for participating companies to demonstrate their social commitment to the outside world and at the same time add emotional value to the promotional product. Since March 2023, almost 40,000 Euros have been donated to the German Child Protection Association.

### Responsibility all along the supply chain

For FARE, sustainability also means ensuring fair working conditions both internally and externally. The more than 60 employees at the Remscheid site benefit from flexible working time models, job bikes, discounted Urban Sports Club membership and fresh fruit in the modern cafeteria, among other things. At the same time, FARE is committed to high social standards towards its suppliers. As a member of amfori BSCI – Business Social Compliance Initiative, all production facilities are regularly audited according to criteria such as fair remuneration, occupational safety and the prohibition of child labour.

### Ecology and innovation in harmony

At FARE, economic success and environmental awareness go hand in hand. The company has been climate-neutral since 2021, is “ClimatePartner” certified and is also an ÖKOPROFIT company. CO<sub>2</sub> reduction, electricity saving targets and resource-saving processes are firmly established. One example is the waterSAVE® cover dyeing process, which saves around six litres of water, 70 per cent energy and significant amounts of sewage sludge and emissions per umbrella. With the ÖkoBrella series introduced in 2011, FARE has also set standards for sustainable product lines – from bamboo frames to recycled raw materials, which have won multiple PSI Sustainability Awards. For managing director Volker Griesel, this interplay of social, economic and ecological action is sustainability in practice: “Our commitment to children and young people, our responsible business practices and our ecological orientation ensure a future worth living – for tomorrow’s generations.” <

They are always at hand and in people's view: the tabletop products from Paper + Design. Last year, the company celebrated its 25<sup>th</sup> anniversary. It was a great occasion to have a look behind the scenes at the company's head office and present the latest trends in serviettes, table cloths and napkins.

## 25 Years of Paper + Design GmbH

# Customized and Creatively Presented



At the factory outlet, you can get an overview of the wide spectrum of products.

**U**n 1999 when Paper + Design was founded, commercial digital printing was still in its infancy. Producing customized promotional products made out of paper in small batches was not lucrative and was nothing more than a pipe dream for this reason. Today, digital printing is indispensable in the industry, just like the digitally printed tabletop products from Paper + Design, which has been part of the DUNI Group since 2014. The creative and colourfully designed paper serviettes and tablecloths have become a fixed feature on dining tables around the world. People with something to celebrate often decorate their tables with Paper + Design products. These decorative utility articles make quite a splash at company events and promotional events. Manufacturers of brand-name

products and other companies that want to turn their promotional message into table talk will find a large selection of products for sales at Paper + Design, including serviettes, tablecloths and other tabletop products, such as paper cups and plates, tissues and toilet paper rolls.

### Custom design for any target group

Paper + Design offer them the opportunity to custom design its products and personalise them with effective promotional messages. Whether customers select an advertising messenger with a photo, a menu card with an illustration, or giveaway with an embossed logo, they are the ones that will ultimately decide what is presented on their table together with the experienced designers from Papier



The modern Paper + Design headquarters integrates all the steps, from the design to the ready-printed serviette. The company highly values environmentally-friendly production and has used the comprehensive environmental management system (EMAS) for a long time.



Paper + Design sells elegant and decorative serviettes or tabletop products for any occasion or season. The company has over 750 designs in its product range.

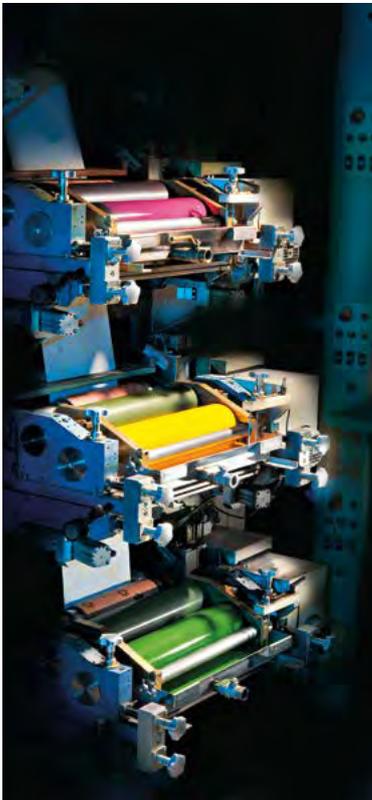


+ Design. There are virtually no limits to creativity. Nearly anything is possible: from die-cut motifs to erectable 3D serviettes in the shape of a cactus or sloth, for example. Nearly any slogan can be printed and no occasion is too small for using the right tabletop products at a promotional event. Paper + Design's latest collection encompasses 750 different designs. These custom creations for promotional purposes are indispensable, and for some, they are even priceless.

