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International Magazine
For Promotional
Products

November 2025

Volume 64

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PSI Journal

International Magazine
For Promotional
Products

December 2025

Volume 64

PSI 2026

Ready for the final push

Product Guide

Brands and classics,
summer products
Made in Europe/Germany/
Switzerland/Austria

PSI Academy Awards

Top-class products
enrich the market

PSI Product Finder

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European Deforestation Regulation (EUDR)
**A high target, difficult
implementation**





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Editorial

Exciting prospects

As always in life, some people see the glass as half full, while others see it as half empty. The reality is that the European economy is in a classic slump. It is unstable, precarious and crisis-ridden. Only two major economies, namely Poland and Spain, currently boast impressive growth rates. The rest of Europe's economy is languishing around zero growth. This compounded by the fact that Donald Trump is more than unsettling the whole world with his tariff "yo-yo". China is benefiting from an exchange rate for the Yuan that is not fair, but secures it enormous price advantages worldwide. All in all, this is poison for the international division of labour, which had been on the right track for many years.

So how can the glass be half full? Because the majority of women and men in European governments have recognised the problems. However, this does not mean that solutions are already in reach. Yet the past few months have shown that Europe is pulling together – a positive effect of Trump's policies. Almost everywhere, attempts are being made to curb bureaucracy. However, the European Union in Brussels is still struggling with this (see also page 12 et seq.). With the exception of France, there is a widespread recognition that overstretching the welfare state leads to inequity and debt traps. On another positive note, digitalisation is at the top of the to-do list of all European countries. The old continent is gearing up for the future. Artificial intelligence (AI) will play its part in this. We will become faster, more efficient and more cost-effective. Trade economists predict that productivity gains will boost global trade by 40 per cent by 2040. These are good omens for a business sector such as the promotional products industry.

So things will remain exciting. Those who do the right thing when the economy is in turmoil will be well positioned for the future. Now is the time to invest in technology, expertise and marketing – and in good products. The PSI in Düsseldorf offers all of this.

As the year winds down, it is time for me to say thank you for all the excellent cooperation that we, the editorial team of the PSI Journal, have enjoyed throughout the year. We all wish you a peaceful pre-Christmas season, a wonderful Christmas and happy New Year.

See you again in Düsseldorf!

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Gratitude in our hearts.

Christmas in sight.

As 2025 comes to an end, it's a good moment to take a break and say thank you. Thank you for your trust, for the pleasant collaboration, and for the great teamwork.

We wish you and your families a peaceful Christmas season, relaxing holidays, and a successful start to a healthy and happy new year 2026.

We already look forward to continuing our good collaboration in the coming year.

The entire Mister Bags team wishes you a Merry Christmas and a Happy New Year!



MISTER BAGS®

Phil

Lisa

Nicole

Maime

Tobi *Chris*

www.misterbags.de



EUDR: Ambitious goal, complicated implementation 8

The EU wants to reduce deforestation and forest damage worldwide with the Deforestation Regulation (EUDR): Certain raw materials and products made from them that originate from deforested areas will no longer be allowed on the European market. The business community supports this goal – but the details of the regulation present many companies with tasks that are almost impossible to solve.

PSI 2026: Ready for the final sprint in Düsseldorf 14

PSI is getting closer, and exhibitors, visitors and the trade fair team are now planning the days from 7 to 9 January 2026 in detail. Many special areas, an attractive supporting programme and a great party night offer inspiration and practical knowledge, but also networking and fun – in other words, everything that makes business exciting and successful.



Familiar. Valuable. Effective. 20

When quality, style and reliability meet summery lightness, the perfect stage is set for strong advertising messages. The first theme of this issue focuses on articles in the areas of 'brands, classics and summer'. Anyone who values authenticity, quality and smart communication will find what they are looking for here.



WERKHAUS: Sustainability at all levels 63

The company WERKHAUS is the winner of the German Sustainability Award (DNP) 2026 in the category 'Office supplies and promotional items'. The award recognises the company's consistent commitment to environmental responsibility, circular economy and fair working conditions.



Festive promotion with emotional impact

The run-up to Christmas is an emotionally charged time. Companies use emotive gifts during this season to show their gratitude and make a lasting impression. For this, timing and targeting the right audience are key. A personalised gift sent early will be well received. Those who focus on quality, emotion and individuality not only strengthen customer loyalty, but also position themselves as innovative and appreciative partners. During the Christmas season, it's not the quantity that counts, but the message.

Customised Advent calendars or regional gourmet baskets not only serve as tangible tokens of appreciation, but also create an emotional bond. Gifts that combine sustainability and festivity are particularly successful – such as sets in compostable packaging or reusable fabric bags. They emphasise brand values and continue to be used in everyday life, which extends visibility.

Cuddly soft and ocean-friendly

The reprocessing of clothing and recycling of plastics are the starting point for these sustainably produced, soft sauna and beach towels. Under the "OceanTowel" label, custom-made hammam and sauna towels are also produced from 100 per cent recycled yarns. Two per cent of the profits go to partners One Earth and One Ocean.

Alta Seta GmbH & Co. KG

www.alta-seta.de

PSI 45461



Delicious Christmas baking

When the days get shorter, the most festive time of the year is just around the corner. A baking cookbook with 40 heavenly biscuit designs is perfect for making Christmas treats with the family, pre-Christmas evenings with friends or simply unwinding on your own. A logo or product from the promoting company can be included on request.

Edition Michael Fischer GmbH

www.emf-verlag.de

PSI 49982



Brightening up the wait for Christmas

A classic in the office, children's room and anywhere else where people are looking forward to Christmas: Advent calendars, with their sweet surprises, are an unbeatable highlight during the last 24 days before Christmas. They are both a brand ambassador and a thank you that serves as a daily reminder of your good relationship throughout the year.

CHOCOLISSIMO

<https://b2b.chocolissimo.de>

PSI 48316



A promotional advertisement for Daiber featuring three models. On the left, a man in a teal and cream color-block t-shirt. In the center, a woman with a large afro hairstyle wearing a blue and cream color-block t-shirt. On the right, a man in a brown and cream color-block hoodie and light-colored pants. The background is a modern building with vertical gold-colored slats.

DISCOVER OUR COLOUR-BLOCK STYLES

The trend for colour enthusiasts

www.daiber.de/en

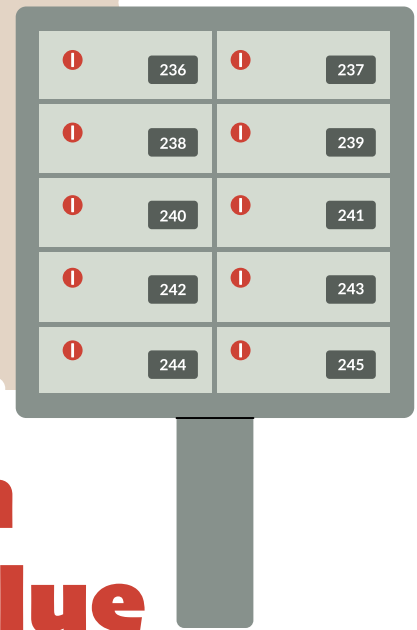
daiber



Natural greetings that grow

This seed greeting combines sustainable promotion with creative design. A high-quality seed bag is attached to a wooden spatula and covered by a customisable sleeve. This distinctive presentation makes it a creative brand ambassador. Alternatives include seed confetti in a glassine bag or a postcard made from seed paper.

TDJ Stadtgärtner GmbH
www.diestadtgaertner.de
 PSI 49090



Communication with haptics and added value

Mailing inserts are a proven method of reaching customers directly. Unlike digital promotional formats, which are often overlooked, they demand conscious attention – whether as a voucher in an invoice, a product sample in a trade journal or a personalised giveaway in a delivery package. Their greatest advantage lies in the combination of haptics and contextual relevance: Held in the recipient's hands, they make an impression and create an emotional connection to the brand.

Gifts are particularly effective when they offer a clear benefit. A packet of seeds in a gardening product range or a discount code in a package promote customer loyalty. Targeted communication allows messages to be precisely placed. It also enables a seamless link to digital channels, for example through QR codes that lead to exclusive offers, making them a cost-effective but powerful tool for long-term customer relationships.



Win customers with Noughts and Crosses

Whether you know it as Tic Tac Toe, Noughts and Crosses, or Three-in-a-Row, this simple, fast-paced game is always a good way to fill a break. This sustainable version made from FSV-certified birch plywood in a biodegradable glassine bag is ideal for mailing. A game that perfectly combines strategy, sustainability and fun.

tobra GmbH & Co. KG
www.tobra.io
 PSI 47317



One gram ensures neat wine appreciation
 With its featherweight of just one gram and ultra-flat design, DropStop is the ideal mailing or magazine insert. Reusable and durable, it will be a useful companion for the recipient, making it easy to pour many different drinks without spills. DropStop is available in a wide range of design and customisation options.

Kandinsky Deutschland GmbH
www.kandinsky.de
 PSI 46232



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TOPPOINT



The EU wants to reduce deforestation and damage to forests worldwide with the Deforestation Regulation (EUDR). Certain raw materials and products made from them that originate from deforested areas will no longer be allowed on the European market. The business community supports this goal, but the way the regulation is designed presents many companies with tasks that are almost impossible to solve.



The global destruction of forest areas continues unabated. Land use, infrastructure and firewood production are the main causes of deforestation.

European Deforestation Regulation (EUDR)

A high target, complicated implementation



The EU Regulation on deforestation-free products (EUDR) is set to come into force at the end of the year. Companies based in the EU will then have to demonstrate that their products, including their components, do not originate from areas that have been deforested after 31 December 2020. This obligation to provide evidence applies to relevant raw materials such as beef, palm oil, soy, coffee, cocoa, wood and rubber, as their production destroys the largest areas of forest globally. This affects an almost unimaginable number of products that are based on these raw materials, including many products sold on the promotional products market.

Promotional products industry affected

The issue concerns manufacturers, importers and distributors from almost all sectors of the economy, including the promotional products industry with its wide range of products. The scope of the regulation covers not only traditional wood products themselves, but also, for example, chocolate and pralines, notebooks and other items made of or containing paper, as well as cardboard, packaging and culinary products. Many companies with relevant ranges of products fear new bureaucratic burdens and are critical of the current design of the regulation. It is the subject of controversial debate across Europe, has already been amended several times and its date of entry into force has been postponed. An expanded proposal from the European Commission has been currently presented to the European Parliament and the Council for review and vote. The controversial aspect of the current situation is the...

Complex documentation

Companies must compile large and sometimes difficult-to-access amounts of data for relevant products and make them transparent throughout the supply chain in order to demonstrate that the manufacture of their products has not contributed to deforestation. To this end, geodata must be collected when the products are first placed on the market and extensive due diligence obligations must be fulfilled in the downstream supply chain. Small and medium-sized enterprises, in particular, often do not have the necessary resources to provide this complex evidence. To make matters worse, some important trading partners – including China – sometimes refuse to disclose the required geodata. This increases the risk of supply bottlenecks or even import bans.

Ongoing legal uncertainty

As part of the Green Deal, the EUDR came into force in 2023 and was originally supposed to become binding for industry and commerce at the end of 2024. However, at the last minute, the deadline was postponed by one year because European market participants vehemently opposed it, even though the majority of them support the regulation as an effective tool against deforestation. Yet companies did not feel able to comply with the extensive legal requirements by the deadline. Above all, the technical requirements and the necessary systems on the part of the EU were not yet sufficiently developed to allow for timely and smooth implementation. These problems have not yet been completely resolved by now. The EU information system is still not able to cope with the ex- >>



Responsible businesses also recognise the need to stop deforestation. However, it remains controversial whether the approach pursued by the EUDR is appropriate.



>> pected large amounts of data and many questions remain unanswered, which means continued legal uncertainty for the parties concerned.

Multiple postponements and amendments

Partly due to pressure from businesses, the European Commission therefore presented a proposed amendment in September 2025 that, among other things, provides for a further postponement of the regulation's entry into force until the end of 2026. Just one month later (on 21 October 2025), it further specified and elaborated on this proposal. In principle, the date of application is to remain 30 December 2025. However, new transition periods apply and the date of application will be postponed by one year to 30 December 2026 only for micro and small enterprises. For large and medium-sized enterprises, the date of 30 December 2025 will continue to apply. However, during a transitional period of six months, they will not be subject to sanctions if they do not comply with the EUDR requirements during an inspection. In addition, there will be simplified reporting requirements for small and micro-enterprises, and relief is planned for distributors and downstream supply chains.

Marcus Sperber, elasto

“We need practical solutions instead of symbolic policies.”

The aim of the EU Deforestation Regulation is right on, but the approach is completely wrong. Whoever makes these kinds of rules has obviously never seen how complex supply chains are in practice. A simple notebook can be made from several types of wood. For every single one, geo-coordinates,



risk assessments and batch notifications must be submitted before the products can even be imported. That is not environmental protection, just pure bureaucracy. And it affects precisely the companies that are acting responsibly. Without a reliable basis for information and clear standards, companies are suddenly supposed to be risk analysts. This does not create transparency but paralyses it. We at Elasto stand for sustainability and fair supply chains, but what this regulation requires from medium-sized companies is hardly feasible in reality. We are talking about hundreds of products and thousands of

individual components that we are supposed to track in the future, down to the source of every gram of wood. Of course, we are adapting our systems through more digitalisation, closer collaboration with suppliers and more precise documentation. But all of this costs time, money and energy that we would rather invest in real sustainability. We need practical solutions, not symbolic policies. If the regulation leads to fair companies disappearing from the market, something is fundamentally wrong.

Critique of the design of the regulation

From the perspective of the German federal government, the latest proposal by the European Commission is heading in the wrong direction. The Federal Minister for Agriculture, Food and Rural Affairs, Alois Rainer, is calling for a fundamental revision: "The most important requirement, the zero-risk option, is not included in the proposal as presented. The bureaucratic burden therefore remains far too large and places an unnecessary burden on businesses. The proposal presented today is therefore unacceptable in its current form and urgently must be revised. There is no deforestation in Germany, and this must be reflected in the regulation. The fact that the EUDR is now only to be postponed for small businesses is unacceptable and comes as a surprise to many companies. Despite some improvements, this proposal is completely inadequate and fails to reflect the reality of people's lives in Europe. We need a new, practicable version that creates legal certainty and does not further hamper our economy," Rainer explained. The latest and more comprehensive proposal from the European Commission has not yet been adopted (by editorial deadline). The European Council and the European Parliament will discuss and vote on it next. If they do not accept the Commission's proposals, the EUDR will come into force starting on 30 December 2025 – without any modifications.

