

PS1 JOURNAL

PSI Journal

International Magazine
For Promotional
Products

January 2026

Volume 65

Advert

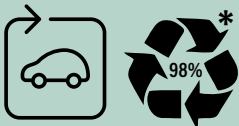
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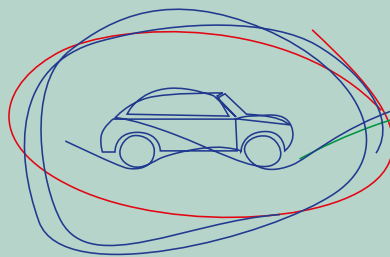


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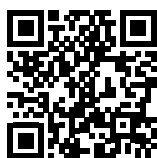
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PSI JOURNAL

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International Magazine
For Promotional
Products

January 2026

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PSI 2026
Experience
Network
Inspire

Product Guide

Trade show novelties PSI 2026

CHOICE Preview 2026

Smart choice – smart future

Azonprinter

Excellence in printing
technology

Digital Lead Management

Success factor at trade fairs

EU Toy Safety Directive

Toys to become safer

► **PSI**

The Industry's
Who and How.
My PSI. Live.

7-9 JAN 2026

PSI NIGHT

8 JAN 2026

PSI Night Dinner & Party

Date: January 8, 2026

Start: 7:00 p.m.

PSI Night Party

Date: January 8, 2026

Start: 10:00 p.m.

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Editorial

PSI 2026: The Industry Trendsetter

A quick look at the calendar reveals that the pace for a successful advertising year will be set in Düsseldorf from 7 to 9 January 2026. The PSI is much more than just a trade show event – it is the home of the industry, a constant compass for trends and ideas. And year after year, it is the driving force behind the entire promotional products business. This is where the who's who of our industry meets. It is where everyone can experience and feel what moves our industry – and what pushes it ahead.

Over 600 exhibitors will be presenting their innovations and solutions for tomorrow's world – tangible, creative and often designed with sustainability in mind. Between the Textile Village, the special finishing area and the Academy Expo, it becomes clear that promotional products are much more than mere merchandise – they are bridge builders in the digital age.

Especially in times of change, when economic and social challenges raise many questions, the PSI proves that it is leading the way, as it has done so often before, and that it is addressing developments outside the core business of promotional products, incentives and merchandising. The current developments in artificial intelligence, sustainability and digitalisation are examples of this. What is being discussed today under the buzzword "AI" will shape brand communication, marketing and sales tomorrow. This is why the PSI is focussing on these topics at the trade show with a wide-ranging workshop and consulting programme.

I would particularly like to highlight the opening keynote speech by Prof. Dr. Stephan A. Jansen on the first day of the show at 10 a.m. He will offer insightful, well-founded and practical insights into the world of AI that go far beyond the theoretical hype.

And what rounds off the triad of products and knowledge? Networking! In addition to the many conversations at the stands, this of course refers to the legendary PSI Night. It is the meeting place where business contacts turn into friendships and visions take shape. Those attending will discover that the PSI remains an accessible meeting place despite its international character and all the hustle and bustle.

Let us set the pace for a successful 2026 together at the PSI in Düsseldorf.

Simon Dietzen, Editor PSI Journal

Your opinion: dietzen@edit-line.de

KLOSTER KITCHEN

**PSI
Hall 9
H32**

Deliver the best for your customers!

The Ginger Shot with real ginger pieces!

Cape, starting from 192 pcs with your design. Flavours can be mixed.

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Products!

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Discover six brand-new bags featuring creative ideas, sustainable materials, and modern design. Experience the latest trends and finishing techniques up close.

Our focus is on eco-friendly, high-quality bags that combine sustainability and style. With modern finishing processes and ecological materials, we are setting new standards.

We look forward to welcoming you at our booth and exchanging ideas with you!



Booth 10G38

07.-09. January 2026 Messe Düsseldorf

www.misterbags.de



PSI 2026: Discover, Network, Inspire

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The countdown to Europe's leading trade show for promotional products, incentives and merchandising is on. From 7 to 9 January 2026, the international promotional products industry will meet for an inspiring start to the year at the Düsseldorf Exhibition Centre. For the last time – after that, the iconic trade show will move to Cologne.

Trade show innovations PSI 2026

28

At PSI 2026, exhibitors will impressively demonstrate how responsible action and creative brand communication can go hand in hand. On these pages, we present an initial selection of inspiring new products that will be on display at PSI 2026 – a preview of a trade show full of future, responsibility and creative energy.



Smart CHOICE. Smart Future. 62

It has become a tradition for the companies of the CHOICE Group to unveil their product highlights for the coming year in autumn. This time, the presentation was held under the motto 'Smart CHOICE. Smart Future.' and provided an insight into the impressive variety of innovative promotional product collections. An exclusive preview can be found on page 62.



Toys to become safer 82

Toys are to become safer throughout Europe: the European Parliament has passed new rules to better protect children's health. The Toy Safety Regulation replaces the existing EU directive from 2009 and ensures uniform application in all EU member states. An overview of the stricter rules.





Awards Always Motivate

Motivation that can be seen: What better way to convey a special feeling than with an award in gold or silver? These trophies are great for acknowledging that someone has conquered sports-related challenges or can be used as incentives or rewards for loyal staff, great trainees or successful sales representatives. The trophies come in various sizes and shapes, ensuring a perfect match for any occasion.

Aetzkunst GmbH & Co. KG

www.aetzkunst.de

PSI 45448

Conveying Elegant Messages with Gold and Silver

Gold and silver are two of the most effective colours in advertising for exclusivity, top quality and prestige. Both colours have maintained a strong symbolic power for centuries. Gold stands for wealth, success, warmth and luxury, while silver embodies elegance, a modern image, technology and cool sophistication.

In advertising, they are used in a targeted manner to enhance products, giving them a premium look and feel. Small gold or silver accents, such as logos, packaging or print finishing, immediately convey quality and something really special.

Gold really makes brands stand out that want to highlight luxury, indulgence, or tradition, while silver hits the spot for products with a technical or innovative appeal. Whether applied as foil embossing, metallic varnish or shiny detail, gold and silver attract attention, spark emotions and make it clear that the product is valuable and unique.

Metallic Greetings in Golden Letters

This sophisticated metallic two-piece set is a real eye-catcher for holiday get-togethers. The set includes two text liner pens with water-based ink. The promotional duo is sent to recipients together in a black pouch.

A.W. Faber-Castell Vertrieb GmbH

www.faber-castell.com

PSI 40865



Sweet Star Showers

For sweet gifts of appreciation, gold and silver are often used for more than just the packaging. The sweets themselves can also come in trendy colours, including gold and silver, which attract a lot of attention. A box that also features a star design rounds off the look perfectly.

Premo B.V.

www.premo.nl

PSI 44119



FROM COOL TO COSY

New caps and beanies –
discover them now!

www.daiber.de/en

daiber



Fitness – not only on the beach

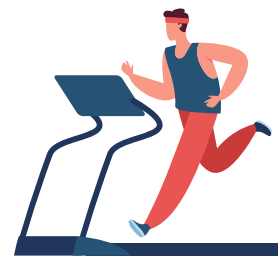
Beach balls made from robust PVC are designed for both longevity and comfort. Strong, neatly finished seams ensure durability, and a deflating and folding mechanism makes it easy to store and take along to the beach. The PU yoga mats were also designed for comfort and safety. The thick material makes it really durable and provides shock absorption.