### Digital Prints 'Made in Erzgebirge' region

The company produces promotional products with digital printing or flexo printing with eight colours in its 50,000 squared meter facilities located in Wolkenstein, Germany.

Both methods are suitable for custom printing on tabletop products. Paper + Design trains specialists who come from the region in vibrant colour and photo-realistic printing. The company relies on expertise from the region. The down-to-earth experts guarantee 'everything from one source – from one location' and offer printing and pre-printing services, such as engraved rollers, as well as efficient logistics services. Two fully automatic high-bay warehouses with a total of 16,000 pallet storage spaces guarantee fast delivery times and facilitate the processing of large orders. The company began with 15 employees and has since grown to a staff of 240. It does business in approximately 60 markets. People's demands have grown, and Paper + Design's aspirations have grown as well: to produce products with custom designs and top >>



Insight into state-of-the-art printing machines

Customised toilet paper for unusual promotional campaigns is an original, useful and promotionally effective product.



>> notch printing quality. The creative minds at the company set in the idyllic countryside assure customers that even complex designs can be realised. Papier + Design's standard program offers flexible ways to adapt its products to specific customer wishes, even for small print runs of 60 units or more.

### Sustainable everyday products

While reusable products are currently all the rage, some single-use products can also be sustainable. Papier + Design, which is certified according to the strictest environmental management standard, EMAS, makes this impressively clear. For example, the design serviettes are made 100% from natural material, pure FSC-certified fresh fibres. Papier + Design is one of the leading companies in the market and has committed itself to protecting the environment and to using production methods that conserve resources as much as possible. In 2023, Papier + Design published an environmental statement detailing its objectives and measures for sustainable business management. Among other things, this includes producing products, such as paper cups and plates, from sugar cane fibre with a water-based coating and without the use of PFAS.

### Design trends for trendsetters

In addition to keeping up with the sustainability trend, the company is setting trends in other ways, too. For example, the design of the collections always reflects the latest trends in our society. This year, the focus is on special moments in nature. The serviettes from Papier + Design invite guests to a visual escape to another, currently popular, world with its Nomad Spirit, Desert Ease and Lemon Tree collections. The products give any table, and indeed, an event, an exotic flair. This year, monochrome tabletop products are also en vogue, especially in the popular colour of pistachio green, which also exudes a feeling of nature. Other design options like colourful colour-blocking or confetti design turn serviettes, tablecloths and tabletop accessories into real eye-catchers. The Papier + Design products reflect many of the latest popular trends. Customised promotional products can incorporate or further develop them. Why not try out your own logo hanging on a lemon tree. There is also the cool slogan "desert ease". The latest trends can definitely inspire one to set a trend themselves and use their table as a promotional space to create their own target group-specific world made of paper. Papier + Design has been doing this for more than 25 years. <

# PSI MEDIA GUIDE

▶ PSI



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## PSI Product Finder | Creating colour variants

The PSI Product Finder team presents the latest developments in Europe's largest promotional product database. This new feature – of particular interest to manufacturers and suppliers in the PSI network – covers the topic of colour variants in the PSI Product Finder • Why they are important and how they are created – with good news for users of the online form.

### What are variants and why is it important to create them?

A variant refers to the second, third, fourth ... colour of the product. In other words, product entries that only differ in colour without any change in price.

For the best possible presentation in the Product Finder, create a variant for each colour of the product.

Variants make the list of search results in the Product Finder clearer and make your product data entries appear more professional.

When you click on the product detail page, the different colours are displayed and your potential customers can view the corresponding images with a click of the mouse – provided you have uploaded an image for each colour.

### How are colour variants created?

Variants can now also be created quickly and easily using the online form: with the new copy function. Open the main product and click on the 'DUPLICATE' button in the top right-hand corner. Assign a product number for the variant and click on 'OK'. Now all you have to do is adjust the colour group(s) of the newly created product variant and – ideally – upload at least one image of the product in the colour of the new variant. Save the entry. The variant is now complete. It will be available in the Product Finder from the following day.

If you only want to use the English entry for variant creation, open the product and click on '+NEW VARIANT'. Here, too, assign a new product number and adjust the colour specifications.