Undisputed need for action

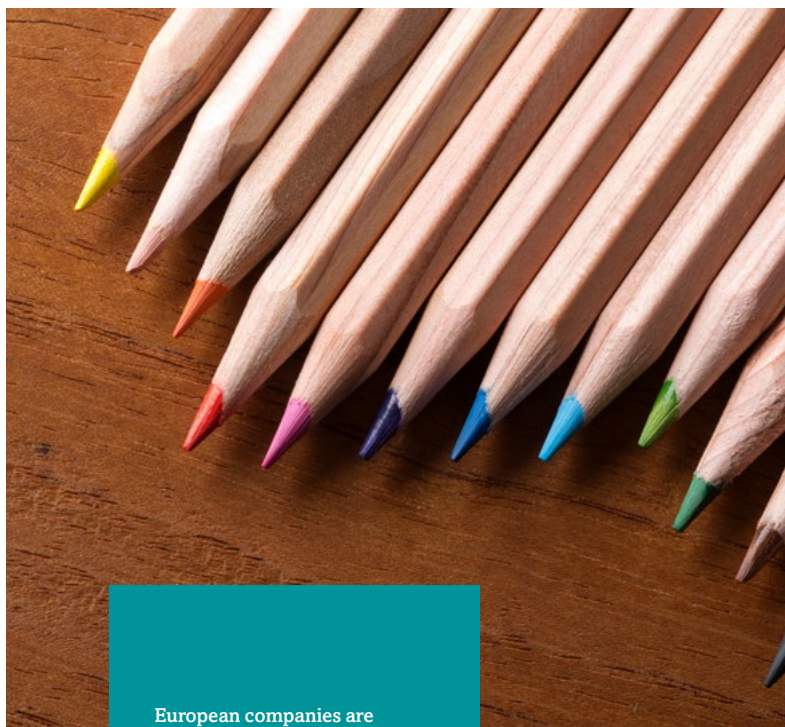
The goal is clear, as is the need for action. EU citizens should not contribute to the further decline of global forest areas through their consumption. However, the reality is different: the destruction of forests is hardly slowing down, and the EU is not doing well in this regard. According to research by German broadcaster ZDF, EU imports result in the deforestation of around 190,000 hectares of forest each year, which is equivalent to about one third of the Black Forest. This puts Germany in second place behind the Netherlands as the leader in forest destruction through imported goods. The goal of halting global deforestation by 2030 is becoming increasingly distant. As the main causes of deforestation, agricultural use, road construction and firewood production must be limited and designed in such a way that the vital biodiversity and climate-related function of forests are preserved. The problem is exacerbated by illegal logging and the circumvention of laws, which are driven by the international agricultural industry and unscrupulous profiteers alike. This is where the EUDR comes in by requiring market participants along the supply chain to prove that no forest areas have been lost for their products. Environmentalists and NGOs have long been fighting for land use regulation and sustainable forestry. >>



EUDR: Regulation on deforestation-free products:

Proposed amendment by the European Commission from 21 October 2025

- ▶ For micro and small enterprises, the application of the Regulation will be postponed until 30 December 2026.
- ▶ For medium-sized and large enterprises, the deadline remains 30 December 2025. However, they will not be subject to sanctions for six months if they do not meet the EUDR requirements during an inspection.
- ▶ Market participants and distributors in the downstream supply chain shall no longer be required to submit due diligence statements. The initial notification by the distributor is sufficient for the entire supply chain. This measure would significantly reduce the burden on the EU information system and make it more efficient.



European companies are already overburdened with legal requirements and view any additional requirements critically.

Controversial discussion

The preservation of forests is essential, and anyone who thinks beyond their own backyard will support this cause. However, concerns about bureaucratic obstacles and the complicated and time-consuming handling of requirements that are considered sensible in themselves have led to calls for the EUDR to be postponed. The WWF estimates that the delay alone would result in the loss of more than 30 million trees over the course of another year. In addition, the EU would lose trust worldwide and among companies that have already adapted to the regulation, according to the WWF. Elisabeth Hoch, a doctor of forestry and co-author of the Forest Declaration Assessment 2025, is quoted on the ZDF platform as saying: "Virtually every major international corporation wants to become climate neutral – at least officially. However, research shows that ambitious climate promises are often little more than hot air." The scientist hopes that the EUDR will not be further watered down. As our small survey of the industry shows, companies support the EUDR, even if they would like to see more practicality and sound judgment in its design. <

Fabian Frank, Holz Frank

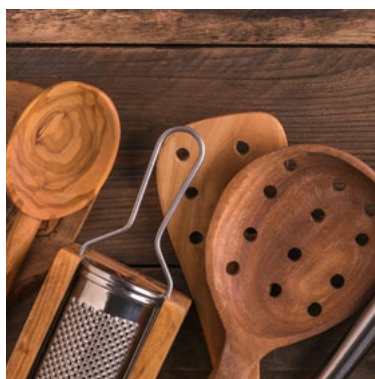
"We welcome the European Union Deforestation Regulation (EUDR) and are ready to go."

We are ready to meet the EUDR's requirements and welcome the regulation. What counts now is practical and streamlined implementation. The processes must be easy for businesses, especially small and medium-sized companies to manage. I am counting on merchandise management and enterprise resource planning (ERP) systems to track requirements quickly and consistently via an application programming interface (API). This would enable the flow of data and supporting documents to work without any media discontinuity. As a wood company, we care deeply about the forest, which is why I think grey areas need to be prevented and the rules implemented consistently and



uniformly. One positive aspect is that we, like many others in our industry, already have extensive FSC®-certification. These estab-

lished processes will make the implementation noticeably easier. All our products are affected by EUDR, but we have done our homework: Systems for recording processes, responsibilities, and data collection are all in place, and the most relevant supporting documentation has already been systematically collected and documented. Our FSC®-certification and the high share of FSC®-certified products made the preliminary work easier; many procedures and traceability requirements are already established practice in our business. The aim is to have a fully digital supply chain – from procurement to delivery – so we can meet the requirements of government authorities and customers efficiently, transparently, and in an auditable manner. In short: We are ready to meet the challenge – and we are grateful that the EUDR is here.



EUDR due diligence at a glance

The EU Regulation on deforestation-free products (EUDR) distinguishes between market participants and distributors as well as between upstream and downstream supply chains and specifies different obligations. Who exactly has to do what?

All relevant raw materials and products listed in Annex I to the EUDR must comply with Article 3 of the Regulation.

These **requirements** must be met:

- ▶ They are deforestation-free
- ▶ They have been manufactured in accordance with the relevant legislation of the country of production (legislation referred to in Article 2, Item 40).
- ▶ A due diligence statement is available for them.

To ensure this, companies must (in accordance with Art. 8 et seq. and Art. 12 et seq. of the EUDR) establish a **due diligence system**, review it annually to confirm it is up to date, and keep it on file for five years. Companies that are subject to inspection must submit their own due diligence regulations to the competent authority.

Deforestation-free means that the relevant raw materials must not have been produced on land that was deforested after 31 December 2020 or, in the case of wood and wood products, that the wood was harvested from the forest without causing forest damage after 31 December 2020.

Geolocation details for all plots of land within the meaning of Article 9, Para. 1(d) of the EUDR: Any deforestation or forest damage on the plots of land concerned shall automatically result in all relevant products and raw materials from those plots being excluded from being placed on the market, made available on the Union market or exported.

By submitting a **declaration of due diligence**, the market participant confirms that it has carried out due diligence in accordance with the EUDR and that no risk or only a negligible risk has been identified that the relevant products violate Article 3(a) and (b) of this Regulation (Annex II of the EUDR).

Companies may authorise or commission third parties to submit the due diligence declaration to the EU information system. There is no standard form for the due diligence declaration to be filled out and submitted: **the due diligence declaration must be submitted exclusively in digital form to the EU information system**. All information required for submission is listed in detail in Annex II of the EUDR.

The **special simplified due diligence rule** applies to relevant raw materials and products from countries classified by the European Commission as low-risk for deforestation.

Inspections by the German Federal Office for Agriculture and Food:

- ▶ Review of due diligence procedures, including risk assessment and risk mitigation procedures as well as related documentation.
- ▶ Examination of documents and records demonstrating that a specific product complies with the Regulation, including the relevant declarations of due diligence.

The other tasks of the German Federal Office for Agriculture and Food include ordering corrective measures, penalising infringements and cooperating with customs authorities, authorities in other Member States and the Commission.

▶ Detailed information on the EUDR:

German Federal Office for Agriculture and Food: www.ble.de

▶ Information on the scope of application:

<https://www.ble.de/DE/Themen/Wald-Holz/Entwaldungsfreie-Produkte/Geltungsbereich/>

▶ Information on the EU information system:

<https://eudr.webcloud.ec.europa.eu/tracesnt/login>

The PSI is approaching, and exhibitors, visitors and the trade show team are now planning the days from 7 to 9 January 2026 in detail. Many special areas, an attractive supporting programme and a great party night will offer inspiration and practical knowledge, but also networking and fun – in other words, everything that makes business exciting and successful.

Industry Meeting Point PSI 2026

Ready for the final push



The industry and the PSI trade show team are preparing for the final push to the PSI 2026 in Halls 9, 10 and 11 of the Düsseldorf Exhibition Centre. According to the ticker on the trade show website today, the doors of Europe's leading trade show for promotional products, incentives and merchandising will reopen in less than two months. For promotional product professionals from all over the world, the PSI is the indispensable innovation hotspot and most important industry meeting place at the start of the year. It consistently showcases product highlights along with many classics, bestsellers and creative ideas. It lays the foundation for friendships and careers and has been bringing together the many interests, needs and opportunities of visitors and exhibitors for over 60 years. In January, the PSI will take place in Düsseldorf for the last time before moving to Cologne, where new development opportunities await. Whether in Düsseldorf or Cologne – "Home is where the PSI is!"

Trade show starting on Wednesday

One important change is that, unlike in previous years, the PSI 2026 will exceptionally begin on a Wednesday instead of on a Tuesday as usual. "Tuesday, 6 January 2026, is a public holiday in many countries. To ensure that the traditionally strong first day of the show is not affected by the absence of important visitors from the business, we have postponed the start of the PSI 2026 by one day", explains Petra Lassahn, PSI Director. "This guarantees three days full of intensive meetings and product presentations." The trade show will therefore run from Wednesday to Friday – a sensible change of date that will make it easier for many companies to participate. Various renowned visitors have already booked their stands, including Anda Present, BIC GRAPHIC EUROPE, doppler + Knirps H. Würflingsdober, Easy Gifts, elasto, Giving Europe, Goldstar Europe, Inspirion, JUNG since 1828, Kalfany Süße Werbung, Koziol, MACMA Werbeartikel, magna sweets,

Mahlwerck Porzellan, MAKITO, Nestler-matho, Neutral, Paul Stricker, Schwan-STABILO, SENATOR, SOLO mid-ocean, Spranz, Prodir, REFLECTS, Reisensthal Accessoires, Toppoint, TROIKA Germany, uma Schreibgeräte, xd connects as well as JCK Gruppe with Daiber, FARE Günther Fassbender, Halfar, der mbw Vertriebsgesellschaft and SND PorzellanManufaktur.

A focus on current industry topics

The PSI 2026 offers numerous special areas that address current industry topics. In the Textile Village in Hall 9, everything revolves around textiles and their possible uses in merchandising and advertising. In Hall 11, exhibitors demonstrate how versatile promotional products can be individually designed in the special finishing area. A special highlight is the PSI Academy Expo, where all the nominated products and campaigns for the PSI Academy Awards to be presented for the first time in 2025 will be on display. The exhibition is designed to showcase practical examples and provide inspiration for the industry. At the same time, it can raise awareness among marketeers, politicians, associations and sponsors of the impact of haptic advertising and impressively demonstrate how innovative, creative and sustainable promotional products can be. To support companies in this endeavour and prepare them for the future, the PSI Academy workshop programme will focus on the topic of artificial intelligence (AI). The programme is currently being finalised and will be published shortly. Important for all interested parties: the PSI Academy will be moving to well-equipped conference rooms that offer more possibilities than before.



Inspiration, information and networking: the PSI will once again be the first industry highlight of the year 2026.

International meeting point

A wide range of international associations and networks will once again be represented at the PSI. The International Lounge and the Promo Alliance stand with ASI and Sourcing City in Hall 11 are central points of contact for international exchange. The Community Cafés in Halls 10 and 11 are classic meeting places for discussions in a relaxed atmosphere. PSI itself will be providing information about the benefits of membership in Europe's largest promotional products network at its "PSI Membership & Services" stand in Hall 11. Around half of the visitors will be coming from abroad, which underlines the trade show's leading role in Europe. A highlight of the PSI 2026 is the PSI Night on Thursday, 8 January, which opens at 7 p.m. in the Nachtresidenz club. Immediately afterwards, long-standing PSI members will be honoured for their commitment to the industry, before the dinner buffet heralds the social part of the PSI Night. The PSI Party will start at 10 p.m. with dancing and networking. On Wednesday, 7 January, the GWW Young Professionals and PSI will host a drinks reception and networking event at 5 p.m. at "The Hap" stand (Hall 10, Stand L09).

The Ticketshop is open

Tickets are already available for purchase. In addition to PSI members, only visitors from the promotional products business are admitted to the PSI. Business visitors include distributors, importers and manufacturers of promotional products, advertising service providers, advertising agencies, full-service agencies and marketing consultancies. Non-members must provide proof of their status in the PSI Ticketshop. As before, business visitors can only visit the PSI on 9 January 2026 at the invitation of their PSI distributor.



Top-class nominations for the PSI Academy Awards 2025

Forward-looking products enrich the market

The winners selected by the expert jury were announced at the festive PSI Academy Awards 2025 ceremony. However, they were not the only ones to submit forward-looking products and promotional campaigns. The other nominees also deserve attention. We present them here – let yourself be inspired!

All awards in the world have the same problem: not everyone can win. And the more diverse and high-calibre the submissions are, the more difficult the jury's job is. This was no different at the PSI Academy Awards: the expert jury of the PSI Academy Awards picked their brains until the winners were finally decided after intensive discussion. We presented the outcome of this decision-making process in the November issue. However, we also reviewed the documents of all the nominees who narrowly missed out on a place on the podium. In our review, we found a lot of other great articles, promotional campaigns and companies that deserve the undivided attention of the promotional products industry. You can be sure that these nominees will also be able to hold their own in the market. This is reason enough for the PSI Journal to showcase these nominations to you in this issue. You can be sure that you will discover one or two winners of upcoming awards here!

Category Clothing and Textiles

EcoFlow 10in1 Bandana – Versatile and sustainable



The EcoFlow 10in1 is a multifunctional bandana that can be worn as a neckerchief, headband or mask and is printed on both sides using waterless sublimation. It combines freedom of design,

fast production and FSC-certified packaging to create a sustainable promotional product.

Spandia Textile Sp. z o.o. (brand name: TedGifted)

Category Promotional Campaign

Goldstar® Reborn – Rebirth of a brand



In just five months, Goldstar® has transformed itself into a sustainable, modern brand leader. The promotional campaign stands for simplicity, responsible design and the path to carbon neutrality.