The Great Wall International Trading B.V.

www.greatwallpromo.com

PSI 60188

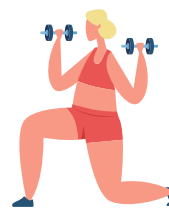
Off to a Flying Start in the New Year



A flying start with a sporty look is a great way to kick off the new year full of energy and ready for a clean slate and a reawakening. Exercise not only gets your muscles and cardiovascular system going, but it also activates your spirit and motivation. Starting the year with physical activity signals to yourself that you are taking your well-being into your own hands. This feeling of self-efficacy boosts self-confidence and lays the foundation for positive change in many areas of life.



In everyday professional life, physical activity leads to better concentration, stress resistance and creativity – if you keep moving, you will also be more flexible in a figurative sense. The effects of exercise are also reflected in social interaction. Group sports activities promote a team spirit, social cohesion, and communication. At the same time, exercise helps find inner balance; it is a natural way to regain equilibrium from screen time, hectic lifestyles and everyday stress.



Exercise at the start of the year is also a universal signal for energy, drive and a zest for life. It brings excitement to everyday life, improves health, and opens up new perspectives – physically, mentally and emotionally. In this way, exercise becomes a symbol of an active, conscious lifestyle all year round.



Getting in Shape & Having Fun with Fitness Rings

A fitness ring made from strong fibreglass with EVA coating and ergonomic ABS handles also makes exercise lots of fun. Its RPET material is made from recycled plastic, reflecting the company's commitment to sustainability and reusing plastic waste.

Silverspot Trading GmbH

www.silverspottrading.com

PSI 48123

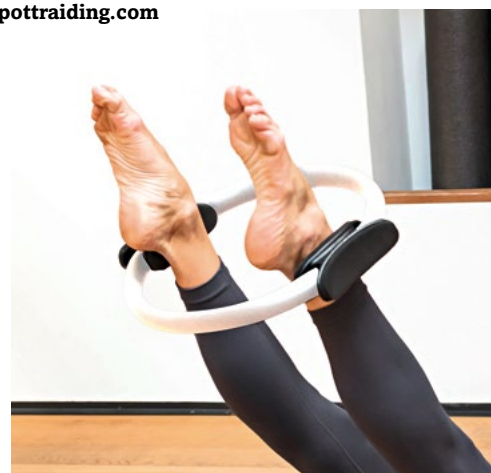
Light Training While on the Go

Fit bands are versatile and durable fitness accessories made from polyester and latex. They offer resistance during training and facilitate higher training intensities. An adaptable bum bag is another great accessory for storing essentials, such as a mobile phone, keys, wallet, etc., during a workout. They are ideal for sports, travelling, shopping, festivals or any other situation where comfort is important.

Greenverta Media Sp. z o.o.

www.greenverta.com

PSI 60161



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Premium silver section for an instant wow factor.



Endless Customisation

Customise it your way – up to 4 colours on barrel and 2 on clip.



Unbreakable clip

Style That Clicks

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A refined evolution of our bestselling classic.

Now featuring a silver section, refillable ink system, and endless customisation possibilities.

Because your brand deserves a pen that's as sleek as it is smart.



Sustainable

Refillable & long-lasting – better for everyone.



BIC GRAPHIC



@bicgraphic



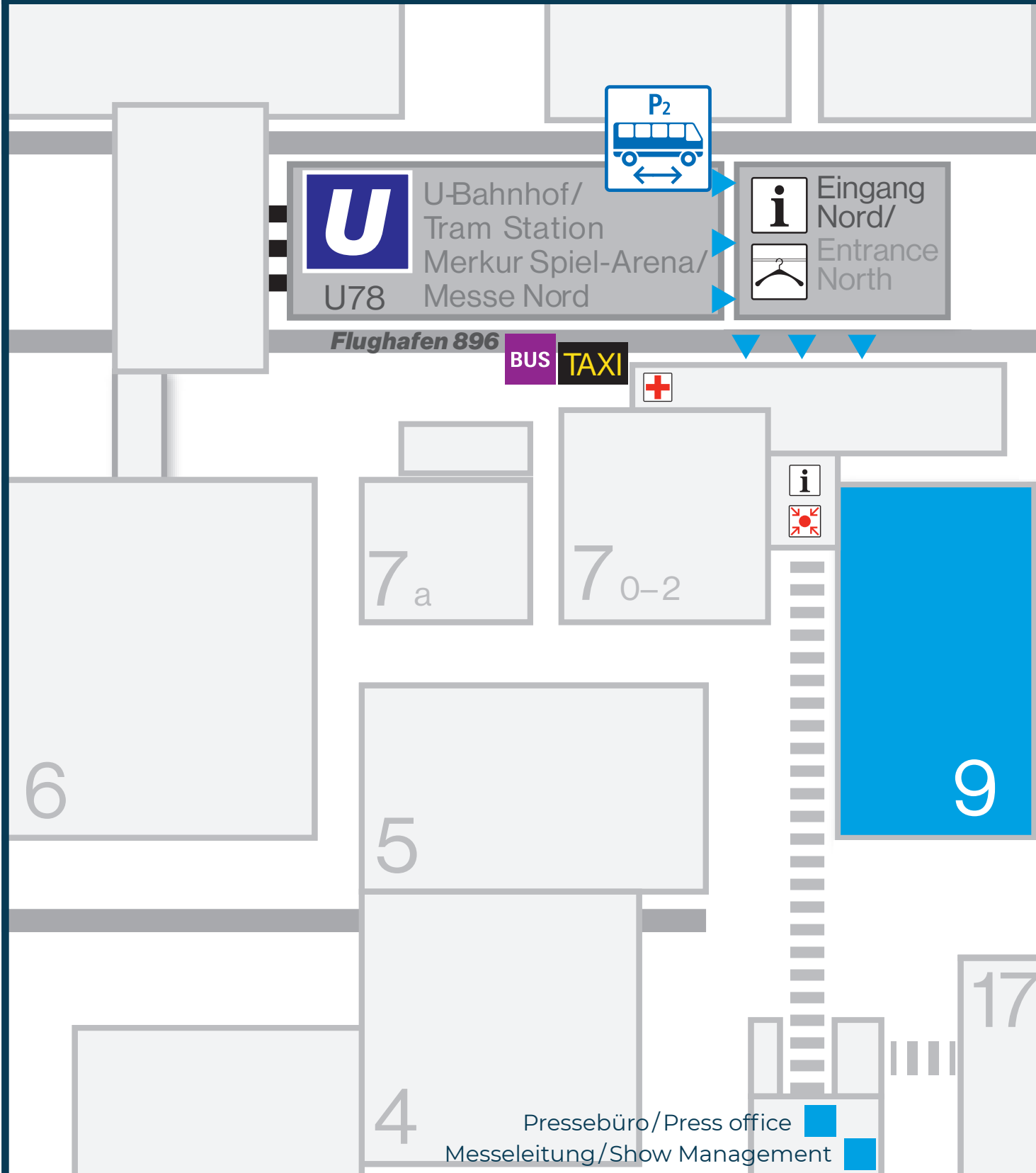
Made in Spain

Think BIC
www.bicgraphic.com

Geländeplan

Site plan

Exhibition
Centre
Düsseldorf



7-9 JAN 2026

Öffnungszeiten / Opening hours:

Mi. & Do.: 09:00 – 18:00 Uhr

Fr.: 09:00 – 16:00 Uhr

We. & Th.: 9:00 a.m. – 6:00 p.m.

Fr.: 9:00 a.m. – 4:00 p.m.

Beckbuschstr.

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The PSI 2026 as an International Industry Platform

Experience, Network, Inspire

The countdown to Europe's leading trade show for promotional products, incentives and merchandising is on. From 7 to 9 January 2026, the international promotional products industry will meet for an inspiring start to the year at the Düsseldorf Exhibition Centre – for the last time. After the event, the iconic trade show will move to Cologne.