**Duplicate Product**

You are duplicating the product entry (including translation) as a new product variant. You only need to assign a new product number and adjust the color group(s). If you have filled in the "Color or color combination" field, edit it in both language versions.

For optimal product presentation, upload a picture of the product in the newly created color variant.

You can make further changes to the product entry. Please note that these are NOT transferred to the other variants.

**Choose a new product number \***

Test

Characters remaining: 45

Warning: Unsaved changes to the product will be lost if you continue.

CANCEL OK

### Data table

In the data table ([https://cdn.psiproductfinder.de/psi-download/PSI\\_Datatable.xlsx](https://cdn.psiproductfinder.de/psi-download/PSI_Datatable.xlsx)), enter each product or variant with its own product number. Please note that a product entry should always consist of two lines (EN and DE).

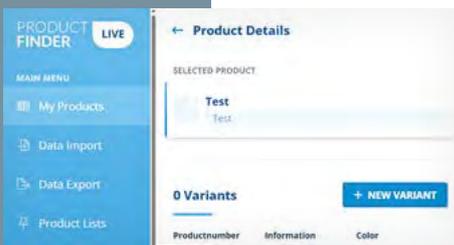
A master number is also required for the products. This must be identical for related products (variants). For products that are already in the Product Finder, the master number has been assigned automatically. When you create new variants, please enter the master numbers in column A ('Master number').

These numbers are only used internally in the database and to group product variants. They are not displayed in the PSI Product Finder.

If you already have data online that you would like to group into variants retrospectively, it is best to download a data export: <https://psiproductfinder.de/backend/export>

In the table, you then simply need to adjust the content in column A so that it is identical for the related products. It is best to check your product information directly to ensure it is up to date and adjust it if necessary. Then import the table again: <https://psiproductfinder.de/backend/import>

**If you have any questions or would like personal advice on setting up or revising your products, please feel free to contact the PSI Product Finder team at any time: +49 211 90191-721, [psi.service.teams@rxglobal.com](mailto:psi.service.teams@rxglobal.com)**



**Duplicate Variant**

You are duplicating the product entry (WITHOUT translation) as a new product variant. You only need to assign a new product number and adjust the color group(s). After saving the entry, you can also enter the German version. To do this, simply click on the drop-down at the top right and then on 'DE'.

For optimal product presentation, upload a picture of the product in the newly created color variant.

You can make further changes to the product entry. Please note that these are NOT transferred to the other variants.

**Choose a new product number \***

Test

Characters remaining: 45

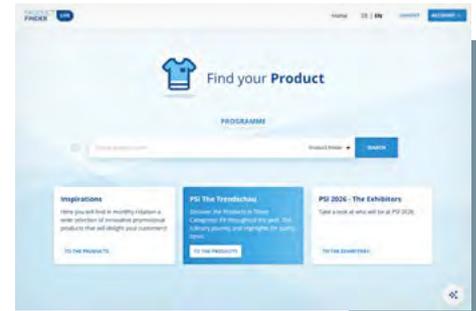
Warning: Unsaved changes to the product will be lost if you continue.

CANCEL OK

# PSI Product Finder | New Features

## Randomisation of search results – Additional products from the supplier – History

The PSI Product Finder team presents the latest developments in Europe's largest promotional product database. The latest features – of particular interest to distributors of the PSI network – cover the following topics: Randomisation of search results – Additional products from the supplier – History of viewed products.



### Mixing of search results

The PSI network includes many specialised suppliers with a similar product range – such as ballpoint pens, lanyards, USB sticks or balls. Accordingly, the entries for these products in the Product Finder are also similar. Until now, this meant that the products of individual suppliers were often displayed almost directly after each other in the search results – which significantly impaired both the diversity of the results and the equality among suppliers.



We have changed this by expanding the search algorithm. The results in the Product Finder are still displayed according to their relevance to the search term entered. However, products within the same relevance range are now sorted at random.



This adjustment allows us to create fairer conditions for the various suppliers in a product group and to show more variety and a wider range of products for retailers.