Goldstar Europe

Everllence Brand Launch – Employee experience with a system



A starter kit containing clothing, a bottle and a card was designed for the global brand launch of Everllence. The technical solution enabled personalised orders and efficient, data protection-compliant shipping processes.

Bensussen Deutsch & Associates GmbH

Treebytree – Donating trees, planting the future



Treebytree enables companies and individuals to donate trees as gifts and thus promote reforestation worldwide. Every gift is digitally traceable and makes a measurable contribution to climate protection.

Treebytree

The Hapticologist – An experience for all the senses



This multisensory bar combines drinks, sound, design and promotional products to create a haptic brand experience. It stands for creative cooperation, sustainability and emotional branding.

cyber-Wear Heidelberg GmbH

Category Lifestyle & Accessories

Loop Cup – Celebrating sustainably



The Loop Cup is a durable reusable cup from Germany, which is developed for large events. It shows how practical environmental awareness and brand messaging go hand in hand.

Bartenbach Werbemittel GmbH & Co. KG

Milu thermal container – warm, stylish, reusable



The vacuum-insulated, stainless-steel container keeps food warm or cold for a long time and is BPA-free. It promotes a sustainable to-go culture by avoiding single-use packaging.

Milu

Advent calendar wreath – tradition meets sustainability



The decorative Advent wreath calendar consists of FSC-certified materials and reusable tea lights. It thus combines Christmas spirit with environmental awareness.

ANTS & FRIENDS GmbH

ÄVA – Stylish order



ÄVA is a modular storage box made of metal and cardboard that is perfect for notes, pens and small utensils. It is sustainably manufactured in the German-speaking region, recyclable and elegantly designed.

Tiff-Toff Product

Clip'n'Clean Cloth – Clean on the go



The microfibre cloth made from recycled PET bottles is compact, printable and ideal for screens and glasses. With FSC packaging, it combines functionality with sustainability.

TedGifted

Idra Living – Enjoying drinks without plastic



The stainless-steel carafe with a Claysilite filter purifies water in seconds – without any plastic. All parts are recyclable or compostable, ensuring environmentally friendly drinking comfort.

Idra Water srl

newkee Face Sunscreen – Protection & care



This vegan sun cream with SPF 50+ provides effective protection against UV rays and nourishes the skin with hyaluronic acid and L-carnosine. It is completely free from microplastics, fragrances and octocrylene.

Deutsche Kosmetikwerke AG

Paper advertising bag for fruit gums – sweet and recyclable



This innovative paper advertising bag is fully recyclable as waste paper. It keeps sweets fresh and enhances sustainable brand communication.

JUNG since 1828 GmbH & Co. KG

The Bio Universal Tumbler – Naturally reusable



The double-walled cup is biodegradable, recyclable and BPA-free. It keeps drinks warm for longer and decomposes without leaving any residue when disposed of.

Keramikos Ltd

Category Re-Lifestyle

ZOGI 2nd Matter – New life for waste materials



This material series transforms industrial by-products into sustainable alternatives to plastic, wood and metal. It offers freedom of design and is perfect for customised branded products.

ZOGI Europe GmbH

WOODEN BRICKS – Wooden building blocks



OPEN BRICKS produces precision-fit wooden building blocks made from beech wood as a sustainable alternative to plastic. The product stands for precision, environmental awareness and creative brand communication.

OPEN BRICK SOURCE GMBH & CO. KG

“Green Hennes” – The sustainable mascot



The football team 1. FC Köln is presenting the first stuffed animal collection made entirely from recycled materials. The “Green Hennes” was designed and produced in collaboration with certified toy manufacturer Trigon Germany. Trigon is also behind the well-known brand

“Semo Stuffed Animal World” and has been a pioneer in the development of lifelike, customised plush toys for many years. The sustainable mascot is GRS-certified and demonstrates a genuine commitment to the environment in merchandising.

Trigon Deutschland GmbH

GreenLoop Memorizer – Memories with attitude



This bracelet made from recycled PET and bamboo stands for conscious consumption and personal meaning. With its individual design and fast production, it combines style and sustainability.

TedGifted

EcoMotion Crossbody – Sustainable travel



The crossbody bag made from recycled PET bottles combines style, functionality and environmental responsibility. The concept is rounded off by materials such as a bamboo-wheat blend and FSC packaging.

TedGifted

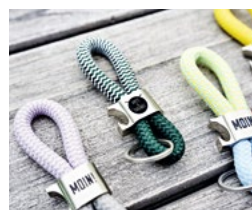
Betula Natura – Beauty from birch bark



The care products consist of sustainable birch bark and combine natural functionality with minimalist design. Handcrafted in Germany – plant-based and economical.

Betula Natura UG

2 in 1 Key rings – Practical and customisable



This rPET key ring combines design, quality and functionality with an integrated bottle opener. It can be colour-coordinated to match the customer's corporate identity and stands for long-lasting sustainability.

ANTS & FRIENDS GmbH

Reusable Fabric Gift Wrap – Reusable gifts



FabRap replaces disposable paper with stylish fabric packaging made from organic cotton and silk. Each piece of packaging is durable, reusable and reinforces the brand's sustainable image.

FabRap

Category School and Office Supplies

RECYCLED PET PEN PRO F SI – Responsible writing



The ballpoint pen is made from recycled PET bottles and aluminium cans, both of which are processed in Europe. Its modern design and ClimatePartner certification make it a green classic.

uma Schreibgeräte Ullmann GmbH

Category Bags, Luggage and Travel

Second Life Laptop bag – waste with an added value



Unique laptop bags are made from used trade show carpets and banners. Each piece tells the story of sustainable recycling.

Reciclage GmbH

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Eventresidenz Düsseldorf
Bahnstraße 13-15
40212 Düsseldorf

When quality, style and reliability meet a **light summer breeze**, it sets the perfect stage for strong advertising messages. They stand for trust, durability and values you can feel.





Sweet classics reimagined

Der Zuckerbäcker combines nostalgia and trend awareness into a perfect balance. Whether fruit gums, lollipops or candy, the lovingly packaged sweets become good mood ambassadors. With individual labels, sustainable packaging and summer flavours such as strawberry or watermelon, they are ideal as charming giveaways, event snacks or mailing extras. This turns every sweet into a piece of brand pleasure with a lasting effect.



Sweet advertising

The Storck Riesen in MAGNA sweets' FSC® advertising folding card combines enjoyment and brand messaging in a delicious way. Dark chocolate meets chewy caramel, making it a classic with cult status and emotional advertising value. The individually printable folding card creates space for creative campaigns and sustainable messaging. Whether as a sweet thank you or a brand ambassador with a wink of the eye, this promotional gift appeals to all the senses and leaves a lasting impression. It will be an enormous success for any campaign.



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



Cuddly Evergreens

The Schmoozies® Evergreenies® from mbw bring fresh colour to every desk. These charming display cleaners with micro-fibre undersides ensure clear screens – and smiles. Six lovable characters offer space for creative advertising messages that never fade. Whether as a giveaway, employee bonus or trade show gift, these Evergreenies® will remain in your memory forever. They combine function, humour and brand strength and are perfect for anyone who wants to make their advertisements blossom.



Naturally striking and cool

The tradition-rich brand STABILO brings natural elegance to the desk with its swing cool NatureCOLORS. The popular highlighter now comes in six new shades inspired by nature: mud green, green soil, umber, sienna, beige and warm grey. These soft colours complement the existing neon and pastel range with a subtle, stylish variation, making them ideal for sustainable brand messages with aesthetic appeal. With two variable line widths and the proven STABILO Anti-Dry-Out Technology, which prevents drying out for up to four hours, the BOSS ORIGINAL remains reliable and durable. Its characteristic wedge shape prevents it from rolling away and ensures that the advertising messages and logos always remain in view. The STABILO BOSS MINI Naturevibes is the charming, handy version of the BOSS ORIGINAL, which is perfect for on the go or as a pleasant giveaway. Six lovingly designed nature motifs make it an eye-catcher on any desk. Like its big “siblings”, the MINI impresses with its wedge tip for two line widths and environmentally friendly water-based ink. It also cuts a fine figure as an advertising medium. It can be discretely branded via pad printing on the cap or creative advertising on the box of four by means of 4c digital printing.



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





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

Sunny and blooming messages

With its “Sunny Greetings” product, Multiflower brings a touch of summer to every campaign. The dwarf sunflower symbolises optimism, joie de vivre and is perfect as a natural giveaway. Labels and banderoles can be customised for orders of 250 or more. The compact format (Ø 90 mm, 47 g) contains a soil tablet and seeds that are ready to sow. It is a small promotional gift with a big impact that will be remembered for a long time to come.

Summer to go

Sun, sand and embroidery: Stickerei Klam accessories bring summer to every advertising space. Embroidered towels, bags and umbrellas are transformed into high-quality brand ambassadors with character. Lovingly crafted details and colourfast materials guarantee long-lasting quality, making the accessories perfect for the pool, events or the beach. If you wish to associate your brand with emotion, value and haptics, choose Stickerei Klam so that summer – and your logo – will remain fondly remembered.



PSI 49110 • Stickerei Klam
Tel +49 7129 92869-0 • mail@klam.de
www.stickerei-klam.com

Viking fun with brand character

The Viking game from goki turns team building into an adventure. Made of sturdy wood and packaged in a cotton bag, the classic Kubb game invites you to exciting outdoor duels. Whether it's a company party, summer festival or customer event, this sustainable outdoor game combines fun, exercise and brand messaging. With individual engraving, this leisure game is a personalised gift that promotes team spirit and enjoyment.



PSI 42351
goki Gollnest & Kiesel GmbH & Co. KG
Tel +49 415888220 • info@goki.eu
www.goki.eu

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



Combining technology and design

With its CONVERTICS series, REFLECTS® unites technology and design into a harmonious whole. The latest addition is the REEVES-CONVERTICS CHARGE 2-in-1 wireless charger, which combines wireless charging with up to 15 watts and a Qi2-compatible magnetic mount, making it ideal for your desk or when travelling. The range of products is complemented by the illuminated 4-in-1 cable REEVES-CONVERTICS LIGHT UP, which brings together functionality with brand impact. Classics such as the 6-in-1 models BAMBOO and TRIPLE (100 W) as well as the DESKTOP cable with an integrated holder round off the series.

Responsible sun protection

The waterproof sun lotion formulas from Sanders Imagetools offer intensive care and protection for all skin types. Whether sensitive and fragrance-free (SPF 30/50) or classically scented (SPF 30), all variants are free from nanoparticles and micro-plastics as well as reef-friendly in accordance with Hawaiian law. A wide range of formats is available, spanning from 10 ml sachets and tubes (25–100 ml) to sprays and duo packs. The design can be customised with your own print – for a strong brand impact under the sun.



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

Mini puzzle with advertising impact

The mini puzzle from goki is a small gift with a big message. Made of wood and packaged in a customisable folding box, it is an appealing advertising medium with lasting impact. Whether as a mailing insert, trade show giveaway or customer gift, the puzzle combines sustainability, emotion and creativity. Companies can design the puzzle and packaging themselves for brand presence that connects people. The result is a charming gift that sticks in people's minds in a playful way.



PSI 42351
goki Gollnest & Kiesel GmbH & Co. KG
Tel +49 415888220 • info@goki.eu
www.goki.eu



PSI 43144
 FARE - Guenther Fassbender GmbH
 Tel +49 2191 609150 • info@fare.de
 www.fare.de



Make a big impression

The FARE Travelmate Camper Allover Xpress shows how a parasol can make a statement. Available with full-surface custom printing for orders of 100 or more, the 147 cm parasol offers enormous advertising space and dual functionality: sun protection (UPF 50+) and travel-sized rain protection. The model impresses with its easy handling, sustainable materials such as its waterSAVE® cover made from recycled plastic and a wide range of finishing options – from doming to printed covers. Synonymous with umbrella innovations from Remscheid since 1955, FARE brings brands and motifs together under one umbrella – in the truest sense of the word.

Licensed characters as heroes with a heart

Well-known characters such as Wickie, Halvar and Maya the Bee create emotional closeness and trust – an unbeatable advantage for brands. mbw offers a wide range of licensed products that can be enhanced with logos or slogans. These characters evoke childhood memories and convey values such as friendship and joie de vivre. Whether for campaigns, promotions or customer gifts, licensed heroes make brands human and unforgettable.



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





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

Twice as practical for everyday use

Condedi's outdoor classics combine function and style. The multi-tool bottle opener known as Global offers five functions – from can opener to vacuum sealer – and boasts a modern design with an ergonomic shape. The bag and filler clip keep your kitchen and household tidy: open, fill and seal – simple and clean. Both products impress with their durability, variety of colours and print finishing. Manufactured in Geseke, they stand for Westphalian quality with clever benefits. Whether in the garden, when camping or at home, Condedi supplies well-designed everyday helpers with a strong advertising impression.



Form and function on the worktop

The Fairwerk spice box brings order and style to the kitchen. Whether salt, pepper or oil, everything finds its place in the elegant box made of solid, oiled oak. Thanks to the practical handle, all ingredients can be carried to the table or outside in one go. The base made of sustainable Violan felt protects sensitive surfaces. Available in two sizes, the box is also ideal for catering or outdoor kitchens. Produced in Germany according to fair standards, it stands for quality, durability and minimalist design.



PSI 60835 • Fairwerk - Stiftung Attl -
Einrichtung für Menschen mit Behinderung
Tel +49 8071102226 • info@fairwerk.de
www.fairwerk.de

PSI 41941 • Trendfactory BV
Tel +31 252 622233 • info@trendfactory.eu
www.trendfactory.eu



Sweet fragrance with style brings tranquillity

The “Sweet Jasmine” scented candle from the Private Collection transforms any room into an oasis of tranquillity. Fresh citrus notes and berries meet delicate peonies and lilies of the valley, rounded off with warm, sensual sandalwood. The champagne-coloured glass adds an elegant touch and can be reused as a decorative vessel after the candle has burned down. Trendfactory thus delivers an aromatic statement for sensual brand experiences.



PSI 40940
IGRO Import- und Großhandels GmbH
Tel +49 6432 91420 • sales@igro.com
www.igro.com

A versatile top product made of jute

The planto jute bag from igro is both a summer all-rounder and everyday helper. Robust, laminated and sustainably manufactured, it cuts a fine figure as a beach, shopping or firewood bag. The natural material defies moisture and dirt, while the simple design combines style and environmental awareness. It is an ideal promotional product for sustainable brands, combining functionality with a green statement and inspiring enthusiasm all year round.

A clear view for strong brands

Micro-fibre lens cloths from Polyclean combine functionality and brand impact. They thoroughly clean glasses, displays and lenses while perfectly showcasing logos and designs. Thanks to high-quality printing and customisable design options, they are ideal advertising media – durable, washable and sustainable. Whether as a giveaway or part of a campaign, the cloths impress with their “made in Germany” quality. Polyclean also offers a wide range of packaging options, from recyclable bags to creatively printed cases. For over 20 years, the company based in Ahaus has been synonymous with precision-manufactured high-tech cleaning products.