The PSI 2026 will once again live up to its reputation as the showcase of the industry. It will be a powerful and inspiring start to the new advertising year.

With over 60 tradition-rich years as the industry's top event and international networking platform, innovation hotspot and knowledge hub, the PSI can undoubtedly be considered a trade show icon – an original that is unique in Europe. It has survived economic crises, pandemics and economic downturns, and every year it manages to motivate promotional product entrepreneurs from all over the world and their teams to participate in the eventful trade show days at the beginning of the year.

The PSI 2026 will once again live up to its reputation and offer the best conditions for successful business with a wide range of products, a high density of innovations, many special areas and an attractive supporting programme on the hot topic of AI. The glamorous PSI Night and the lively international flair make Europe's leading trade show for promotional products, incentives and merchandising an event with a particularly charming character.

A stimulating keynote speech

Important for those who still are in the final stages of planning for the trade show: Please note that the PSI 2026 will exceptionally begin on Wednesday, 7 January, and run until Friday, 9 January. As 6 January is a public holiday in many countries, this slight change in dates will make scheduling easier for many participants. This way, many PSI members will hopefully be able to attend the official opening of the trade show on Wednesday at 10 a.m. in the conference area of Hall 10. In his keynote speech entitled "Artificial Intelligence – Beyond Hype and Hysteria. What Remains for Us as an Industry and as People, and What Can Be Improved", Stephan A. Jansen will introduce the theme of the supporting programme. This year, the PSI Academy workshops will focus entirely on AI. Stephan A. Jansen is a professor at Karlshochschule, the Berlin University of the Arts, and a researcher at the Alexander von Humboldt Institute for Internet and Society (Berlin). The keynote speech and workshops by the renowned government and business consultant offer exciting insights into a much-discussed new topic.

Trade show and international network

Attending the PSI pays off for those who want to promote their business on the international stage. Exhibitors meet decision-makers from the promotional products industry, agencies and (only on the last day of the trade show at the invitation of a distributor!) purchasers and marketers who are looking for specific products for their customers and projects or who want to be inspired by the wide range of products on offer. The expert advice

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The PSI offers visitors a diverse trade show with many surprises.



Stephan A. Jansen, keynote speaker at the PSI 2026 opening ceremony.





International marketplace, industry meeting place and knowledge platform:
The PSI is an iconic trade show of international standing.



provided at the PSI is a win-win situation for everyone involved. The event showcases marketable innovations and ideas, which manifest themselves in solutions for visitors or lead to new concepts. Whichever side of the stand you are on, the ideal path to success begins with personal talks and when questions are asked and answered, ideas are exchanged and you go home with a good feeling. The figures from the last trade show demonstrate that the PSI is a premier meeting place: The PSI 2025 brought together 552 exhibitors and over 9,000 visitors from 74 countries, creating a dynamic meeting place for inspiration and networking in the promotional products industry. With 44 per cent of visitors coming from abroad, the PSI demonstrates its global reach, which benefits exhibitors and visitors alike. Whether as an exhibitor or visitor, anyone who is seen at the PSI is part of the powerful PSI network that has been uniting the promotional products industry for over 60 years. Both then and now: "Home is where PSI is!"

Trend show for current topics

The PSI 2026 will be every bit as good as its predecessors. Once again, leading brands, skilful all-rounders, creative newcomers and bold niche providers have booked their stands and will shape the colourful and diverse image of the trade show, which not only wants to be seen, but also experienced. To this end, the PSI trade show team has once again come up with interesting opportunities that invite visitors to find out more, discover and try out new things, or meet up for talks. The special areas, for example, impressively showcase what PSI has to offer. The Trend Show is once again a carefully designed presentation area that picks up on current topics and presents relevant products: Products made in Europe have long been valued as a high-quality alternative to imports from the Far East and stand for short supply chains, quality, safety and ecological sustainability. This is where distributors, agencies and major customers who are specifically looking for European brands and products with storytelling potential will find what they are looking for. The exhibitors in this themed area position themselves as reliable, creative partners who understand current market needs. And visitors who take a close look here have a lot to gain. In the 2026 World Cup year, a presentation of sports and merchandising items is a must. "Made for Football" is the name of the second theme of the trend show, which is the perfect stage for products with fan spirit, team spirit and event character. The great enthusiasm for sport surrounding the 2026 World Cup creates ideal conditions for boosting sports and event merchandise with brand value. If you are looking for products that evoke emotions, connect brands and trigger enthusiasm, this is the place to be.

Textiles remain a hot topic

Renowned international manufacturers, brands, and suppliers have been presenting their collections for the new year at the PSI for many years. The Textile Village in Hall 9 and the Special Finishing Show in Hall 11 offer valuable inspiration in the areas of textile promotional products, corporate fashion, and work wear. They are a must for all textile fans at the PSI 2026. Last year, the Textile Village attracted 1,200 visitors from the textile industry with its 14 textile exhibitors and hosted 229 textile finishers. This makes the PSI a must-attend event for the textile sector and for anyone who believes in the persuasive power of “wearable” advertising. In these areas, visitors will meet experienced textile professionals who can provide expertise and well-founded information about the possible uses and finishing options for all types of textiles. The high demand in recent years is proof of the importance of promotional textiles – over half of visitors were specifically looking for textiles. In addition, the lifestyle & accessories and electronics & media categories are among the most popular product categories.

The PSI Academy Expo: Gallery of the Best

We would like to draw your attention to one exhibition area in particular: 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 are on display. The aim of the exhibition is to present practical cases and to stimulate ideas for the industry. At the same time, it can raise awareness of the impact of haptic advertising among marketers, politicians, associations and sponsors, and impressively demonstrate how innovative, creative, and sustainable promotional products can be. We have featured all nominees and award winners in the PSI Journal over the past few months. Now you can experience the innovative capacity of the industry for yourself live.

Order last minute tickets

PSI members who do not yet have a ticket can still order one free of charge at the last minute from the Online Ticketshop. Tickets for the PSI Night, which will take place on 8 January 2025 from 7 p.m. in the impressive Event Residenz in Düsseldorf, are also available here. Old and new exhibitors and visitors, the PSI trade show team and promotional product professionals from all over the world will meet there for a glamorous party night. New this year: long-standing PSI members will be honoured at the PSI Night for the first time, and not at the trade show as in previous years. After all, members who have been with PSI for 20, 30, 40, 50 and even 60 years or more deserve a festive setting as a thank you for their loyalty. They have

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The supporting programme focuses on the topic of artificial intelligence. Individual solutions can be developed in workshops and interactive formats.

made PSI history and together have made the industry the successful network it is today. You can meet the anniversary members at the certificate presentation at 7:30 p.m. before the buffet opens. The PSI Night is the perfect opportunity to relax and round off the second day of the show with customers, partners and colleagues. It offers a great atmosphere, an international dinner and the PSI Party with groovy live music starting at 10 p.m. – networking and lots of fun are included.

International industry meeting place

Typical meeting places at the trade show itself are the Community Cafés in Halls 10 and 11. The International Lounge and the Promo Alliance stand with the organisations ASI and Sourcing City in Hall 11 are central points of contact for international networking, as are the stands of the numerous international associations. At the PSI Membership Services stand right next to the International Lounge, you can get advice on the wide range of offers and services provided by the international network and find out all about the benefits of membership. The dedicated PSI team is available all day to assist visitors personally, ensuring that everyone finds the right offer for their needs. Take the opportunity to become acquainted with the top sourcing tools such as the Product Finder and the Sourcing Department and discover how these services can make your everyday life easier and more efficient. New this year are the PSI Distributor Lounges, exclusive VIP areas for distributors and agencies where they can welcome and advise their customers. They are ideal for focused discussions, initiating business deals and discussing new projects.