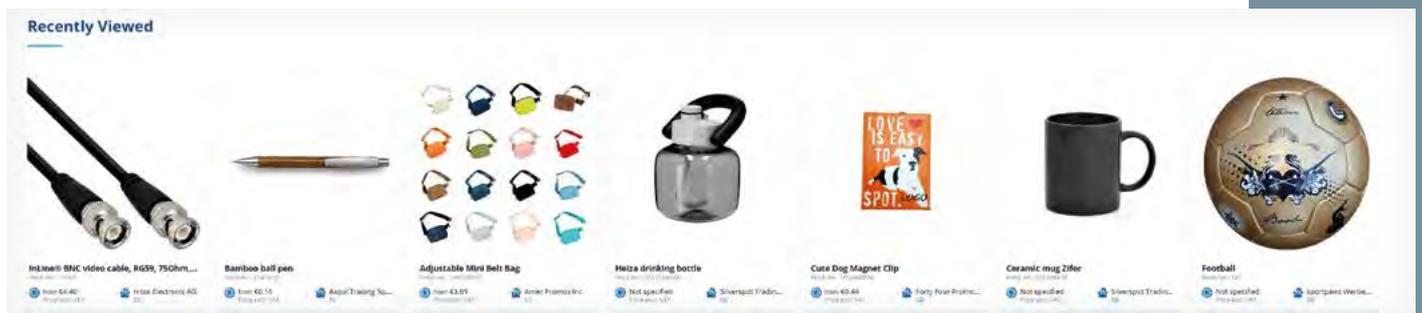
### More products from this supplier

Have you viewed a product and would like to see more products from this supplier? With the new 'More products from this supplier' function at the bottom of the product detail pages, you can do just that.

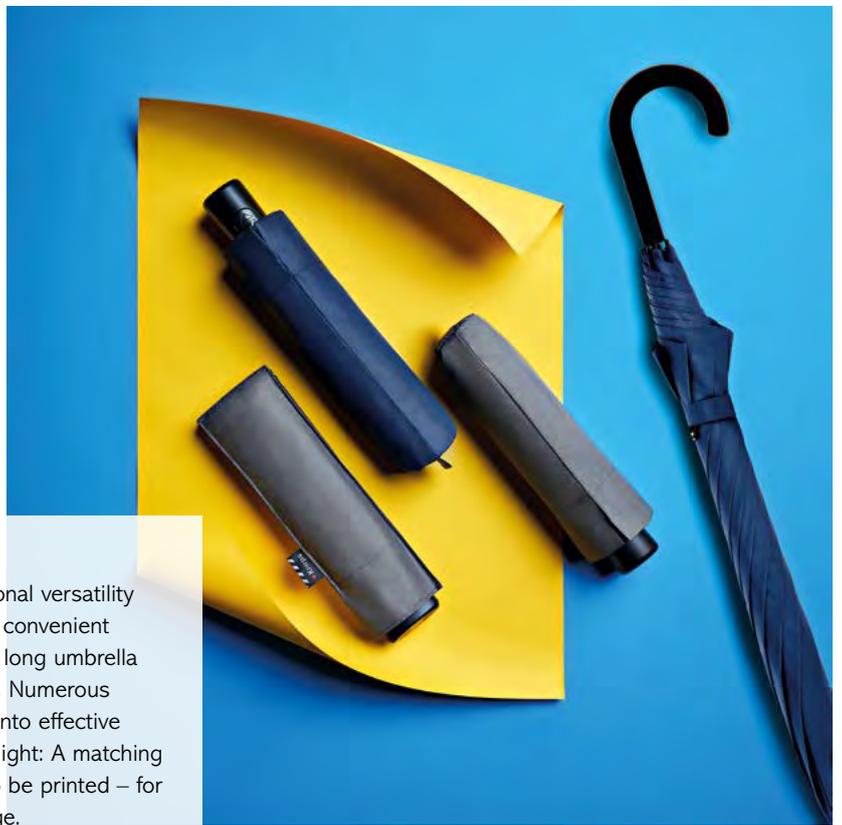
### Previously viewed products

Do you know that you saw a particular product a few days ago, but can't remember the supplier? Then scroll to the bottom of the search results page. There you will now find your most recently viewed products – up to 50 products are stored and displayed here.

If you have any questions, please feel free to contact the PSI Product Finder team at any time: +49 90191-721 • [psi.service.teams@rxglobal.com](mailto:psi.service.teams@rxglobal.com) • <https://psiproductfinder.de>







## An umbrella for everyone

The Knirps A.Series combines timeless design with functional versatility – an umbrella for everyone. Whether it's a manual opener, convenient automatic open/close, ultra-flat pocket umbrella or classic long umbrella – every model is characterised by **quality and reliability**. Numerous options for customising Knirps umbrellas transform them into effective promotional items or personal accessories. A special highlight: A matching EVA case is available for pocket umbrellas, which can also be printed – for maximum brand visibility and a harmonious overall package.