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



Classics with a modern twist

The textile finishing centre Zego presents the eterna collection of shirts and blouses that combine timeless elegance with modern functionality. The “Original Shirt” for men and the “Poplin Shirt” for women impress with their breathability, crease resistance and elegant finish. Both models can be individually finished with collar embroidery, adding a fine touch for classic work wear. The combination of tradition and innovation makes this line of products an ideal ambassador for quality and style.

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

Wax candles in golf ball design

Handcrafted in Germany, these wax candles in a golf ball design look great not only during the peaceful Advent season and at Christmas. The candles are available in sizes of 45 and 70 millimetres. They are individually packaged in transparent bags and can be provided with a logo sticker on request.



45818 • Golfvertrieb Hilbrand
Tel +49 8322 96540
office@golf-hilbrand.com
www.golf-hilbrand.com

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



Sustainably and stylishly active

The rPET ActiveTowel® Sports from Polyclean is the new must-have for active sports enthusiasts. This lightweight towel made from recycled P-9000® micro-fibre impresses with its high absorbency, quick drying and pleasant feel. It is made from 90% recycled polyester and 10% polyamide and is therefore environmentally conscious without compromising on performance. A particularly strong feature is the individual design with brilliant photo printing, which makes each towel unique. Packaged in an elegant gift box or sleeve, it is ideal as a high-quality gift for customers or employees.

For great swimming fun in the pool

If you want to get the most out of your pool, you need reliable information about the current water temperature. The WS 9079 temperature station from technoline offers an elegant and functional solution. The floating pool thermometer displays the water temperature directly in the water and can be attached to a cord. The base station with a quartz clock provides a precise display of the indoor and water temperature in °C or °F, as well as a MIN/MAX function for maximum and minimum values. It is ideal for relaxed use in swimming pools, but also for nearby bathing waters, fish ponds or larger aquariums.

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





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



Emotional merchandising with character

With its MiniFeet®, Herr Bert® & Berta and Schnabels® product lines, mbw® shows how promotional products can become appealing brand ambassadors. The MiniFeet® stuffed animals combine soft design with brand presence. Whether teddy bears, animals or mascots, they create emotional bonds. They can be integrated into advertising concepts through individually printable accessories such as T-shirts or triangular scarves. Shirts made from SEAQUAL® YARN, manufactured from recycled marine waste, are particularly ecologically sustainable. Herr Bert® and Berta symbolise relaxation with humour. The squishy figures made of polyurethane foam come in over 80 designs – from “Busy Bert®” to “Dr. Bert®”, thus offering the right character for every industry. A classic among giveaways are the Schnabels® squeaky ducks in over 250 variations. They charmingly combine emotion, design and brand impact.

365 days of brand presence

Visible every day and practical at the same time, ATHESIA calendars have been advertising classics for decades. The tradition-rich publishing house, which known for successful series such as the Heye family planner since 1998, offers editions sold in millions and themes ranging from “The Mouse” to “Peanuts” with a wide variety of motifs for every target group. Particularly popular are models with five columns, holiday overviews and timetables, making them ideal for families and offices. Advertising logos and messages are available from as little as 50 copies, with delivery in four to six weeks. The calendars are tried-and-tested everyday companions that stylishly carry advertising messages throughout the year.

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



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



A jar full of sunshine

Multiflower's "jar of sunshine" brings joy to your desk. The preserving jar with a soil tablet and dwarf sunflower seeds allows you to convey a friendly advertising message in mini garden format. The logo and label can be customised for orders of 250 or more. It is a simple, sustainable product that shows how small promotional items can sow great joy.

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



A classic with a twist

The 3 × 3 Rubik's Cube from elxact is both a cult item and communication surface. Available in quantities of 25 or more, the world's best-selling puzzle can be customised on all sides or, in the classic style, on just one. Manufactured in Germany, the cube impresses with its quality, precision and short delivery times. Colourful, playful and interactive, it brings movement to any advertising campaign. Whether as a giveaway, employee gift or trade show game, the magic cube combines nostalgia with brand presence, making it a symbol of intelligence, creativity and problem-solving fun.

Loveable stickers with summer cheer

The 333 colourful stickers and labels from EMF Publishing House bring colour to the summer. With cheerful motifs and a writable surface, they transform gifts, cards and journals into little works of art. The design and scope can be customised to brands – even by adding their own logo to the cover or products inside if desired. This turns a charming craft set into a personalised promotional product with high recognition value. They are a creative summer highlight for fans of handicrafts, individuality and good cheer.

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





Enjoy stylish dining

With its range of porcelain products known as AMINA, Seltmann Weiden demonstrates that tableware is more than just functional – it is an emotion. The delicate eating utensils designed like chopsticks (Stäbcherelief) and four elegant colour glazes – white, rosé, silver grey and celadon – lend every table an individual touch. AMINA is 100% made in Germany and stands for tradition, design and sustainability. Whether for breakfast, dinner or coffee, the porcelain creates an atmosphere of calm and well-being which invites you to linger and enjoy handcrafted perfection.



Give the gift of lasting relaxation

Available from Trendfactory, the “Ritual of Jing – Small Gift Set” from Rituals combines care and mindfulness in one gift. The products with jujube and lotus provide inner peace and regeneration, making them ideal for starting the day or for an evening ritual. The elegant gift box made from sustainable materials can be reused later for storage. Trendfactory is positioning Rituals as a premium brand in the loyalty and promotional gifts segment, making it a symbiosis of mindfulness and brand value.

Two hooks for stylish organisation

The Vielfalt (diversity) wall hook set from Fairwerk proves that function and design go hand in hand. Made of solid, oiled oak and maple wood, the two hooks bring natural elegance to any wall – whether for coats, keys or notes. They are sustainably produced in Germany based on high-quality precision craftsmanship. The minimalist, timeless design fits just as well in living spaces as it does in the office and shows how simple everyday helpers can make stylish statements. The set includes two hooks and a set of screws.

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



Blooming greetings that last

The seed greetings on stems from Die Stadtgärtner are a charming idea for sustainable summer messages. A small seed bag on a wooden stick is hidden under a lovingly designed banderole, from which strawberries, beans or wildflowers will soon grow. Instead of short-lived cards, this creates a gift that takes root. Whether as a thank you, mailing insert or event giveaway, the customisable designs offer plenty of space for creative messages. Practical, flat and with emotional added value, they stand for green advertising that grows.

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





Summer power with a natural look

The "Cotton Pocket Natural Starched Jute Shopper" from Westford Mill, refined by zego, combines sustainability and style. The combination of starched jute and organic cotton offers robustness and scope for creative finishing touches. With a capacity of 21 litres and a natural colour, it is ideal for environmentally conscious brand appearances, whether at trade shows or in everyday life. It is a bag with character – and a clear statement for sustainable elegance.

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

Advertising that blossoms

When everything blooms in summer, tobra's ecologically sustainable flower products also unfold their full effect. The round or heart-shaped seed balls, stars or eggs are peat-free, certified organic and, once sown, transform into colourful meadows that attract bees and butterflies. Packaged in transparent glassine bags or individually designed sleeves with logo printing, they charmingly combine naturalness and design. Produced 100% in Germany in an environmentally friendly way, they are ideal giveaways for sustainable summer campaigns. Those who choose tobra are choosing advertising that grows – both literally and figuratively.

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100%
TORFFREI

BIO
nach
EU-Öko-Verordnung



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

MADE
IN
GERMANY

BIO
nach
EU-Öko-Verordnung





Infinite recyclable writing

Sustainability starts small, as demonstrated by the new uma twist pen. It combines environmental friendliness with modern design and versatile customisation options. Made from the material of a 0.5-litre PET bottle, the uma CHANGE impressively shows how recycling can become a closed loop. Made from fully recycled material and 100% recyclable, it sets new standards in environmental protection. With a wide clip that offers plenty of space for individual advertising, it is the perfect brand ambassador. It comes in three models – opaque, transparent glossy or in fresh ocean colours.



Enjoyment. Design. Branding.

The premium aperitif 'Pink Sprizz' (8% ABV) from naschlabor combines exotic passion fruit, fruity mango and tart, fresh blood orange to create a sparkling summer highlight – ready to drink in 0.2 litre or 0.75 litre bottles. Ideal as a stylish aperitif, for events or as a high-quality gift. naschlabor also offers flexible branding options – right up to a fully personalised front label. This makes Pink Sprizz a real brand ambassador. Produced in Germany.

Schneider



Made in Germany

Slider Rave

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schneiderpen-promotion.com



46325
 Slodkie Upominki Spółka z o. o. Sp. K.
 Tel +48 22 6479000 • sales@slodkie.com
 www.slodkie.eu



Refreshing brand statement

Slodkie brings fresh ideas to the advertising business with its Brand Me! Mints Mini Rectangular Tin. The stylish metal tin can be filled with either sugar-free mint sweets (18 g) or chewing gum (20 g), both of which can be personalised with a logo directly on each sweet. This results in a three-stage customisable giveaway that combines taste and brand awareness. The white or silver metal tin stands for durability and zero-waste thinking, making it a promotional product that lasts.



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

Compact powerhouse for the office

The InLine USB-C cable with a retractable mechanism from intos is the smart solution for anyone who values efficiency and tidiness. At 0.8 metres long, it is flexible in use, while the robust ABS case protects the cable securely. The USB-C to USB-C 2.0 interface delivers up to 100 W of charging power, making it ideal for notebooks, tablets or docking stations, and transfers data at 480 Mb/s. Perfect for everyday mobile working, the cable can be elegantly stowed away in the case after use. The result is maximum functionality in minimum space.

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

A personal and precise touch

Spanning from pocket knives and watches to luggage, the high-quality gift ideas from Victorinox make customer appreciation tangible. Personalised engravings on the case back or blade reflect genuine affection, especially during the Christmas season. The online configurator can be used to add company logos or messages, transforming practical companions into individual gifts. Quality, functionality and Swiss precision meet emotional gestures. Victorinox turns corporate gifts into lasting memories that are robust, elegant and always on time to express gratitude.





PSI 46095 • Lumitoys-GmbH
Tel +49 2331 3775450 • info@lumitoys.de
www.lumitoys.de

Advertising with a freshness boost

The Message Fan from Lumitoys is this summer's eye-catcher. While it cools, it projects up to six freely programmable lines of text via LED. Thus, your message literally floats in the air. The neck strap ensures comfortable wearing, and the case can be designed in Pantone colours and additionally printed. Whether battery-operated or rechargeable, this handy advertising fan makes a cool impression at events, trade shows or in summer mailing campaigns. Packaged in a folding box that can be individually printed on request, it is the ideal giveaway with a lasting impression.

Barbecuing with style and precision

The Rominox® barbecue case from Römer lifestyle brings professional quality to every summer party. The sturdy aluminium case protects the tongs, spatulas and forks, all of which are distinctly shaped tools for comfortable handling and long service life. A particularly elegant feature is the silk matt brushed plaque made of stainless steel, which can be individually engraved for orders of 60 or more. This makes the barbecue case the ideal gift for barbecue fans, employees or business partners. A member of the Römer family, Römer lifestyle stands for stylish promotional products for cooking, outdoor activities and enjoyment.



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

PSI 41816 • Nestler-matho GmbH & Co. KG
Tel +49 7221 21540
info@nestler-matho.de
www.nestler-matho.de



Freshness to go

The mobile humidifier known as pure from Nestler-Matho brings a touch of well-being to dry rooms – no tank, no hassle, just place it in any container with clear water. Especially during the heating season or when using air conditioning, it helps to keep mucous membranes moist and thus strengthen the immune system. Skin, lips and eyes also benefit from the gentle humidification. The case is made entirely of recycled ABS plastic, and the compact device is powered by a rechargeable battery with up to six hours of runtime. Whether on your desk or in your bedroom, the humidifier floats quietly and efficiently, while offering space for advertising logos on top.

Extremely lightweight umbrellas

The pocket umbrellas from the U.Series by Doppler/Knirps are small, lightweight and practical. They impress with their minimal weight, compact dimensions and sturdy construction. Thanks to high-quality aircraft aluminium and fibreglass, they can withstand wind speeds of up to 120 km/h, making them perfect for all weather conditions. Whether for the young or old in the city or countryside, these lightweight ultra-umbrellas are always a good fit. The manufacturer offers numerous options for customising Knirps umbrellas, transforming them into effective advertising media or personal accessories.

U.SERIES

Knirps

ULTRA LIGHT
ULTRA SLIM
ULTRA STRONG

PSI 41752 • doppler H. Würfingsdobler GmbH
Tel +49 85719122218
individual@knirps.com
individual@dopplerschirme.com
www.dopplerschirme.com

knirps.de
individual@knirps.com

Functional elegance

The "Styling Classic" from heri is more than just a pen – it is a writing utensil and stamp in one. The slim metal casing in chrome or lacquer, combined with precise stamping mechanics, impresses with its design and technology. The integrated stamp provides razor-sharp impressions with up to three lines. Thanks to an online code, you may request your personal stamp plate free of charge. This results in a promotional product that combines individuality with tradition – and leaves a lasting impression.

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



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Tel +48 223314100 • head@reiter.pl
www.reitergroup.eu
www.colorissimo.com

Compact protection with style

The Dynamic Umbrella from Colorissimo is an umbrella for anyone who appreciates premium quality. Thanks to its solid metal frame, wind-resistant construction and lightweight polyester pongee canopy, it combines strength and elegance. The double automatic system allows for convenient opening and closing at the touch of a button. With a PU-coated handle, REACH certification and a protective cover included, it is a durable companion for city life, travel and business.

Classics ensure safety

When it comes to road safety, we should not overlook classic products. The reflective clack bands from reflAktive are a proven advertising medium with a protective function. They significantly increase visibility in road traffic and can save lives in an emergency. Thanks to their easy handling and high acceptance, they are not only indispensable, but also a useful companion for young and old alike. As a product made in Germany, the clack bands impress with their high-quality materials, precise workmanship and long-lasting reflective effect.



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





Systematic organisation

Even people with lots of keys can keep track of all of them with the TROIKA PATENT. Six detachable rings can be unhooked individually in a flash – for maximum flexibility in everyday life. Whether car keys, company keys or shopping tokens, everything has its place. The snap hook ensures a secure hold, while the robust metal-brass combination guarantees durability. For over 20 years, TROIKA has stood for German design with practical added value. PATENT impresses with its functionality, clear shapes and clever detail solutions, making it a key organiser that elegantly combines everyday use and high standards. It is ideal for work, home or leisure – and a piece of German engineering in pocket size.



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

Chocolate with brand character

Slodkie produces a square 65 g chocolate bar that perfectly combines enjoyment with brand messages. The bars are manufactured in special shapes and can be completely customised – from the shape to the packaging. Ten exquisite varieties, including dark chocolate, ruby, golden caramel and plant-based options, offer premium-level diversity. The sustainable packaging made of biodegradable paper or foil in white, kraft paper or ecru with grass fibres underlines the company's environmentally friendly standards.