The Next Generation: Getting ready for the future

PSI is committed to promoting young talent in the industry and regularly offers the next PSI generation targeted opportunities and practical insights that can help them on their way to becoming promotional product professionals. That's why PSI and GWW Young Professionals is hosting a drinks reception on the first day of the trade show at 5 p.m. at 'The Hap' stand (Hall 10, Stand L09). This will be an opportunity for young entrepreneurs in the industry to network and exchange ideas. After all, our diverse and creative industry thrives on the fresh ideas and valuable perspectives that inquisitive and keen-to-experiment newcomers bring to the table. The industry is looking forward to an exciting and successful future – as demonstrated by its participation in the OMR Festival in Hamburg in 2025. As co-organisator of the unique bar project "The Hap-



The PSI 2026 bids farewell to Düsseldorf and, along with the entire industry, looks forward to its new home at Koelnmesse starting in 2027.

ticologist", PSI created a great platform for the industry, where visitors could experience haptic advertising. Now "The Hap" is coming back to life at the PSI as a meeting place for ambitious young professionals in the industry, demonstrating once again how indispensable haptic advertising is in the marketing mix.

Only PSI members and industry visitors

At this point, we would like to reiterate an important point: In addition to PSI members, only visitors from the industry are permitted to attend the PSI. Industry 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 eligibility in the PSI Ticketshop. As before, industrial customers can only visit the PSI on the last day, 9 January 2026, at the invitation of their PSI distributor. Distributors should send their invitations via their personal My PSI area, as this is the only way to ensure that guests are identified as industrial customers on their badges. Corresponding price lists simplify the handling of these visitors at stands. You will find answers to all questions about the trade show at www.psi-messe.com under FAQs. The list of exhibitors and hall plans in the PSI Journal and at www.psi-messe.com (under Information for Visitors) are ideal for planning your visit to the trade show and searching for specific products and companies. After all, being well prepared makes it quicker and



do this. Immediately afterwards, keynote speaker Prof. Stephan A. Jansen will be available for discussions on the topic “AI beyond hype and hysteria”. Questions, agreements and even criticism are all expressly welcome. On Wednesday, participants can also discuss their own AI-related issues with Dirk Kuga, (founder of AI Café & AI pioneer, AI Café) in a total of four slots. The experienced digital strategist, who is very well-versed in the latest AI developments, will reveal tips and strategies for your company.

Interactive formats: learning from experts

easier to achieve your goals. For a compact overview of the market and opportunities, we recommend the official live programme PSI TV: here, companies, brand representatives and entrepreneurs present themselves in a professional studio setting – live on site at the trade show, online and on social media. Whether it's a product launch, brand insight or industry statement, it's well worth stopping by in Hall 10 for the entertaining, concise 20-minute slots.

Programme: Artificial intelligence in focus

One of the absolute highlights of the PSI is this year's supporting programme, which focuses on topics related to artificial intelligence. AI is omnipresent, and there are more and more areas of use that our industry can also benefit from. The varied programme on 7 and 8 January was developed under the direction of Caroline Zöller from the Forteam agency. Its special feature is the interactive workshop format, which facilitates dialogue between speakers and participants, thus guaranteeing maximum benefit. This is because personal discussions with experts allow us to ask and clarify questions, incorporate personal suggestions and receive food for thought. It couldn't be more personal! In order to involve as many guests as possible, there is no stage, but instead a workshop zone with four rooms in which various slots on different topics take place. We can only mention a few topics here – the entire programme can be found at www.psi-messe.com/Programm. The following sections offer a small preview.

Workshops: Participate and benefit

You can start the day at 10:30 a.m. with your morning coffee and a morning idea session, which uses playful interaction to provide a relaxed introduction to the topic and the subsequent workshops. On the first day of the show, for example, Christian Kleemann (founder of KI-Café and digital strategist) will be using retro bots to create 1980s images from the PSI cosmos. Here, you can experience live how a four-hour research process with AI takes only 90 seconds and learn about the technical requirements to

The programme highlights the possibilities, but also the limitations of AI – for example in employer branding. Frauke Kickmeier (consultant for marketing, internal and external communication) explains how employers can win the hearts and minds of potential employees and why it is better to rely on real people rather than AI. You can book your own half-hour slot here too and discuss your questions on employer branding with our expert. A total of four slots are available. Our last example revolves around digital detox – a topic that particularly affects our industry: on Wednesday, 7 January, from 2 to 3 p.m., Prof. Dr. Michael Kleinjohann will be discussing the opportunities of haptic advertising in the age of AI in Room 1 of the Workshop Zone. The professor for marketing & communications management (freshmademedia consulting) argues: AI is a trend and is causing a countertrend towards authenticity. In this workshop, you will learn what AI actually is, why it is trending, and what countertrends are emerging as a result – from physical exchange to the revival of haptic advertising. Together with the expert, participants will explore (in four slots) how these developments are redefining the role of human interaction and emotion and what opportunities this presents for marketing and the promotional products industry. This is an inspiring impetus for anyone who wants to understand how technology and humanity will interact in the future – and why touching, feeling and sensing are again becoming more important than scrolling. Good news for the industry!

We conclude our brief trade show guide with a reference to an interesting session on Thursday, 8 January 2026, from 11 a.m. to 12 noon in Workshop Zone Room 1: “Between innovation and regulation: using AI correctly in everyday business life”. Among other things, this session will address what employees are and are not allowed to do with AI – and how to strike a balance between efficiency, data protection and compliance. Leonie Siemes (grips) and Caro Zöller (Forteam) will present current best practice examples from companies and offer an exercise for creating your own guidelines.

<

Exhibition
Centre
Düsseldorf

The Industry's
Who and How.
My PSI. Live.

7-9 JAN 2026



12-BE AUSSTELLERVERZEICHNIS

EXHIBITOR LIST

PSI No.	Aussteller Exhibitor	Web	Stand Booth
49009	12M, Poland	12m.eu	9A38
n/a	24Bottles - DESIGN24 SOCIETA BENEFIT S.R.L., Italy	24bottles.com/it	10B30
			
60867	3M Promotional Markets Corporation, United States	ccaoccasions.com	10G58
			
61050	A.O.L APPAREL (PRIVATE) LIMITED, Pakistan	aolapparel.com	9B50,9C49
60572	ABERO Sp. z.o.o., Poland	abero.pl	9D44
44151	ADA KUPA SERAMIK IC DIS TICARET LIMITED SIRKETI, Turkey	adaseramikkupa.com	9E36
44329	aditan GmbH, Germany	aditan.de	10L38-01
49601	Adore s.r.o., Czech Republic	adorepen.eu/en	9D37
PSI Partner	Advertising Specialty Institute - ASI	asicentral.com	n/a
45448	Aetzkunst GmbH & Co. KG, Germany	trophies-germany.de	9B32
PSI Partner	aimfap - Asociacion de Importadores, Mayoristas y Fabricantes de Articulos Promocionales, Spain	aimfap.com	11A03
43604	Aleide - Innovationen, Germany	aleide.de	11D61
47800	ALFA PROMOSYON TEKSTIL Pazarlama Sanayi Ve Ticaret Anonim Sirketi, Turkey	manuzone.com	9E17
			
45590	aloga gmbh, Germany	makeityours.me	10B54
61123	Alpha Art Gifts LLC, United Arab Emirates	alphaartuae.com	10A13
			