PSI 41752 • doppler H. Würflingsdobler GmbH  
 Tel +49 8571 9122 218 • individual@dopplerschirme.com  
 www.dopplerschirme.com

## Shipping with added value

Geiger-Notes shipping envelopes set new standards for professional postal delivery. Whether contract documents, mailings or event materials – they deliver content to its destination not only safely, but also with strong branding. Fully printable, they offer **plenty of space for customised design** and emphasise the value of the documents. The robust material – either white 450 g chromo sulphate cardboard or natural-coloured FSC recycled cardboard – reliably protects against creasing, dirt and moisture. With a filling height of 15 mm, there is enough space even for extensive contents. Practical details such as adhesive strips, tear-off perforations and business card slots round off the concept. This makes shipping folders an effective promotional tool in everyday B2B life: functional, high-quality and sustainable.

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



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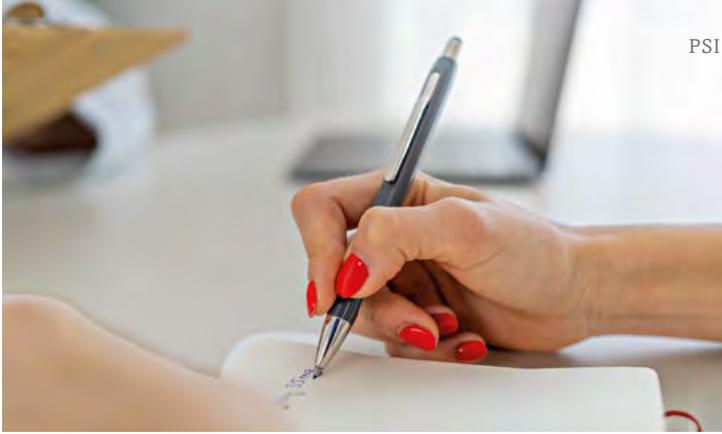


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## Colourful writing style

Schneider's Epsilon ballpoint pen is a classic that now adds fresh accents with its new colours stone blue, aqua and graphite. It combines timeless design with technical precision and offers an exceptionally smooth writing experience thanks to Viscoglide® technology. The ISO 12757-2 compliant ink ensures clean, reliable lines, while the wear-resistant stainless steel tip makes optimum use of the generous ink supply. Sustainability is demonstrated by the Plug+Play System, which allows the Epsilon to be refilled easily. Ergonomic details such as rubberised strips and the triple line around the grip area combine functionality with brand identity. The partially recessed metal clip and discreet push button round off the design. Whether for everyday business use or as a gift, the Epsilon combines style, comfort and individuality.

PSI 43416 • Schneider Schreibgeräte GmbH  
Tel. +49 7729 8880 • promotion@schneiderpen.com  
[www.schneiderpen-promotion.com](http://www.schneiderpen-promotion.com)

## Advent calendars as brand ambassadors

CD-Lux custom-printed Advent calendars are more than just sweet companions in the run-up to Christmas – they are **emotional brand ambassadors** with a long-term impact. Every day for 24 days, they remind customers, employees and business partners of your brand, creating a much stronger bond than traditional greeting cards or one-off gifts. Distributors benefit twice over: They expand their product range with an eye-catching product and offer real added value at the same time. The difference lies in customisation – stand out from your competitors by focussing on creativity and corporate design, making a lasting impression on your customers during the busiest season of the year. This turns a Christmas gift into a strategic marketing tool that combines enjoyment and brand presence.

PSI 45452 • CD-LUX GmbH  
Tel +49 9971 85710 • info@cd-lux.de  
[www.cd-lux.de](http://www.cd-lux.de)



## Sweet greetings in flowpacks

MAGNA sweets' fruity raspberry hearts with vanilla foam provide little moments of pleasure with a big promotional impact. Packaged in customisable flowpacks, they charmingly combine taste and brand messaging. Their fruity bite and delicate vanilla flavour make them popular giveaways that create goodwill and leave a lasting impression. Companies can use these small gifts to treat their customers, while perfectly matching the packaging to their corporate identity. Whether at trade shows, in mailings or promotional campaigns, these **sweet promotional hearts touch the emotions** while putting your brand in the spotlight. This turns a sweet treat into a communication medium with a feel-good factor and a wide reach.