46325
Slodkie Upominki Spółka z o. o. Sp. K.
Tel +48 22 6479000 • sales@slodkie.com
www.slodkie.eu

YOUR LOGO
and design here

Business award for elasto

The advertising material manufacturer's strong ties to its regional location were recently honoured with a prestigious award – the 2025 Business Award for the Amberg-Sulzbach region. The jury members from politics, business, the press and banking praised elasto for its sustainable corporate development, its continuous innovative strength and its clear commitment to the Sulzbach-Rosenberg location. The family-owned company stated that it regards the award not only as a symbol of entrepreneurial achievement, but also as an expression of responsibility and future orientation. elasto is clearly committed to its role as an employer and innovator in the region, combining sustainable value creation with a strong team spirit.

Frank Sperber, CEO of elasto, emphasised: 'This award is a special recognition for us – it stands for the joint commitment of our entire team, for our values and for our confidence in Germany as a business location. We see it as an incentive to continue investing consistently in our employees, our production and our region.' Sperber concluded by thanking his employees, 'without whose commitment this success would not have been possible.'

The festive award ceremony for the prize, donated by VR Bank Amberg-Sulzbach, took place at the Amberg Congress Centre. Around 700 guests celebrated elasto and listened to an inspiring speech by sports commentator Marcel Reif, who emphasised the importance of clarity, passion and attitude for long-term success – values that have always characterised elasto.

www.elasto.de



Award ceremony: Frank Sperber, CEO of elasto, thanked his employees for their commitment. Photo: elasto GmbH & Co. KG

The Hapticologist and MoPa receive further awards

After Cybergroup International won two gold awards at the German Stevie Awards in the summer, The Hapticologist and MoPa have now received another double award – this time the prestigious German Design Award. Both projects meet the highest standards in the design of forward-looking brand worlds. The digital and immersive museum for branded goods (MoPA) combines functionality with clear design language, impressively expressing contemporary product design. The unique bar project The Hapticologist opens up undreamt-of perspectives on sensory brand communication and tangibly elevates the haptic experience to a new, strategic level.

Cyber-Wear GmbH sees the awards as confirmation of its approach to combining creative excellence with strategic thinking. "Anyone who works with cyber-Wear or becomes part of our team is moving in an environment that gives ideas space and shapes change. We are looking forward to the award ceremony in February with great anticipation and are already working on the next concepts that will bring brands to life," say the Heidelberg-based company. The two award-winning projects show how design can provide impetus that goes far beyond individual products. For the promotional products industry,

this means a creative evolution that rethinks quality, experience and brand identity. 'We want to actively shape the promotional products industry and set new standards. For us, innovation, sustainability and quality are not just trends, but a clear promise for the future,' emphasise the winners.



The German Design Award honours the best design achievements from around the world. Cybergroup International is among this year's winners.

Cybergroup



Fresh brand image and exciting news

GC Footwear GmbH recently unveiled its new look: as part of a comprehensive re-branding, not only was the brand identity modernised, but a new, user-friendly website was also launched. With this move, the company is sending a clear signal of change, innovation and customer focus.

A particular highlight is the expanded product range: GC Footwear is launching numerous new and, in some cases, exclusive items. As the only supplier in the promotional items segment with its own line of slippers, the company is setting a distinctive tone and expanding its portfolio with a product that appeals both emotionally and practically.

GC Footwear is also positioning itself strongly for the future in terms of personnel: with Andrey Rocha as the new Country Manager for Spain, the company is gaining an experienced industry expert who will continue to drive forward internationalisation.

With a fresh brand image, innovative products and a strengthened team, GC Footwear is looking to the future with optimism – and setting new standards in the promotional products market. gcfootwear.com



Andrey Rocha

Platinum status with EcoVadis

Kaiser Promotion AG has been awarded Platinum status by EcoVadis for the first time, the highest level of certification granted in the international sustainability rating system. With an overall score of 88 out of 100 points, the company ranks among the top 1 per cent of all companies assessed worldwide. The award recognises Kaiser Promotion AG's comprehensive commitment to the key areas: environment, labour and human rights, ethics and sustainable procurement. EcoVadis thus confirms the consistent implementation of responsible and future-oriented corporate practices.



Kaiser Promotion AG scored 88 out of 100 points in the area of environmental and climate protection. Particular mention was made of their clearly defined targets for reducing energy consumption, greenhouse gas emissions and waste. The company also scored an impressive 88 points in the area of labour and human rights thanks to transparent guidelines, fair working conditions and comprehensive health and safety measures. In the area of ethics, Kaiser Promotion AG scored 70 points, demonstrating its commitment to data protection, integrity and transparency in all business processes. With 94 out of 100 points in the area of sustainable procurement, the company was also recognised for its exemplary responsibility in the supply chain – including close cooperation with suppliers in order to support environmental and social standards.

“Being awarded EcoVadis Platinum status is an important milestone for our company,” commented Peter Kaiser, Managing Director of Kaiser Promotion AG. “It confirms that our commitment to sustainability is having a measurable impact – both in

our own value chain and in the advice we give our customers.” With the EcoVadis Platinum award, Kaiser Promotion AG strengthens its position as a responsible partner for sustainable promotional materials and underlines its pioneering role in the Swiss promotional product sector. www.kaiserpromo.ch



The first Connect & Knowledge Conference organized by the Polish Promotional Products Association (PIAP) focused not only on knowledge transfer and discussions, but also on inspiration and networking. Photo: PIAP

PIAP Conference: Promotional Products in European comparison

The Polish promotional products association PIAP discussed the value of corporate gifts at its first Connect & Knowledge Conference at the end of September. The event took place as part of the Marketing Festival at EXPO XXI in Warsaw and brought together over 150 representatives from the advertising industry and related fields. The guest of honor was Minister Agnieszka Majewska, Ombudsman for Small and Medium-Sized Enterprises and patron of the conference. Speakers included Joanna Tonkiewicz, Karolina Śliwińska, Marcin Grela, and Marcin Banaszkiewicz – experts in sales, leadership, and personal branding. The ICAN Institute was the content partner. The most important topic was the government-mandated limit on spending for corporate gifts. A comparison of European regulations revealed significant differences between EU countries. In Poland, for example, the limit is only about PLN 20 per person, while in Italy corporate gifts may cost up to EUR 50 and in Slovenia up to EUR 42. In other countries, such as Denmark and Malta, promotional gifts

are allowed in unlimited amounts. Representatives of the industry therefore called on the administration to eliminate this competitive disadvantage for Polish companies. The meeting took place as part of the 17th edition of the Marketing Festival, which attracted over 200 exhibitors and 3,100 participants this year. The successful premiere of the PIAP Connect&Knowledge 2025 conference showed that it can certainly give the leading voices in the industry a platform for important debates about the future of the advertising materials and promotional products market. www.piap-org.pl

Strong presence in the field

REFLECTS® GmbH, a multifaceted specialist in high-quality and creative promotional items, is continuing to expand its field sales force. Thanks to a clear profiling of the product range and an increased number of products developed in-house, the traditional Cologne-based team is now enhancing its personal service for customers on site.

Olaf Ulbrich and Lars Leppert, experienced professionals in the sector, support customers in Germany, Austria and Switzerland. While Olaf Ulbrich is the contact person for customers in northern Germany, Lars Leppert is responsible for southern Germany, Austria and Switzerland. Anthony Donoyan supports customers in France and the French-speaking regions of Belgium and Switzerland. Janine Busser has been part of the REFLECTS® export team since 2014 and is in direct contact with customers in Benelux. In addition to offering services in the local language, specialised sales documentation and digital tools, the company focuses specifically on direct customer contact through regional representatives.

Contact: Peter Leseberg, Head of Sales and Marketing • p.leseberg@reflects.com • Tel +49 2234 9900 510

www.reflects.com



Exactly one year ago, Daniel Faller joined the management team of cyber-Wear, an international merchandising design and promotion agency based in Mannheim. Since then, he has experienced an intense year full of changes, challenges and critical decisions.

Daniel Faller: One year at cyber-Wear

A clear goal in view

Un this interview, Daniel Faller talks about his personal impressions, his biggest milestones and why, for him, this past year has been one thing above all else: a time to prepare for the future.

You've been part of cyber-Wear for a year now. Looking back, how would you sum up this first year?

My first year at cyber-Wear was intense and heavily influenced by restructuring, both in terms of personnel and organisation, and setting the course for the future. Even though we haven't yet achieved the growth targeted for this year, it's been important to lay the foundations for achieving this vision. Looking back, I see it as a year of preparation – with many decisions that will give us stability, scalability and development opportunities in the future.

Which projects or moments during this year were particularly exciting, or made you especially proud?

After just a few weeks with the company, I had the opportunity to attend the big 30th anniversary celebration. It was great to see how strong the team spirit and identification with the company are. Even if it is not always obvious in day-to-day business, I am proud that we've managed to break through established structures, rebuild them and, at the same time, improve processes and eliminate those pain points that were identified through team feedback. It motivates me that we, as the management team, are working together towards a clear goal.

Were there any challenges that particularly stand out, and what did you learn from them?

One of the biggest challenges was definitely initiating change while remaining patient when success was not immediately measurable. I learned that transparency and communication are crucial in this regard – both internally with the teams and externally. Striking this balance between short-term expectations and long-term perspectives was an important learning experience for me.

How did you find working with your team and other departments?

For me, the team is cyber-Wear's greatest asset. There is strong mutual regard and support, new colleagues are openly and warmly welcomed right off the bat, and I felt at home in the team from day one, basically as if I had been working with these colleagues for much longer. In a year full of restructuring, this team spirit was extremely valuable and shows how strong our corporate culture is.



Is there an anecdote or experience from this year that has had a particular impact on you?

It's really hard for me to pick out a single experience – there were definitely lots of fun moments.

What are your goals or wishes for the coming year at cyber-Wear?

For the coming year, I hope that the course set in recent months will bear visible fruit. My goal is to achieve the targeted financial results, thereby securing further stability and, above all, generating opportunities for further investment. I hope that the changes made will become even more noticeable throughout the entire team and that we will move together on the path to growth. <

Prodir: New addition to the family for its 50th anniversary

To celebrate its 50th anniversary, Swiss writing instrument specialist Prodir, a brand of Swiss company Pagani Pens SA, is expanding the QS50 family released last year uniquely as QS Stone. The hexagonal classic grip, reminiscent of traditional pencils, is now available with a range of new surfaces and 12 mineral and metallic colours, such as malachite green, amethyst violet, black carbon, rose quartz and lazulite blue. In addition, the slim, elegant writing instrument offers countless personalisation options. The casing of the QS Stone series is also original. All models in this series are made from a special mineral-enriched material – and like all Prodir products, they are manufactured entirely and exclusively in Switzerland. The Stone series of the expanded QS50 family is therefore also particularly sustainable, as the QS Stone uses 60 per cent less plastic than a standard ABS pen, even though it is up to 50 per cent heavier. A significant advantage! According to Prodir, the additional weight increases the perceived value when given as a gift to business partners, prospects and employees. For those who like to keep things light, the QS50 family also offers lighter ABS casings with matt and soft-touch surfaces, as well as a large selection of plastic and soft-touch surfaces, as well as a large selection of plastic and satin-finished metal clips, buttons and clip holders. Either way, with a large clip printing area, QS50 now offers hundreds of options for brands to express everything that makes them unique.

Giorgio Pagani, founder and CEO of Prodir, has this to say about the QS50 family: “I’ve overseen the launch of a lot of pens over the decades, and I really can say that the QS50 is a timeless classic. It’s a proud testament to the longevity of our Prodir brand, which I founded back in 1975. It’s also a testament to the enduring power of writing instruments both in our everyday lives and as promotional items for the business market. QS50 is an elegant brand messenger for companies striving to continually distinguish themselves and show what makes them unique.” **www.prodir.com**

Prodir



QS50 in the new matt surface, Photo: Prodi

elasto and HALFAR expand their presence in Scandinavia

elasto GmbH & Co. KG, a plastics manufacturer based in Sulzbach-Rosenberg, and bag specialist Halfar System GmbH from Bielefeld are continuing to expand their international presence. From October 2025, Bernt Sandin will be working as an independent sales representative for both companies, supporting customers in Sweden and Norway. This move by elasto and HALFAR signals their joint commitment to even more intensive market development in Scandinavia.

Bernt Sandin will act as the local contact person and interface with customers. Supported by the sales teams at their German headquarters, he will now be the face of elasto and HALFAR in Sweden and Norway. The aim is to strengthen existing relationships while tapping into new market potential. “The close and cordial cooperation between elasto and HALFAR creates a strong basis for ensuring customer proximity, flexibility and service quality at the highest level,” say the companies.

www.elasto.de • https://de.halfar.com

Elasto | Halfar System



Bernt Sandin

Embarking on a new era



Johannes Lehmann, Tatjana Henn, Frank Platenik, Erika Groth (from left).

As a versatile and experienced partner, SNAP Sportswear supplies the promotional products trade with high-quality finished textiles. Following the retirement of long-standing managing director Astrid Nasse, the company has embarked on a strategic realignment – consistent, focused and with a clear vision for the future. Even at first glance behind the scenes, it is clear that new momentum has been generated here. The sales department has now been strengthened by Johannes Lehmann, who is setting new accents with fresh ideas and a keen sense of customer needs. In the graphics department, Patrick Bohn is responsible for the visual development of the brand and ensures an even more distinctive appearance. There have also been significant changes in the warehouse team: Kevin Schikowski and Thorsten Rüdiger bring additional clout to logistics and the flow of goods – and ensure smooth processes even with increasing order volumes. It is an addition that is not only noticeable in terms of personnel, but above all in its effect.

This new beginning is supported by a new management team that gives the company a clear identity. Tatjana Henn is redesigning the office staff, establishing transparency, efficiency and short decision-making processes. At the helm of sales, Frank Platenik is bringing new impetus and setting a course aimed at growth, proximity and a tangible presence. Together, they form the leadership duo that will significantly shape the next chapters of the company's development. Of course, managing director and company founder Harald Schnorbach is also available to customers with his decades of expertise.

SNAP strives to merge the extensive experience of the old guard with the excitement of a new generation. It is more of a new beginning than a transition: energetic, ambitious, and with the decisiveness already reflected in its dynamism and market presence today. www.snap-sportswear.com

uma turns sustainability obligations into opportunities

uma is currently demonstrating in two ways how committed the company is to the sustainable production of writing instruments. The manufacturer of promotional ballpoint pens has been awarded the Ecovadis Bronze Medal in recognition of its efforts. This prestigious award confirms that uma is continuously improving in the areas of the environment, labour and human rights, ethics and sustainable procurement. Uma's sustainability management is thus among the top 35 per cent of companies assessed by Ecovadis.