45753	Anda Present Ltd., Hungary	andapresent.com	10A50
60848	ANTS & FRIENDS GmbH, Germany	antsandfriends.com	11E35
44291	Araco International B.V., Netherlands	araco.de	10G26
60763	ARMACAO Design SARL CAP 5-12, France	armacao.fr	10B05
45495	Art di Como Design GmbH, Germany	artdicomo.de	9H32
46316	Artar Tekstil Prom. Urunleri San. Tic. ve Ltd. Sti., Turkey	artartextile.com	10E35
61134	AS Colour, Netherlands	ascalour.eu/showroom	9C52
46706	ASB Herbalind gGmbH, Germany	herbalind.com	11C45
49556	Asgard Sp. z.o.o., Poland	bluecollection.gifts	9A05
41169	ASS Altenburger / Cartamundi, Germany	werbespielkarten.de	11C47
PSI Partner	Assoprom SERVIZI s.r.l., Italy	assoprom.it	11A03
60692	Asya Promosyon Bilg. Mlz. ve Matb. San. ve Tic. Ltd. Sti, Turkey	asyapromosyon.com.tr	9E30
61021	Atelier Revive, Netherlands	atelierrevive.nl	11A46
45014	ATLANTIS HEADWEAR - MASTER ITALIA S.p.A, Italy	atlantisheadwear.com	10B50
43065	Aulenbacher GmbH, Germany	aulenbacher.de	9B54
49413	AVANT Fabryka Porcelitu, Poland	avant.pl	9B56
61135	AVOLT AB	us.avolt	11E37
60621	Awave GmbH, Germany	elec-trust.de	9G20
46204	Axpol Trading Sp. z.o.o, Poland	axpol.com.pl	9E25
60669	Aysoy Pazarlama Konf. Tekstil San. Va Tic. Ltd. Sti, Turkey	aysoytextile.com.tr	9F37
48045	B-TOKEN BVBA, Belgium	b-token.eu	9B38
47411	badge4u Wojciech Pawlowski, Poland	badge4u.eu	9D04
45202	BAGS BY RIEDLE, Germany	riedle.de	11D59
44197	Bambook B.V., Netherlands	bambook.org	10B61
60125	BarrelQ International B.V., Netherlands	thebarrelqcompany.com	9E52
45434	Bartl GmbH, Germany	bartlshop.de	10C66
60910	Bayrak 2023 Baski Merkezi San. Tic. Ltd. Sti., Turkey	efsane-grup.com	10H72
			
61078	Bella+Canvas, United States	BELLACANVAS.COM	9D58
45491	best offer trading e.K., Germany	best-offer-trading.com	9A48

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BI-DI

PSI No.	Aussteller Exhibitor	Web	Stand Booth
			
41859	BIC GRAPHIC EUROPE S.A., Germany	bicgraphic.com	10A18
61111	BIO SAC, Canada	recyclecottonbag.com	11B30
61073	blueprints global GmbH, Germany	blueprints-global.eu	9D51
60556	Bombacio Sp. z.o.o., Poland	bombacio.eu/en	10H64
60920	Boompods Ltd, United Kingdom	boompods.com	11A70
61107	BORASIA INTERNATIONAL, France	boracay.fr	11D69
44755	Bosscher International B.V., Netherlands	bosscher-international.com	9A46
60685	Brand New Lab - Peppery Sound, Lda, Portugal	brandnewlab.com	9B30
46116	Brand Promotion CZ s.r.o., Czech Republic	brand.cz	10G61
60673	BrandFit Solutions B.V., Netherlands	brandfitsolutions.com	9E56
46905	Brauns-Heitmann GmbH & Co. KG, Germany	xmas-logo.de	9C04
61018	BRICKPROMOTIONS LLC, United States	brickpromotions.com	10A13
PSI Partner	BPMA - British Promotional - Merchandise Association Ltd., United Kingdom	Bpma.co.uk	11A03
60984	BRYX Toys UG (haftungsbeschränkt), Germany	bryxagency.com	9H22
41446	Buttonboss, Netherlands	buttonboss.com	10E08
47952	Büyüksoy Bayrak Ve SemskiyeSan. Tic. A.S., Turkey	heb.com.tr	10F26
61133	Brandpremiums B.V	beautpremium.com	10D07
61108	Camac Arti Grafiche srl, Italy	action-wear.com	10D22
61136	CAMKRAFT.pl, Poland	camkraft.pl	11A72
49660	Capira Sp. Z o.o. Sp. Komandytowa, Poland	thealloy.pl/the-alloy-by-capira-en	10A26
41446	Care Concepts, Netherlands	careconcepts.nl	9H55
61036	Caritas Wohn- und Werkstätten Niederrhein GmbH, Germany	cwwwn.de	11C55
45140	Carry Products GmbH, Germany	carrybottles.com	9A55
60176	CASTELLI 1938 GmbH, Germany	castelli1938.com	10H21
45452	CD-LUX GmbH, Germany	cd-lux.de	10H58
43811	CDH Computer Division Heinemann GmbH, Germany	cdh.info	10H67,10H67-01
48316	CHOCOLISSIMO, Germany	b2b.chocolissimo.de	10G66
60826	Classone Teknoloji Urunleri San. ve TIC. LTD. STI., Turkey	classone.com.tr	9A31
41446	Clipfactory B.V., Netherlands	clipfactory.com	9G57
40511	Clipper Interall, Netherlands	clipperinterall.de	10L27
60181	Confiserie Möhlenkamp OHG, Germany	confiserie-moehlenkamp.de	10F65
60638	Continenta GmbH, Germany	continenta.de	11E70
45939	Corthogreen bv, Netherlands	corthogreen.com	9H43
47376	CosmoShop GmbH, Germany	werbemittelshop.de	10H45
60891	Cre8iveSkill LLC, United States	cre8iveskill.com	9C38
43581	Croatian umbrella Ltd, Croatia	croatianumbrella.com	10B32
43968	CRUX Sp.j., Poland	greenplanet365.eu	10E43
61106	CSM International, France	accolademerchstudio.com	9A60
60921	CTM GROUP, Poland	ctmgroup.pl	11B64
61118	CustomYourClub GmbH, Germany	customyourclub.de	9C46
60889	CW Blanks, Portugal	cwblanks.com	11A60
60893	Daoen Inc, United States	daoeninc.com	10H37
60205	DE LA SOL Headwear, Germany	n/a	9C44
61086	Deepstextstyles UK Ltd., United Kingdom	deepstextstyles.co.uk	11D73
60589	DelikatessenWinkel, Germany	shop.delikatessenwinkel.de	9H08
60978	DELTA SAS, France	deltabrands.fr/de	10D08
46660	DEONET BV, Netherlands	deonet.com/	10D03
60906	Der kleine Gourmet GmbH, Germany	der-kleine-gourmet.de	9H36
60927	DETOA Albrechtice s.r.o., Czech Republic	detoa.cz/en	11E29
60846	Deutsche Kosmetikwerke AG, Germany	newkee.de	11D29
			
61119	DIGITRAN® by DekorTech GmbH, Germany	digitran.de	9C55
60706	Display Max GmbH, Germany	display-max.com	11A40
90029	Disrupt Sports Ltd, United Kingdom	branded.disruptsports.com	11A63
48615	DIZAYN ETIKET San. ve Tic. A. S., Turkey	dizaynetiket.com	9C40