PSI 41617 • MAGNA sweets GmbH  
Tel +49 8146 99660 • info@magna-sweets.de  
[www.magna-sweets.de](http://www.magna-sweets.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](http://www.prodir.com)

## Footbags: where exercise meets fashion

Footbags are making a comeback – as a trendy leisure accessory from Albene that playfully promotes agility, coordination and movement. Whether in the park, at the beach or on the playground, these small balls offer **entertainment and exercise at the same time**. They are packaged in fabric or mesh bags made of non-woven material. The Footbags are made of cotton, mesh or synthetic material, often with drawstrings, and are reusable, sustainable and easy to transport. They are used for premium products, gift sets and particularly sustainable brands. Protecting the print is an important issue, which is why Albene always recommends individual packaging. This prevents direct contact with other Footbags and colour transfer with freshly produced Hacky Sacks.

PSI 44533 • Albene GmbH  
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[www.albene.de](http://www.albene.de)



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## PSI 2026: Impetus for the promotional products industry



When we look ahead to the PSI 2026, which will take place in two months from now, we see much more than just a trade show for promotional products, incentives and merchandising. The PSI has always been the central meeting place for our industry – a place where manufacturers and distributors of promotional products from all over Europe and beyond come together. However, the PSI doesn't just showcase products. It has long since developed into a platform for innovation and knowledge transfer in the promotional products industry.

In 2026, we will be placing a special focus on artificial intelligence (AI) – not just as a buzzword, but as a concrete tool for everyday business. A comprehensive workshop programme will provide you with in-depth knowledge, demonstrate practical applications and offer strategic guidance. We are convinced that those who use AI wisely will optimise their processes, better understand their customers and ultimately operate more successfully in the market.

AI is no longer a topic for the future, but rather shapes the everyday lives of many companies. You may already be using AI without even realising it. Your smartphone automatically optimises photos, algorithms write texts, and personalised recommendations influence your shopping behaviour. AI also opens up a wide range of opportunities in the promotional products industry as well. For example, AI automates the creation of product descriptions. Given the enormous variety of promotional products – from car mats to zipper hoodies – this can be a huge help. But the potential of AI goes far beyond that.

How about gaining a better understanding of your industrial customers' preferences and providing them with the best suggestions at the right time? Or what if you could quickly analyse the impact of your advertising material before approving an order, allowing you to determine in advance whether the advertising message on the promotional product is worded and designed in such a way that it will resonate with its recipient? And it gets even better: AI provides you with suggestions for improvement to make your advertising campaign more successful. All this and much more is already available to you today – and it is precisely these ideas that we want to offer you at the PSI 2026, so that you can make your everyday business even more successful!

Yours,

Petra Lassahn  
Director PSI



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## Trusted. Quality. True.

When quality, style and reliability meet summery lightness, the stage is perfectly set for powerful promotional messages. The first topic of this issue focuses on items in the areas of “Brands, Classics, Summer” – and then moves on to products “Made in Europe”. Whether a popular ball-point pen, a stylish sun hat or a sustainable drinking bottle: Promotional items with character and provenance tell stories that linger. They stand for trust, longevity and values you can feel. And European production in particular scores points with short paths, high quality and transparency. This is how classics become brand ambassadors, summer items become mood-setters – and the promoted brands become an integral part of everyday life. So if you value authenticity, quality and smart communication, you'll find what you're looking for here: fresh, familiar, valuable – promotion with attitude, heart, origin and impact.

**Please start thinking about your product presentations for the January 2025 issue of the PSI Journal, which will be dedicated to the topics “PSI 2026 Trade Show Innovations” and “Innovative Products”. Please send your product suggestions (images and text) by 14 November 2025 at the latest to: Edit Line GmbH, PSI Journal Editorial Office, email: hoechemer@edit-line.de**



## PSI 2026

The PSI 2026 – Europe's leading trade show for promotional products, incentives and merchandising – will open its doors from 7 to 9 January. This will be its last appearance at the Düsseldorf Exhibition Centre, as it is set to move to the Koelnmesse exhibition halls in 2027. Visitors can look forward to an impressive variety of products, ideas, sourcing, education and networking at its best for the final show in Düsseldorf. Here's a sneak preview.

## Trends & Brands

A stylish introduction to the world of promotional items. Colourful, appealing, varied in design and at the same time informative, entertaining and clever, the pages of the “Trends & Brands” section present the latest

developments and trends through example: original and stylish promotional, brand and design products.



## Imprint



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