How uma takes responsibility for the environment, its employees and the region can also be read in the recently published ESG report. The report illustrates uma's measurable commitment and makes it clear that sustainability is part of the company's philosophy. With the ESG report, uma creates transparency – and trust, among customers, suppliers and employees. Alexander Ullmann, CEO of uma, adds: "The sustainability report is not a mandatory document for uma, but a statement of what we stand for: innovation, responsibility, and a forward-looking mindset."

www.uma-pen.com



The report is now available in several languages on the uma website and can also be conveniently accessed via QR code.



The relationship between Goldstar, Cimpres and National Pen is not common knowledge across the industry. Heather Smartt, Global Head of Goldstar, clarifies the company's market position and reaffirms its commitment to exclusive distribution with its distribution partners.

Goldstar

Distribution partners come first



In today's fast-paced promotional product industry, trust and transparency are more important than ever. Sales partners are the heart of our business, and we want to clear up any misunderstandings and reaffirm what drives our mission forward every day,' says Heather Smartt, Global Head of Goldstar. During a meeting, she made it clear that Goldstar will concentrate exclusively on providing innovative products, well-thought-out decorations, and reliable support, so they can successfully position themselves in their markets.

There's been some confusion in the market about Goldstar's relationship with Cimpres and National Pen. Can you clarify?

Absolutely. Goldstar® is part of the Cimpres family of companies, which invests in and operates a global portfolio of

custom product businesses. We operate as a fully independent brand with our own dedicated teams, strategies, and resources. The key difference is that other Cimpres brands, like Pens.com, serve end users directly, while Goldstar is 100% focused on distributors. Everything we do is designed to support and grow our distributor partners.

Distributors sometimes worry that Goldstar might compete with them. What's your response to that concern?

I want to be crystal clear...Goldstar never sells directly to end users. We don't share end-user data outside of Goldstar, and we don't compete with the distributors who trust us. Our business model is and will always be distributor-first.

Why do you think some of this confusion exists?

It usually comes down to overlapping products. Sometimes distributors notice the same product offered on both



Goldstar and Pens.com. This happens because Pens.com is another Cimpress brand, and both companies sometimes purchase from the same overseas manufacturers, just like others in the industry source from common suppliers. While the products themselves can be identical, how they're sold is very different. Pens.com is an online retailer serving end users directly, while Goldstar is a global partner committed exclusively to distributors, with different goals, strategies, and pricing.

What about concerns over Pens.com's "aggressive" promotional pricing?

Heather: That's a fair question, and we know it can cause frustration. Pens.com runs its own campaigns...such as reactivation or new customer promotions...that Goldstar does not participate in and does not control. Goldstar's pricing model is completely separate. Our commitment is to keep pricing transparent, consistent, and fair, so our distributors stay competitive and confident.

What makes Goldstar stand out in the promotional products industry?

There are a few things we are proud of and want to highlight.

- Distributor-first strategy: We succeed only when our partners succeed.

- Transparent pricing: Simple, fair, and competitive.

- Commitment to thoughtful design: We focus on creating products that are both innovative and conscious, using recycled and renewable materials whenever possible.
- Premium decoration and craftsmanship: Products designed to make brands shine.

- Growth through partnerships: Initiatives like our sponsorship of PromoTron help us meet distributors where they are and expand their opportunities across Europe.

What's your message to distributors who may still have questions?

We're here to support you, not compete with you. Goldstar's success is built on the trust and growth of our distributor partners, and that will never change. If you ever have concerns, we want to hear them because building strong, transparent, and collaborative relationships is the foundation of who we are. Reach out anytime: support@simplygoldstar.com



Heather Smartt,
Global Head of Goldstar

About Goldstar®

Goldstar® is a global leader in branded merchandise and promotional gifts, offering a wide range of thoughtfully designed products, including writing instruments, stationery, drinkware, and bags. With a renewed focus on simplicity and sustainability, Goldstar® empowers partners and brands to make smarter, more impactful choices. Their innovative products, simple transparent pricing, exceptional decoration solutions, and commitment to better environmental practices make Goldstar® the trusted choice for distributors worldwide.

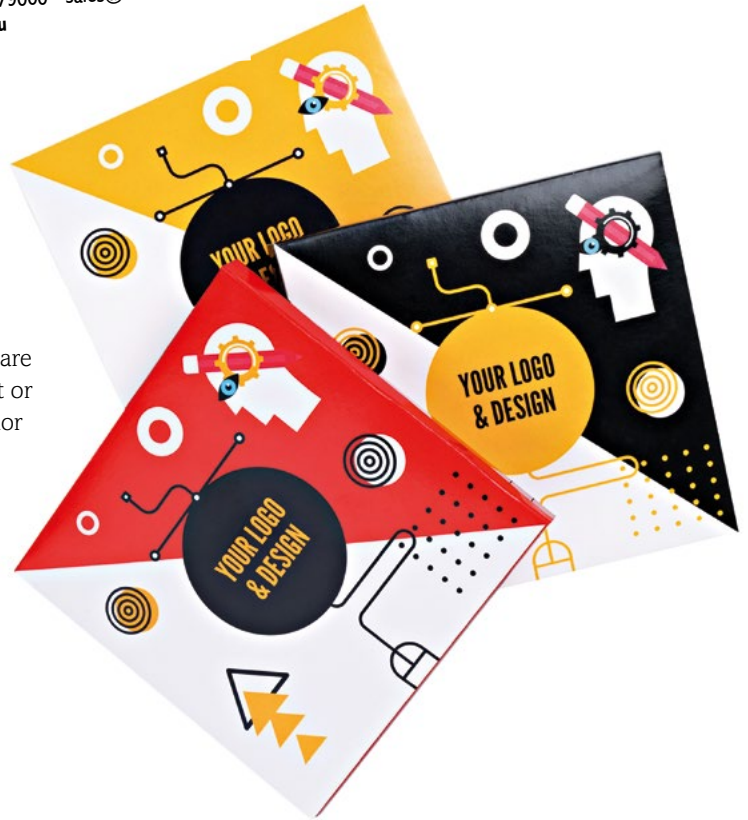
If you value **authenticity, quality and smart communication**, you will find what you are looking for here. As always, the label “made in Europe/Germany, Switzerland, Austria” stands for reliable promotional products and short distances.



46325 • Slodkie Upominki Spółka z o.o. Sp. K.
Tel +48 22 6479000 • sales@slodkie.com
www.slodkie.eu

Twelve Pieces to Enjoy

The chocolate set with a puzzle imprint from Slodkie is a sweet invitation to actively participate. When put together, the twelve pieces of fine white chocolate (27% cocoa butter) form a complete motif that can be customised on each piece and the packaging. It is manufactured in the company's in-house facilities, where sustainability is given top priority. Recycled R-PET shapes are used in production, and the packaging options include white, kraft or ecru paper with natural grass fibres. It is an ideal brand ambassador for companies that want to combine creativity and flavour. The digital printing on the paper and chocolate ensures razor-sharp details can be depicted with accuracy, and the compact format is perfect for mailings.



Strong Brands Start on the Ground

With the new 'Elegance with GripCore™', MercuryFlooring is presenting a premium logo mat that combines design, safety and sustainability. The state-of-the-art digital printing technology transfers logos to polyamide yarn with photorealistic precision, while the yarn permanently retains the brilliant colours. The GripCore™ backside, made from PVC and recycled rubber, ensures stability, a non-slip surface and environmentally conscious durability. It has an absorption capacity of up to 2.5 litres per m² and is machine washable at 30 °C, making it ideal for busy entryways. The mat can be a visible expression of strong brand identity as it can be fully customised in terms of colour and motif.



PSI 60995 • Mercuryflooring NV
Tel +32 56610695
info@mercuryflooring.com
www.mercuryflooring.com



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

An Elegant Everyday Companion

The InLine woodpen from Intos combines elegance and functionality in one pen. The pen is made from elegant walnut wood and chrome metal and combines a pen and stylus in one ergonomic design. The rubber touch tip can be used to work on tablets and smartphones with precision, while the 0.5-mm lead encourages neat handwriting. Woodpen is ideal for the office, trips or creative notes, as it conveys both sustainability and style. Its wood handle lies comfortably in your hand, making every time you write a haptic experience. This promotional product harmoniously combines quality, technology and nature.

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

Cutting Board with Brand Image

Functional, aesthetic and long-lasting: The rectangular cutting board from Holz Frank, made from FSC®-certified ash wood, combines craftsmanship with design. Its dimensions are 27 × 18 cm, making it ideal for camping, outdoor activities or the kitchen. Laser engraving or branding puts logos permanently in the spotlight, and oiling or an accompanying knife is optional. This cutting board is made in Germany and Europe and stands for sustainable values and everyday practicality, making it a promotional product of substance that authentically conveys brand messages.



Brand Message Wherever You Go

The first step is what counts, and when Emco's floor mats feature custom imprints, entry areas are turned into impressive brand ambassadors. The floor mats can be used as a CI-compliant promotional product, a part of professional interior or a useful gift. They are made in Germany and combine design, functionality and sustainability at the highest level. They are printed with bright abrasion-resistant colours and made from regenerated Gem econyl® yarn, combining ecological responsibility with long-lasting quality. Their versatility makes them an all-rounder. Team-d offers freely selectable dimensions and special shapes so that nearly any creative idea can be realised.



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



PSI 6067 • 5marcolor GmbH & Co. KG
Tel +49 6562 93126-0 • kontakt@marcolor.de
www.marcolor.de



A Super Sustainable Promotional Sponge

Kalli is the name of the Marcolor sponge that makes sustainability tangible. It is completely 'Made in Germany' – from the towel to the sleeve –, and it combines functionality with environmental awareness. It is made from cotton fibres and cellulose and is fully biodegradable, long-lasting and very absorbent. Personalised logos, slogans or motifs can be placed on the sponge using a special printing method, and the sleeve is made from recycled paper. Production, printing and packaging are all completed in Germany, which ensures top quality and short delivery times (approx. 10 workdays). Kalli is a great advertising medium and can be customised for a minimum order of only 500 units.

Smart Keyring That Is Gentle on Nails

With NAIL GUARD, TROIKA presents the evolution of the keyring: It is functional, elegant and award-winning, having won the German Design Award 2025. The patented opening mechanism makes it easy to change keys without ruining your fingernails, exerting much effort, or using any tools. NAIL GUARD is made from high-quality stainless steel, features a matt silver surface, and includes three additional rings, making a design statement for everyday use or business. This keyring is practical, aesthetic and robust.



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



PSI 6067 • 5marcolor GmbH & Co. KG
Tel +49 6562 93126-0 • kontakt@marcolor.de
www.marcolor.de



Textile Statement from Germany

With the printable 100 % cotton tea towels, the company marcolor GmbH & Co. KG stands for genuine German craftsmanship. The tea towels are 50 × 70 cm in size and combine functionality with long-lasting quality. They are highly absorbent and durable and have classic industrial quality, making them ideal for restaurants, households and as promotional gifts. The highlight: Production and textile pad printing are all done in Germany. Short journey, fair conditions and inspected quality guarantee reliable delivery times. Companies can have their custom motifs realised for a minimum order of only 100 units. It is a simple product that leaves a big impression because it is made regionally and sustainably and demonstrates that even everyday items can have promotional value.

Natural Toy with a Purpose

Goki stands for sustainable wooden toys and is made for little ones with safety in mind and a love for detail. The grasping toys in the Goki-baby series are a classic example. They are made from high-quality wood, designed in soft tones and can be individually upgraded using printing or laser engraving. The product supports babies' sensory and motor development, encourages grasping, and playfully conveys their first sensory impressions. This grasping toy is made in Germany and stands for top quality, safety and a sense of responsibility. Goki proves that toys can bring joy and convey values at the same time through sustainable materials, child-friendly design and high craftsmanship standards.



PSI 42351
goki Gollnest & Kiesel GmbH & Co. KG
Tel +49 415888220 • info@goki.eu
www.goki.eu

Advertising with Roots and Attitude

Reidinger relies on short routes and clear values: writing instruments made in the EU, which include everything from regular pencils and carpenter pencils to measuring sticks. The FSC®-certified materials, fair conditions and regional production build trust and credibility. Personalised designs can be realised using the online configurator, where colours, engraving and logos, etc., can be selected. Customers can turn any pencil into a lovely advertising medium with a sustainable message. Reidinger is the right partner for brands that want to make their sense of responsibility and top-quality products visible, as its products are practical and expressive.



PSI 42938 • Reidinger GmbH
Tel +49 9732 91050 • info@reidinger.de
www.reidinger.de



Writing for pleasure

Schneider writing instruments inspires with three new, bright and fresh colours: the Slider Rave retractable ballpoint pen is available in light green, orange and pink in addition to the nine existing standard colours – perfect for anyone who values style and functionality. The unique and patented Viscoglide® technology provides an incomparably smooth writing experience that makes writing a pleasure. A special fluid paste and the Direct2Point writing tip ensure immediate writing without skipping, smudging or smearing. With its rubberised surface, the ballpoint pen is not only a masterpiece of ergonomics, guaranteeing a comfortable writing position without hand fatigue, but is also environmentally friendly: the casing is now made from 68 per cent recycled plastic. With its blue ink and replaceable Slider 755 XB large-capacity refill with a high-precision, lead-free and wear-resistant stainless steel tip, the Slider Rave is ideal for anyone who values quality and durability. The combination of tip and paste delivers a clean writing experience until the refill is completely used up. The document-proof paste is lightfast, water-resistant, quick-drying and smudge-proof, even when highlighted with highlighters (except for the red ink). The Slider Rave is refillable, offering a sustainable solution for all writing needs. It is equally suitable for right- and left-handed users.

Personal Values Captured in Steel

A gift that remains: Victorinox's veggie knife set with a peeler combines Swiss precision with an emotional impact. These types of high-quality, useful gifts are a clear sign of appreciation, especially at Christmas time. The sharp blades and ergonomic peeler stand for quality and functionality that prove themselves in everyday situations. But the customisation options are the really special feature of this set. An etching on the knife blade and a pad-printing imprint on the peeler give each set a personal touch. Using an online configurator from Victorinox, companies can design pocket knives, household knives, clocks and luggage with their own logos, slogans or messages.

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





Sweet Advertising with Attitude

Der Zuckerbäcker combines enjoyment with responsibility. Fruit gummies, hard candies, cookies and chocolate are produced and refined by hand in the company's facilities using certified ingredients. They are made with great attention to detail and are available with short delivery times. Der Zuckerbäcker can realise nearly any creative promotional idea with its treats, so they look sweet, are sustainable, and have a lasting effect. Packaging made from recyclable materials and custom designs turns these products into charming ambassadors of modern brand communication. The company also focuses on regional raw materials, quality and fairness. Anyone who highly values advertising with a sense of responsibility will find yummy inspirations at Der Zuckerbäcker that will remain in people's memories for a long time.