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DK-FI

PSI No.	Aussteller Exhibitor	Web	Stand Booth
61053			
	DK Household Brands GmbH, Germany	dkhouseholdbrands.com	10H25
60941	Do More Group AB, Sweden	kalmaweden.com	10D55
60821	Doli GmbH, Germany	doli-bottles.com	9A52
41752			
	doppler H. Würlingsdobler GmbH, Germany	dopplerschirme.com/de	10A46
46897	Dosenspezialist GmbH, Germany	doseplus.de/	11D25
Media Partner	Dr. Harnisch Verlags GmbH, Germany	harnisch.com/dedica	n/a
45720	DreamPen Producer of Ballpens, Poland	dreampen.com	10A36
44886	DreiMeister Spezialitäten GmbH & Co. KG, Germany	dreimeister.de	9A37
60874	Dyckhoff GmbH, Germany	dyckhoff24.de	9B48
60899	E-Heron, Poland	e-heron.com/en	10F70
44457	e!xact Internationale Werbemittel GmbH, Germany	e-xact.de	9B63
47300			
	Easy Gifts GmbH, Germany	easygifts.de	10F35
61141	EBLIS B&L Edyta, Poland	dothat.pl	11E51
61138			
	ECHOLAC Group International, Germany	stratic.de	10G07
61084	ECO JUTE PVT. LTD., India	ecojuteindia.com	10E09
60236	ecobrand respectful distribution gmbh, Austria	ecobrand.promo	9B35
61066	Eden Promosyon, Turkey	edenpromosyon.com	9A26
49982	Edition Michael Fischer GmbH -		
	EMF Verlag, Germany	emf-verlag.de	10C56
60503	eFanshop.com JOANNA KUŁAKOWSKA,		
	Poland	efanshop.eu	10E07
61028	EKOMODO SUSTAINABLE COMPANY SLU, Spain	ekomodo.eus/es	11A32
41369	elasto GmbH & Co. KG, Germany	elasto.de	10L49
48996	ELITA S.J. Krzysztof Staszałek i		
	Mateusz Staszałek, Poland	lanyardsonline.de	9A36
44736	ELITE Srl, Italy	elite-it.com	10D09
47306	emco Tex GmbH, Germany	emco-bau.com	10E27
49081	entrada Fußmatten GmbH, Germany	entrada-matten.de	9D41
80309	EPSON Deutschland GmbH, Germany	epson.de	10E36
48762	Essential Elements AG, Switzerland	essential-elements.ch	11D31
60960	Euro-Transfers Sp. z o.o., Poland	euro-transfers.de	9D42
49704	European Sourcing Sarl, France	europeansourcing.com	10C55
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG, Germany	eurostyle.eu	10G35
60721	Expandesign International Pty Ltd, South Africa	expandesigneurope.com	10D10
47094	Extrapack AD, Bulgaria	bags.bg/cms_Content/Show/?lg=en	10G19
60834	Exxen Tekstil Etiket San ve Tic AS, Turkey	exxenetiket.com	10B03
60930	EYS GmbH, Germany	corporate-ey.com	11A64
60917	EZU-Metallwaren GmbH & Co.KG, Germany	keli-style.com	11A67
60716	F.B. Aksesuar Canta Tekstil Ins San Tic LTD STI, Turkey	fbaksesuar.com	10C39
49205	Fabryka Zabawek Pluszowych Kolor Plusz", Poland	kolor-plusz.pl	9B59
43144	FARE - Guenther Fassbender GmbH, Germany	fare.de	10G37-01
47960	Feniks Sp. z. o. o., Poland	feniks.biz.pl	9B12
60474	Filmar Factory Sp. z o.o., Poland	filmarfactory.eu	9C29
60477	Finable Oy, Finland	greenfin.fi	10H55
48519	Finardi Milena SRL, Italy	promotionalstrawhats.com	10B68

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FI-HO

PSI No.	Aussteller Exhibitor	Web	Stand Booth
			
61128	Five Reasons Limited, United Kingdom	thejuteshop.com	10E40
60869	FLASKE BV, Netherlands	flaske.com	9A33
47463	Franco's GmbH, Germany	francos-gmbh.de	10F08
60894	Fulldesigns.de GmbH, Germany	fulldesigns.com	11C54
61115	Funnies BV., Netherlands	funnies.nl	9E45
PSI Partner	FYVAR - Asociacion de fabricantes y - vendedores de articulos publicitarios y - promocionales, SPAIN	fyvar.es	11A03
60678	G. Benedikt Karlovy Vary s.r.o., Czech Republic	gbenediktgroup.com/en	10E04
48691	GC Footwear GmbH, Germany	gcfootwear.com	10D51
60573	GEFU GmbH, Germany	gefu.com	10A40
41615	Geiger-Notes AG, Germany	geiger-notes.ag	10G55
61126	Gezellig Games, Netherlands	gezelliggames.nl	11C52
61124	Gift of Bricks bv, Netherlands	giftofbricks.com	11B63
61057	Gifts of Belgium NV, Belgium	giftsofbelgium.com	9H46
60934	Gildan Activewear, Belgium	gildan.com	9C47
60418	Gimel Hediyeelik Esya ve Buro Gerecleri Pazarlama ve Ticaret Ltd Sti, Turkey	gimel.com.tr	9C38
41734	giuseppe di natale spa, Italy	dinatalestyle.com	10B18
			
60798	Giving Europe GmbH, Germany	givingeurope.com	10D52
49644	Glaskoch B. Koch jr. GmbH & Co. KG, Germany	leonardo-b2b.de	10D49
45192	Glasmak Sp. z o.o., Poland	glasmak.pl	9C22
61132	Global Art Gifts Inc, United States	globalartgifts.com	11E53
			
45829	Goldstar- Europe, Ireland	simplygoldstar.com	10K36
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	goki.eu	10A71
46517	Görenler Giyim Tekstil A.S, Turkey	gorenler.com	9B06
60724	GPS BAGS SPA, Italy	gpsbags.com	10B39
60938	GREAT SILK ROAD trgovina, d.o.o, Slovenia	gsroad.com	9D23
60205	Green MNKY GmbH, Germany	greenmnky.de	9C44
61012	Greenbags Handmade Unip Lda, Portugal	greenbags.pt	10E10
61131	Gröner-Schulze GmbH, Germany	groener-schulze.com	11C16
48623	GSE gGmbH, Germany	werkstatt.gse-essen.de	9C39
45166	Guapa Clean Up!, Poland	guapa.pl	9A47
42819	Gustav Daiber GmbH, Germany	daiber.de	10G37-04
46944	Gutting Pfalz nudel GmbH, Germany	pfalznudel.de	9C03
			
n/a	Halbmond Teppichwerke GmbH, Germany	halbmond.de	11B17
45666	Halfar System GmbH, Germany	de.halfar.com	10G37-02
43749	HALM Straws GmbH, Germany	halm.co/pages/ firmengeschenk-werbemittel	11E56
60517	HalmBrüder GmbH, Germany	halmbrueder.de	9A49
44954	happy ROSS GmbH, Germany	happyross.de/wm	10A21
61121	HappySeasons ApS - ChristmasSweats, Germany	happyseasons.de	10D06
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., Poland	headwear.com.pl/de	9C28
47574	HEGA PROMOTIONS, Spain	hegahogar.com	10A25
60522	Heliotextil S.A., Portugal	heliotextil.com/pt/solucoes	9C35
44145	HELO, Germany	heckelmann.com	9H24
41583	HEPLA GmbH, Germany	hepla.com	10A49
49978	Herforder Werkstätten GmbH, Germany	herforder-werkstaetten.de	9E49
46235	HERKA GmbH, Austria	herka-frottier.at	10G36
PSI Media Partner	Het Portaal Media BV, Netherlands	hetportaal.com	10E46
			
41118	hoechstmass, Germany	hoechstmass.com	10C67

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HO-LA

PSI No.	Aussteller Exhibitor	Web	Stand Booth
43529	hofats GmbH, Germany	hofats.com	10B29
45973	Hörsteler Interior Design GmbH, Germany	hoersteler.de	9B44
60417	HT Hasat Tekstil ve Promosyon ürünler San ve Tic Ltd. Sti., Turkey	hasatsapka.com	9C54
60663	Hugo Frosch GmbH, Germany	hugo-frosch.de	10H62
			
46478	Hultafors Group Germany GmbH, Germany	hultaforsgroup.com	10B34
61056	hypeartelier GmbH, Germany	hypeartelier.de	11C49
60498	Hypon BV, Netherlands	hypon.eu	9H44
42567	i.p.a. cosmetics GmbH, Germany	ipacosmetics.de	10F66
45302	ICO JSC, Hungary	ico.eu	9E69
45193	iDSNEAKERS, Spain	idsneakers.com	9G55
PSI Partner	IFEMA Feria de Madrid, Spain	ifema.es	11A03
61117	ILHANLAR TEKNIK TEKSTİL AMBALAJ SANAYİ VE TİCARET LİMİTED SİRKETİ, Turkey	ilhantekstilambalaj.com	11C63
61076	Ilvea İc ve Dis Ticaret Ltd., Turkey	toweltoogo.com	11C53
			
61074	Imbretex GmbH, Germany	imbretex.de	9F56
44740	Impliva B.V., Netherlands	impliva.nl	10C17
			
60151	ImprintID Europe, Italy	imprintid-europe.com	10B10
49880	Inkcups Europe GmbH, Germany	inkcups.com	10E62
61120	INKITEX TEKSTİL AKSESUAR GIDA VE LOJİSTİK İTHALAT İHRACAT SANAYİ TİCARET LİMİTED SİRKETİ, Turkey	inkitex.com	9A64
			
42907	Inspirion GmbH, Germany	inspirion.eu/de	9H48
61139	Interflag, Netherlands	interflag.com	10G44
60671	IP Adelt GmbH, Germany	ip-adelt.de	10E43
46848	Ipeknur Textile Clothing Co. Ltd., Turkey	ipeknur.com	9A11
PSI Partner	IPPAG Cooperative, Switzerland	ippag.world	11A03
60416	Istanbul Chamber of Commerce, Turkey	ito.org.tr/en	9E08,9F07,9F19,9E18,9C19
60885	IZY Bottles B.V., Netherlands	izybottles.com	11E58
46097	José Albero Puerto, S.L. - Secaneta, Spain	secaneta.com	10H35
41990	Joytex GmbH & Co. KG, Germany	joytex.de	10A62
41545	JUNG since 1828 GmbH & Co. KG, Germany	jung-europe.de	10G49,10F54
60200	Jungfleisch GmbH, Germany	jungfleisch.de	10D21
48245	JUTEKO GmbH, Germany	juteko.de	10B44
			
42706	Kalfany Süße Werbung GmbH & Co. KG, Germany	suesse-werbung.de/en	10E20,10A05
60703	KAPLAN OFFSET MATBAACILIK SAN. TIC. LTD. STI., Turkey	kaplanoffset.com.tr	9A45
41794	Karl Knauer KG, Germany	karlknauer.de	10C62
60925	Kingcoat Sub GmbH, Germany	kingcoatsub.com	10E06
60471	Kingstar Technologie GmbH, Germany	ikingstar.com (under reconstruction)	9D45
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	kleen-tex.eu	9G40
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany	klio.com/de	10L21
60973	Kocakkaya Tekstil San ve Tic Ltd Sti, Turkey	kocakkayatextile.com	9G22
44071	KÖNITZ PORZELLAN GMBH, Germany	koenitz.com	9H27
			
47406	koziol ideas for friends GmbH, Germany	koziol-incentives.de	10D50-01,10D50
41565	KP Plattner GmbH, Austria	kp-plattner.at	10B20
61112	KREAFUNK ApS, Denmark	kreafunk.com	11D75
46591	Kreutz GmbH, Germany	kerrygifts.de	10H56
45736	L.A. Larsen A/S, Norway	larsen.no	10E42

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LA-MI

PSI No.	Aussteller Exhibitor	Web	Stand Booth
49872	Landgarten GmbH & Co. KG, Austria	landgarten.at	10A60
61060	Landway International Corp., United States	landway.com	9F72
49171	 LanYard.PRO - Lanyard factory Allers Grupa sp. z.o.o., Poland	lanyard.pro	10C35
60581	LASIT Sistemi e Tecnologie Elettrottriche S.p.A., Italy	lasitlaser.de	9F64
48924	LÄTZ FÄTZ GmbH, Germany	laetz-faetz.com	10F01
44323	 Ledlenser GmbH & Co KG, Germany	ledlenser.com	10F12
60665	Lema3D Sp. z o.o., Poland	lema3d.eu	10B56
47073	Leniar Sp. Jawna, Poland	leniar.pl	9E71
61038	LEPIDOLITE C&C, Israel	lepidolite-raz.com	9A52
45457	Lexon SAS, France	lexon-design.com	10H61
44057	LEŻAKOWO Sp. z o.o. Sp.k., Poland	lezakowo.com	9D38
48956	LimeBOX, Poland	lime-box.com	10B07
60743	 LINTEO d.o.o., Croatia	linteo.hr	10G58
49756	Living Bytes GmbH, Germany	die-markenvertretung.de	10G66
41446	LoGolf, Netherlands	logolf.nl	10D23
46104	logolini GmbH, Germany	logolini.com	9B22
61043	Luisa Tekstil San.Tic.A.S., Turkey	luisamoretti.com	9B51
46414	Lynka Sp. z.o.o., Poland	lynka.eu/en	10A14
40909	 MACMA Werbeartikel OHG, Germany	macmaworld.com	10L47,10K49,10K41
60786	Maegis B.V., Netherlands	maegis.de	11B08,11B08-01
41617	MAGNA sweets GmbH, Germany	magna-sweets.de	10G50
44833	Mahlwerck Porzellan GmbH, Germany	mahlwerck.de	9E47
47096	 Makito Promotional Products, Spain	makito.eu	10D18
47408	MALFINI a.s., Czech Republic	malfini.com	9D58
48309	Manufacturas Arpe, S.L., Spain	arpe.es	10A24
61010	Marin Packaging Limited, Turkey	marinexport.com	9C15
49006	Mart Ceramic sp. z o.o., Poland	mart.com.pl	10A06
49181	Mart's Bags, Poland	martsbags.com	10C50
40111	MARTOR KG, Germany	martor.com	11B46
60548	Marvin's BV, Netherlands	marvins.eu	10G29
43478	MASGUANT, S. L., Spain	masguant.com	9D26
60645	Matrix Frame BV, Netherlands	Mobilelightbox.eu	10F10
47483	MAXX Factory GmbH, Germany	maxx-factory.de	10D42
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	mayatki.com.tr	9A14
42020	mbw Vertriebsges. mbH, Germany	mbw.sh/de/	10C37
60161	Media Sp. z o.o., Poland	greenverta.com	10A09
49967	 MEDIACONCEPT SRL, Romania	media-concept.ro	9C07
47281	Melco International LLC, Switzerland	melco.com	11D13
43927	memo AG, Germany	memo-promotion.de	9H45
46142	MER Plus Janaszek Sp.J., Poland	merplus.pl	11B59
60995	Mercury Flooring, Belgium	mercuryf flooring.com	11A58
41836	meterex, Germany	meterex.com	10D66
43439	Miiego A/S, Denmark	miiego.com	9C26