An Intelligent Reminder to Hydrate

The Ulla Ocean Edition is more than a gadget: It is a smart companion for everyday use. When attached to a beverage or glass bottle, the small drinking coach gadget reminds users to drink when it is really necessary. Thanks to the intelligent sensors, Ulla recognises a person's drinking habits and starts blinking discreetly when it's time for another sip – all without an App, noise, or schedule. With this gadget, Ulla combines sustainability with design and functionality. It is made from recycled ocean plastic sourced from the Swiss company #tide and developed in Slovenia. This discrete tool promotes well-being and concentration at work, and it is also a symbol of environmental awareness.



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



Facilitating Customer Loyalty with a Smart Pen

With the uma® inside NFC PEN, the company from the Black Forest is making quite a digital statement: The classic pen is a smart advertising medium. An inconspicuous NFC tag inside the pen turns it into a communication channel that can transfer data, links or contact details to smartphones using contactless technology. The pen has a wide body and a clip, which offer plenty of space for creative brand promotional images. The customisation options are virtually endless, including screen printing or digital foil transfer (uma VISUAL). Colour, design and messages merge into an interactive brand experience that continues in customers' hands. Uma harmonises haptics and digital innovation.

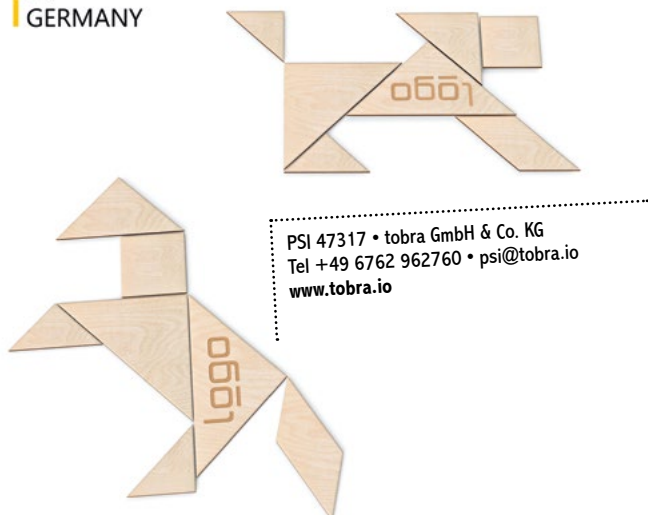
MADE
IN
GERMANY

Games with a Green Conscience

Tobra's products combine gaming fun with sustainability. For example, their Tangram and Tic-Tac-Toe games made from FSC®-certified wood are manufactured in-house using solar and green energy, sending a clear commitment to quality and environmental awareness. The games are CE-certified, comply with European toy regulation EN 71 and come in either a cotton or glassine bag, which offer advertising space. They have durable, safe, and made in Germany, making them useful giveaways for brands with ecological standards. This product is an example of how Tobra shows that sustainable action and gaming fun are a perfect match.



MADE
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www.lipcare-werbemittel.de
www.customizedlipcare.de



Protection and care 'Made in Germany'

The cosmetics specialists at KHK GmbH have been producing high-quality lip care products 'Made in Germany' for over 30 years in the form of sticks, jars and pots. The elegant premium range includes the Lipcare Deluxe lip care stick with a shiny silver or gold casing. With the Planty formula, the stick can be personalised with an engraving for orders of 300 or more, and for orders of 1,000 or more, it is also delivered in a custom-printed folding box. There are then eight other care formulations to choose from: with sun protection factor 20 or 30, as natural cosmetics – even with the Fairtrade seal – or in the particularly nourishing variants with aloe vera or hyaluronic acid. All formulations are developed in the in-house laboratory, produced in accordance with cosmetic regulations and GMP standards, and registered on the CPNP portal.



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

Brushes with Black Forest Quality

The 'Flotter Feger' clothes brush from Frank Bürsten stands for precise craftsmanship made in Germany. It is made from regional beech wood, fitted with fine horse hair, and gently removes dust and dirt from sensitive fabrics. It wins people over with its functionality and design. It is varnished and has an ergonomic shape and a hole for hanging it from a hook. This brush is produced in the Black Forest and combines tradition with sustainability. It can be fitted with a custom label upon request.

Elegant Greetings from the Mosel Region

The white wine from Römer Präsenze, Necto Riesling, captures the essence of German wine culture. The dry Riesling from the Mosel region impresses with its fresh aromas and fine balance. The 0.75 litre bottle comes in a black gift box with an elegant sizzle inlay, making it a present that embodies both style and flavour. For a minimum order of 60 units, the set can be fitted with a tag or custom label. It is an ideal gift for business partners or wine lovers.

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





Advertising That Sticks

The tattoo folder from Römer Wellness contains fun for the skin. The folders can feature custom printing, the tattoos are dermatologically tested, and the entire product is made in Europe. Whether they feature a company logo, event motif or slogan, the temporary tattoos make every brand visible. They come in a tailor-made, little cardboard folder, and a minimum order of 500 units is required. They are the ideal giveaway for mailings, events or promotional campaigns. The findings: Advertising that not only catches people's eyes but also remains in their line of vision for a few days.

Practical Beauty

Fairwerk's coasters, 'Das Gasthaus', are more than just a conventional coaster set. They are a symbol of everyday fine dining culture. The set includes eight felt coasters made from recycled PET, which are stored in a small wooden 'house' made from oil-finished oak. The set is very handy and washable at 30 °C. This product has a simple design, is made in Germany, and combines aesthetics and sustainability in one object that is both decorative and useful. It comes in three colours and will be an eye-catcher in any kitchen, office or restaurant. Fairwerk stands for handicraft with a social commitment.





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

Comfort with Farsightedness

Whether hiking, fishing or at a festival, the 'Weltblick' seat cushion from Team-d brings comfort to any location. It is made in Europe and can feature a custom, all-over imprint for a minimum order of only 100 units, combining practical functionality with brand impact. The compact format (33 × 30 × 3 cm) protects people from wet and cold surfaces, is easy to transport and ideal for outdoor promotional campaigns. This is how Team-d shows that a well-thought-out design can also have a big impact, even if customers order only a small print-run.

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

Natural Advertising for Restaurants

Understated elegance meets sustainability: The cutlery containers from Holz Frank are made from European spruce trees and are ideal for restaurants, terraces or beer gardens. A brilliant 5C digital imprint can be used to effectively highlight logos and claims. Different finishing options that underscore the high-quality craftsmanship of the containers are available: natural, transparent varnish or flamed and lacquered. Bevelled edges, consistent sizes and plastic-free materials make the containers a long-lasting advertising medium with natural charm. They are made in Germany, are visibly sustainable and perfect for brands with style.



Small Drops, Big Flavour

With the Promo Drops from Römer Drinks, drinking becomes an experience. The little drops made from 100 % natural tea extracts transform water into a flavoured beverage in seconds – without any sugar, gluten or preservatives. Whether you want to try the wild berry or lemon flavour or to drink a warm or cold beverage, all you need is one little sachet. When packed in customised folding boxes, the drops are an ideal giveaway for trade shows or mailings. Customisation is available for a minimum order of 100 units. These drops are produced in Germany, are lightweight and versatile in taste, and they demonstrate just how innovative modern promotional beverages can be.



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



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

Rediscovering Regional Cuisine

The cookbook 'Heimat auf dem Teller' (regional cuisine on a plate) combines down-to-earth cuisine with emotional brand communication. With this publication, the publisher EMF Verlag offers a culinary journey through various regions of Germany, featuring recipes that will remind readers of their childhood and tradition. The contents, design and format can be personalised, and a company logo can even be placed on the cover. The customisation options create a one-of-a-kind corporate book with heart and flavour. As a reliable and creative partner, EMF provides assistance with all the steps for this made-in-Europe product, from the idea to delivery.

Sweet Variety with a Corporate Look

With the new premium little bears from Kalfany Süße Werbung, brand communication is literally turned into an enjoyable treat. They are sold under the Bären company® brand and made in the company's ifs-certified manufacturing facility, which produces around 2000 tonnes of fruit gummies annually. A vegan variety will also be available starting in 2026. These single-origin gummy bears combine flavour, colour and brand identity, creating a harmonious medley. Yellow tastes like lemon, green like passion fruit, red like raspberry, orange like orange, transparent like pineapple and the new flavour, blue, like cassis. The packaging is available in 10-, 15-, or 20-gram sizes, offering customers flexibility for any advertising campaign. They can choose from shiny, matte or biodegradable. Custom colours and designs can be ordered for a minimum quantity of 3,500 units.

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



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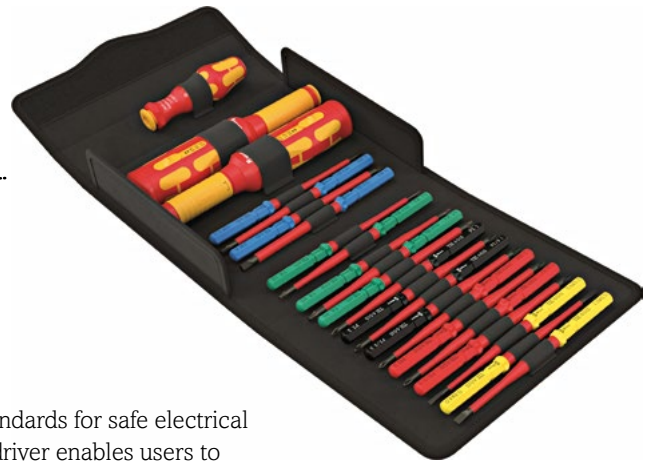
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- thickness 0,3 mm
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- Made in Germany



— Advert —



PSI 48078 • Wera Werkzeuge GmbH
Tel +49 202 4045144
matuschek@wera.de
www.wera.de



Safe Electrical Screwdriver

With the new Kraftform Safe Torque Speed VDE, Wera is setting standards for safe electrical screwdrivers with up to 1000 volts. The fully insulated torque screwdriver enables users to quickly adjust the five pre-set tightening torques using a practical slip-over torque mechanism. The slip-over mechanism prevents users from unintentionally using excessive torque. The 23-piece set is perfect for control cabinets and electrical professionals as this system offers precision, tempo and maximum safety.

No Colour Is Impossible

Things are getting colourful at Klio-Eterna: Pens in custom colours can now be made for a small additional fee. For a minimum order of 3000 units, the customer can have one of the selected models come in a special Pantone colour. There are four models in 17 variants and four different materials available. This gives customers lots of options, with a model that is right for any brand and any purpose.



PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co. KG
Tel +49 7834 9730 • klio@klio.com
www.klio.com

Based in Lower Saxony, the company WERKHAUS is the winner of the 2026 German Sustainability Award (DNP) for the category “Office Supplies and Promotional Products”. The award recognises the company’s consistent commitment to environmental responsibility, the circular economy and fair working conditions.

WERKHAUS wins the 2026 German Sustainability Award

Sustainability at all levels

The jury described WERKHAUS as a “pioneer in consistent resource conservation in design and production and an example of a holistic corporate culture as well as a deeply rooted understanding of sustainability.” The award will be presented on 4 and 5 December 2025 as part of the 18th German Sustainability Award ceremony in Düsseldorf.

“This award is a great honour for us and at the same time an incentive to continue on our path,” says Eva Danneberg, Managing Director of WERKHAUS. “Since our foundation, we have relied on sustainable materials, innovative manufacturing and regional responsibility. We are delighted about being distinguished with the German Sustainability Award, which demonstrates that consistent rethinking has an effect.”

Sustainability as the essence of the corporate philosophy

For 33 years, WERKHAUS has been developing and producing innovative office and home accessories, furniture, promotional products and merchandise displays that do not require screws or nails thanks to the plug-in system developed by WERKHAUS. All products are manufactured at the Bad Bodenteich site and made primarily from FSC-certified wood-based materials. The products are durable, sta-



Delighted with the award (from the left rear): Luise Gümecler, Lukas Danneberg, Eva Danneberg, Ruben Danneberg-Utter and Holger Danneberg (in front). Eva and Holger Danneberg are the founders of the company WERKHAUS Produkt und Design GmbH, who now manage the sustainable family business together with their children Luise, Lukas and Ruben.

Photo: WERKHAUS

ble and can be stored flat, shipped and easily recycled due to the plug-in system. The central components of the company’s philosophy are its range of products that have consistently relied on ecological alternatives since 1992, material efficiency and the conservation of natural resources in production exclusively in Germany, accompanied by a commitment to environmental and climate protection and a high level of social responsibility for employees and the region. WERKHAUS is certified for its contribution to the common good and strives for climate neutrality.

Signalling effect for the industry

With this award, the DNP underscores WERKHAUS’ pioneering role in office supplies and promotional products. The company demonstrates that sustainable products can be functional, durable, design-oriented and, at the same time, socially and ecologically responsible.

About the company

WERKHAUS GmbH was founded in 1992 in Bad Bodenteich (Lower Saxony). Today, the company employs around 120 people and manufactures merchandise displays, furniture, homeware and gift items, in addition to office accessories and promotional products. From its beginnings, WERKHAUS has focused on sustainability, regional sourcing and fairness – both in product design and in its corporate culture.

A first for Gustav Daiber GmbH: On 9 October 2025, the corporate fashion manufacturer teamed with Tanzkraftwerk Stuttgart to present their collections in their own fashion show. Around 70 guests, including customers from all over Germany, experienced this unique event combining fashion and dance at the Mercedes-Benz Museum in Stuttgart.

Daiber's first fashion show

Corporate fashion meets entertainment



Above left: One of the numerous catwalk shows featured fashionable oversized, interlock and colour block items, which were also from this year's collection.



Above right: Stuttgart's Tanzkraftwerk presented a wide variety of refined Daiber styles, performing 18 routines in groups of three.

Photo: Daiber

Gustav Daiber GmbH delighted its customers with a successful premiere: On 9 October 2025, for the first time in the company's history, the corporate fashion manufacturer from Albstadt hosted a fashion show, transforming the Mercedes-Benz Museum in Stuttgart into an extraordinary stage for corporate fashion. Around 70 guests, including customers from all over Germany, accepted the invitation to the museum, where the afternoon was kicked off with a welcome address by Daiber's management.

Format sets new standards

This was followed by the highlight: The fashion show, which showcased Daiber's fashion with dynamic dance performances. "With our fashion show, we deliberately broke

new ground and creatively demonstrated that corporate fashion is much more than just functional workwear. The positive response from our guests confirms that we are setting new standards in our sector with this format," said Christof Kunze, who runs the company together with Kai Gminder.

Between corporate fashion and choreography

Tanzkraftwerk Stuttgart brought the diverse product world of corporate fashion manufacturer Daiber to life on stage through dance: Six dancers performed a total of 18 routines in groups of three, showcasing a wide variety of Daiber's refined styles – from functional workwear to best-sellers, and versatile crossover items to the new 2025 collection. These included the STRONG workwear trousers, one of the best-selling workwear items, the UNISEX col-



A prominent location for Daiber's first fashion show: the Mercedes-Benz Museum in Stuttgart.



A custom-printed T-shirt was created especially for the fashion show.



This season's particular focus: the new 2025 winter jackets.



A strong segment of the Daiber collection: workwear.



Tasty refreshments provided a delicious accompaniment to the event.

lege jacket, the highlight of the 2025 collection, and the fashionable oversized, interlock and colour block items, also from this year's collection. The dynamic choreography provided inspiration for the diverse uses and different combination possibilities of Daiber's corporate fashion. As a special highlight, Daiber gave an exclusive sneak peek into the 2026 collection – with new cuts and colour schemes. The cooperation with Tanzkraftwerk Stuttgart goes beyond the fashion show alone: "As a local company, it's important for us to support our regional culture. In return for this successful presentation of our fashion, we are thanking the dancers with a collection designed especially for them," says Kai Gminder, Managing Director in fourth generation of Gustav Daiber GmbH.

Festive conclusion to the premiere

After the show, guests had the opportunity to explore the products in an exhibition, and chat with Managing Directors Kai Gminder and Christof Kunze, Marketing Manager André Knaus, Purchasing Manager Thomas Früh and the two Sales Managers Mario Besenfelder and Bernd Seeger. The event concluded with a visit to the Cannstatter Volksfest, where Daiber rounded off the day together with their customers. The successful premiere underlines Daiber's innovative approach and provides new impetus for the corporate fashion sector.

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Easy product updates in the PSI Product Finder

Increase efficiency with a few clicks

The PSI Product Finder, PSI's high-performance promotional product database, provides a clear overview of the supply and demand for promotional products. It is now even easier for suppliers to update their product entries. Start updating now – for greater efficiency and satisfied customers.

For some time now, the PSI Product Finder has offered a new and extremely useful feature: confirmation that product data is up to date. Updating product entries is so important that we are addressing the topic once again. PSI E-Business Manager Martina Lipp explains in an interview with PSI Journal how suppliers can confirm that their products are up to date with just a few clicks. This ensures that entries are always current and maximises business opportunities. The update offers real added value for both distributors and suppliers and increases efficiency in day-to-day business.



PSI E-Business Manager Martina Lipp explains how Product Finder entries are kept up to date.

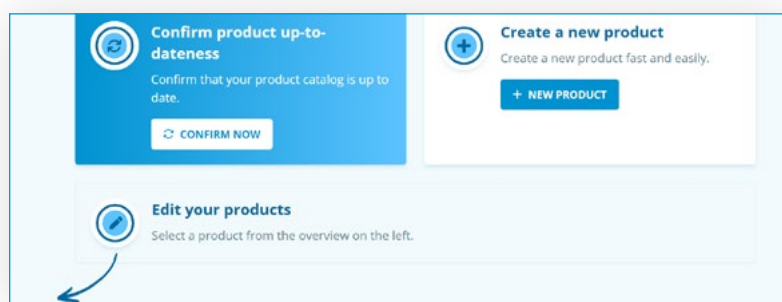
What exactly does confirmation of updated product data entail, and why is this function so important?

Confirming that product data has been updated is a feature we developed specifically to ensure that all products listed in the PSI Product Finder are always accurate. Previously, our suppliers had to manually update their product data regularly in order to receive a new timestamp. Unfortunately, this was

often not done if the data was still current. This resulted in outdated timestamps being displayed, giving distributors the impression that products were no longer available. With our new update function, suppliers can now quickly and easily confirm that their entries are up to date. This effectively solves the problem.

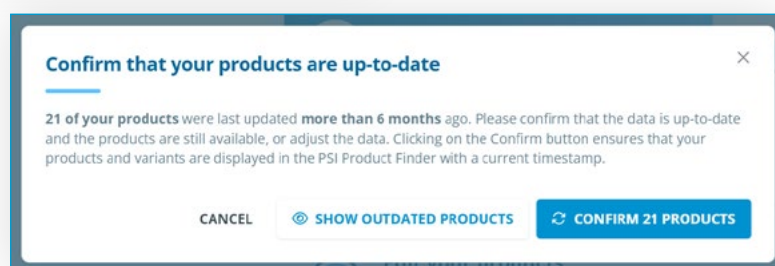
What are the consequences if this confirmation is not provided regularly?

If the product data is not confirmed as up to date, this can have significant consequences. The system displays the date of the last update on the product detail page. If this date is not current, interested distributors may get the impression that



View of the backend home page for suppliers in the PSI Product Finder

The system sends an update reminder when products have not been updated for six months.



the product is no longer available. The result: Instead of enquiring with the supplier, they look for alternatives. This in turn leads to both sides losing business opportunities. In addition, products with an older date stamp appear lower down in the search results when sorted by the update date. This significantly reduces their visibility.

How exactly does the confirmation function work for suppliers?

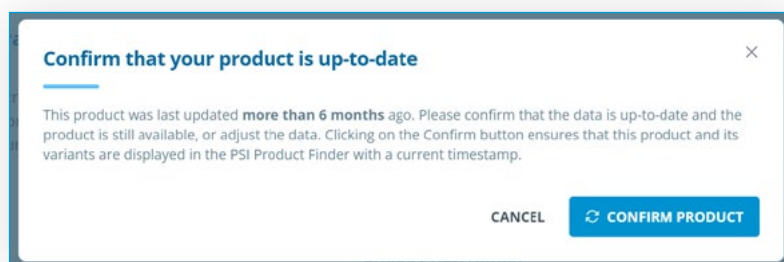
The functions are deliberately kept simple to minimise the effort required by our members. As soon as a product entry is older than six months, the option to confirm that it is still up to date automatically appears in the backend of the Product Finder. Suppliers can then either check the entire product catalogue or just individual entries and confirm with a few clicks that the data is still correct and the products still available. This confirmation provides the entry with a current time stamp, which is displayed on the product detail page in the Product Finder. This means that these products appear higher up in filtered search results by the date of the update, which strengthens distributor trust.

What are the long-term benefits for PSI members?

In the long term, both distributors and suppliers benefit from this feature. For distributors, it means they can be confident that the products listed in the Product Finder are up to date and available. This saves them time, as they don't have to search for alternatives because they mistakenly think that their preferred product is no longer available. For suppliers, the confirmation feature is an effective way to showcase their products in the best possible light. This in turn increases the likelihood of receiving enquiries and opens up new opportunities for business success.

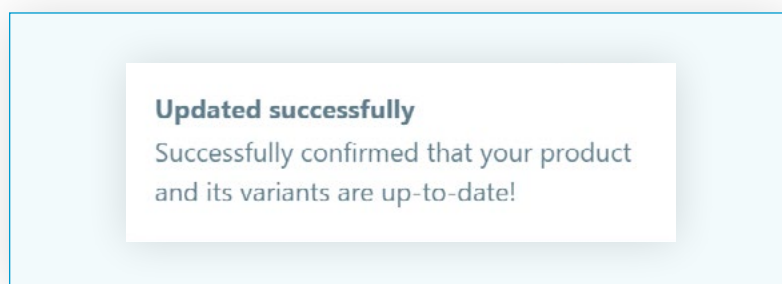
One final point: What should members bear in mind when using this function?

It is important that confirmation of product data accuracy is not just a formality. Suppliers should ensure, in their own interests, that the data provided is correct and that the products are still available. This is the only way to maintain high-quality information and strengthen distributors' trust in the platform. Regular use of this function will help ensure that the PSI Product Finder remains a reliable source of up-to-date product information in the long term. <



It's this easy to confirm that your product listing is up to date.

The update confirmation.





No more chipped nails

The TROIKA NAIL GUARD EASY saves your nails from frustrating key ring struggles. The patented opening mechanism reliably protects fingernails, allowing keys to be attached or removed quickly – without effort and without chipping. The matt stainless steel look is **stylish and durable**, while three additional rings keep things tidy and organised. The discreet design fits perfectly in the hand and features a functional elegance. TROIKA remains true to its motto: Intelligent technology meets stylish everyday practicality – with a product as simple as it is ingenious. A must-have for anyone who appreciates clever solutions and values quality.

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



Growing naturally

Tobra herb planting sticks turn sustainable promotion into a living message. The small FSC®-certified wooden sticks carry organic seeds – basil, dill, parsley or chives – and are easily planted. Soon, fresh green shoots emerge as a **symbol of growth and environmental awareness**. The highlight: A newly developed folding carrier card has plenty of space for creative brand messages, logos or greetings. Combined with fine laser engraving, the result is a natural promotional item with personality. Manufactured in Germany and made with plant extract instead of glue, it stands for sustainability with style – and for brands that take responsibility.

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



Small, precision works of art

Since 2003, FullDesigns has been synonymous with high-quality pins, medals and badges that make brands visible worldwide. The company produces everything in-house – from material selection to packaging – thus guaranteeing the highest levels of quality and safety. With a keen eye for detail, it creates tailor-made products that **bring corporate identity to life**. Whether for clubs, companies or events, the customisable pins and coins combine artistry with modern brand communication.

PSI 60894 • FullDesigns.de GmbH
Tel +49 15753639285 • psi@fulldesigns.com
www.fulldesigns.de



Hot stuff with a cool head

The RETUMBLER myOrinoco Ceramic thermo mug from REFLECTS® makes brands huge – literally. Thanks to 360° UV all-round printing, individual designs can be displayed across the entire surface of the 600 ml mug. Ceramic inner coating, vacuum insulation and sustainable materials ensure **long-lasting quality and a pure taste experience**: Drinks stay warm for up to 9 hours or cold for 48 hours. With 17 colour options for silicone elements and handles, the mug can be designed exactly as desired using the online configurator. Manufactured and finished in Cologne, REFLECTS® combines modern design, environmental awareness and haptic brand communication to create the perfect promotional medium for any occasion.

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

A stylish welcome

New talent deserves a great start. With Karl Knauer's welcome box, a simple welcome gift becomes an emotional statement. Thanks to clever inserts, classic gift packaging is transformed into a **personalised present full of individual touches** – whether for new employees, customers or trade show visitors. The packaging can be designed entirely in your corporate design, with your logo, embossing or coloured banderole. This turns every box into a brand ambassador that shows your appreciation and makes a lasting first impression.

PSI 41794 • Karl Knauer KG
Tel +49 7835 7820 • werbemittel@karlknauer.de
www.karlknauer.de



A brief look back and then to the future

Another year is ending – and what a year it was. 2025 challenged and inspired our industry at the same time. We organised a strong PSI trade show in January and the impressive premiere of PSI Academy in September. We have once again shown just how much innovative strength, sense of responsibility and community spirit we have in us. There is no need to look back in detail here. Recently, I attended a very interesting AI conference, which reshaped my focus on the most pressing issues of our time. And now, as I look to the future and the PSI event in January, I am convinced AI will be a topic that shapes 2026.

AI can help us develop tailor-made products, ensure quality, personalise marketing, plan sales and logistics with foresight, and achieve measurable savings in resources. In short, it makes us more efficient, faster and more resilient. At the same time, AI needs guidance, because it can be wrong, overemphasize trends, and distort and manipulate answers. The right reaction is not to procrastinate using it but to develop in-depth expertise in using it by establishing clear processes and a clean data basis and by making the visibility of response engines (LLMs) and their proper identification our goal. A proactive approach is needed as are legislative regulatory solutions.

This is exactly where PSI 2026 comes in. It will be held in Düsseldorf on 07-09 January 2026 and will be the last time it is held at this location. It will also take place from Wednesday to Friday, which is unusual. We are dedicating the keynote and conference to the topic of Artificial Intelligence. PSI workshops will be held in Hall 10 and will make the world of AI more tangible for our promotional product industry, from strategy to implementation. And because learning also means experiencing, we will be showcasing AI that you can see up close in the PSI Membership area: an AI robot that draws portraits in under 60 minutes – exclusively for PSI members. It will be an interesting activity and a great occasion to discuss how we can bring people, brands and machines together in a meaningful way.

For me, it is clear that PSI is the first trade show of the year and the best event to start 2026 with a clear view ahead: a place to get focused, make connections and be equipped with a clear AI compass. Until then, I wish you and your families a peaceful and relaxing holiday season. I look forward to seeing you again in Düsseldorf!

Sincerely,



Your Petra Lassahn

Director PSI



PS1

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The future is within reach

Sustainability has long been more than just a trend – it is at the heart of the promotional products industry. At the PSI 2026, exhibitors will impressively demonstrate how responsible action and creative brand communication can go hand in hand. Whether it is recycled materials and resource-saving manufacturing processes to products with a long service life, environmental awareness is becoming the trademark of modern promotional products. But such products are not neglecting innovation, design and diversity either, as these smart gadgets, new materials and fresh ideas clearly demonstrate how dynamic the industry remains. In this issue, we present an initial selection of sustainable highlights and inspiring new products that will be on display at the PSI 2026, while giving a preview of the future-oriented trade show geared toward corporate responsibility and creative energy.

Please already start thinking now about your product presentations for the February 2026 issue of the PSI Journal, which is dedicated to the product groups “Merchandising and Fan Articles” (Football World Championship)“ and “Spring, Easter, Garden” and send your product suggestions (image and text) by **14 November 2025** at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

PSI 2026 – Final in Düsseldorf



When you pick up this issue, the PSI 2026 will be just one month away. The promotional products event of the year will be taking place for the last time at the Düsseldorf Exposition Centre before this leading European trade show for promotional products, incentives and merchandising makes its debut in the halls of Koelnmesse (Cologne Exposition) in 2027. We look back on the PSI's ‘finissage’ in Düsseldorf with our first impressions.

Forward-looking collections

The presentation of the CHOICE Group's new collections in late autumn is a wonderful tradition that is well worth seeing. This time, the group's creative sister companies presented their new products under the motto

“Smart CHOICE. Smart Future”. In our next issue, we will be presenting an exclusive selection of these future-oriented products.



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RX Deutschland GmbH
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RX Deutschland GmbH

Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Ursula Geppert

Editors: Martin Höchemer,
Christian Jacob, Jutta Menzel, Simon Dietzen

Duty Editor: Martin Höchemer

Publication Management | Director Media Solutions: Anja Späker

Advertising Sales Manager: Marlene Ramos

Cross Media Sales

Senior Sales Manager: Senija Menzel,
senija.menzel@rxglobal.com

Sales Manager: Adrian Papke, adrian.papke@rxglobal.com
Daniel Schellenbeck, daniel.schellenbeck@rxglobal.com

Junior Sales Manager: Celina Kunikowski,
celina.kunikowski@rxglobal.com

Regional contacts

Belgium and France: Reed Exhibitions
ISG Belgien und Frankreich
Bryan Piscou,
bpiscou@reed-expo.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Erika Poleggi
erika.poleggi@reedexpo.it

Spain: Reed Exhibitions Italia Srl
Malvina Tralli
malvina.tralli@reedexpo.it

Turkey: Istexpo
Sevinc Abdullayeva,
sevinc@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

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