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MI-OP

PSI No.	Aussteller Exhibitor	Web	Stand Booth
			
60746	Millibags , Poland	millibags.com	9B43
n/a	MIM Marken Institut München GmbH, Germany	marke41.de	n/a
61109	MINTJOY Ltd., United Kingdom	chunyangawards.com	11C60
43410	Mister Bags GmbH, Germany	misterbags.de	10G38
46992	Mister Transfer.com, Germany	de.mister-transfer.com	10B40
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	miyopromo.com	9A32
49997	MIZU Europe BV, Netherlands	mizulife.eu	9F29
60189	MMG Flagi Sp z o.o., Poland	mmgflags.com	10G01
60420	MNI Tekstil Sanayi ve Dis Tic AS, Turkey	mnitextile.com	10G30
48784	Modal BRG Örgü Dokuma Tekstil, Turkey	modaltextile.com	9C31
49886	Modern Forms Sp. z o.o., Poland	modernforms.eu	11B65
49044	Modico GmbH & Co KG, Germany	modico-graphics.de	9C08
60576	Mondo Calza Sp Z o.o, Poland	technicalsocks.eu	9E67
n/a	Moodspromo, Netherlands	moodspromo.com	11E40
60492	MOUTH Propaganda GmbH, Germany	mouthpropaganda.com	EN02
60439	MOYU BV, Netherlands	moyu-notebooks.com/de	9A44
49707	Mr.Socks, Austria	mrsocks.de	9B52
60937	MTV- Ind. e Comércio de Marroquinaria e Acessórios de Vestuário, Lda, Portugal	mtvbelts.com	11B58
47774	Müller Werbemittel GmbH & Co. KG, Germany	mueller-online.de	10B66
60799	MUSTAFA ÖRIKLI TEKSTİL SAN.TIC.LTD.STI., Turkey	fushia.com.tr	9C20
60796	Mutcali Tekstil San.Tic. Ltd. Sti., Turkey	mutcali.com	9A44
60782	Mutoh Deutschland GmbH, Germany	mutoh.eu/de	9C63
			
61055	MW DISPLAYS, Poland	mw-displays.pl	10G56
61072	myDartpfeil, Germany	mydartpfeil.com	11A59
49948	MYRIX GmbH, Germany	myrix.de/	10L38-02
41816	Nestler-matho GmbH, Germany	nestler-matho.de/en	10L25
			
45411	Neutral.com, Denmark	neutral.com	10D36,EN01
60775	Nevistanbul Tekstil Promosyon San. Tic.Ltd.Sti - Cottonworks, Turkey	nevistanbul.com.tr	9A50
60551	New Idea Crafts GmbH, Germany	newideacrafts.de	9C36,9F23
60719	Nibey Tekstil Dis Ticaret Ltd. Sti., Turkey	nibey.com.tr	9B15
61044	NISRA TEKSTİL SAN TIC LTD STI, Turkey	nisratekstil.com	10A08
60803	NJ Garments Ltd, United Kingdom	njgarments.co.uk	11B70
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., Poland	noex.com.pl	9A35
47706	Nonvision Werbeproduktion GmbH & Co. KG, Germany	nonvision.de	11D60
60534	NOON CONCEPT, Turkey	noonconcept.com	10D19
			
60895	Notabag , Germany	notabag.com	10B28
46403	NOTEDECO, Poland	notedeco.com	10D29
60880	Nuno Tekstil San. Tic. Ltd. Sti., Turkey	nunotekstil.com	9E22
60752	NutsBox, Germany	nuts-box.de	9H40
49971	ODM Ortenauer Druck Manufaktur GmbH, Germany	odm-77.de	11B66
80075	Offene Systeme Software!, Germany	ksl.de	10B48
			
60196	Og grafika d.o.o., Croatia	og-grafika.hr	9E21
60865	ÖKTİ TEKNİK TEKSTİL SANAYİ TİCARET LİMİTED ŞİRKETİ, Turkey	oktiteknik.com	9D24
60745	One World Trade GmbH, Germany	oneworldtrade.de/Aktuell	10D44
n/a	OOH magazine Sp. z oo, Poland	oohmagazine.pl	11B18
60873	Open Brick Source GmbH & Co.KG, Germany	openbricks.de	10C43

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OR-PS

PSI No.	Aussteller Exhibitor	Web	Stand Booth
49663	Orakel bvba, Belgium	orakel.com/nl-nl	9B36
47101	Orcas Customized Products GmbH & Co. KG, Germany	zorcas.com	10F22
60791	PADS WORLD, S.L., Spain	padsworld.com/gb	10F60
47378	Paper + Design GmbH, Germany	paper-design.de	10G60
43993	Paper Fantasies UAB, Lithuania	paper-fantasies.com	10E12
61125	Paperblanks, Ireland	paperblanks.com/en	10D26
60225	Papermints S. A., Belgium	papermints.eu/logo-products	10E03
60615	Pasin Tekstil San Ve Tic Ltd. Sti, Turkey	pasintekstil.com	9A23
45999	PASSATGUMMI, Germany	passatgummi.de	9H16
47678	Paul Stricker, SA, Portugal	stricker-europe.com/de	10G22
46454	PDC Europe SPRL, Belgium	pd-c-big.de	9A17
60777	PERFECT GIVINGS GmbH, Germany	perfect-givings.de	10D62
60741	Persona Tekstil San. Ve Dis Tic. Ltd. Sti, Turkey	personatextiles.com	9A40
40660	PF Concept Deutschland GmbH, Germany	pfconcept.com	9H59
41690	Philipp Holle KG, Germany	holle-werbeartikel.de	10G65
PSI Partner	PIAP - Polska Izba Artykulow -Promocyjnych, Poland	piap-org.pl/en	11A03
61063	Pier Luigi sp. z o.o., Poland	pierluigi.pl/en	9C11
61113	Pima Blanks, Latvia	pimablanks.com	9D49
61140	Pinbobs, Germany	pinbobs.com	11E50
60009	Plastdiversity, Portugal	plastdiversity.com/en	9H53
61110	plotterHAUS.de – eine Division der medacom GmbH, Germany	plotterhaus.de	9A57
49765	PNG 1962 Ltd, Bulgaria	png.bg	10D16
49402	Polskie Karty sp. z o.o., Poland	plasticcards.zone	9E44
46596	POLYCLEAN International GmbH, Germany	polyclean.com	10C49
60852	Porzellanmanufaktur Kahla/Thüringen GmbH, Germany	kahlaporzellan.com	10B12
60512	Pottkorn GmbH, Germany	pottkorn.de	9H51
42713	POUL WILLUMSEN, Netherlands	poul-willumsen.com	9C21
60653	PPH OKTIS JANUSZ SITKO, Poland	oktis.com.pl/	9H63
PSI Partner	PPP - Platform Promotional Products, Netherlands	ppp-online.nl	11A03
			
60881	Print Equipment GmbH & Co. KG, Germany	printequipment.de	9C63
			
42332	Prodir, Switzerland	prodir.com	10L36
60496	Product Media Group BV, Belgium	thecottonbag.company	9H07
60879	Profino GmbH & Co KG, Germany	profino.de	9E58
			
61067	Prolook Athletic, Pakistan	prolookathletic.com	9B64
			
46355	Promidata GmbH, Germany	promidata.com	10K67
42547	Promo Seeds b.v., Netherlands	promoseeds.nl	9D63
60914	Promo Sneakers, Netherlands	promosneakers.nl	9F03
			
60219	Promocollection Limited, United Kingdom	promocollection.uk	11C21
60169	PROMODA TEKSTIL San. ve. Tic. Ltd. Sti, Turkey	promodatekstil.com	9A30
45471	Promodoro Fashion GmbH, Germany	promodoro.de	9D47
46124	PromoNotes Sp. z o.o., Poland	promonotes.eu	10B11
20601	Promoturk Promotional Products Suppliers & Distributors Association, Turkey	promoturk.com	10L16
PSI Partner	PROMOSWISS - Verband der Schweizerischen Werbeartikelindustrie, Switzerland	promoswiss.ch	11A03
48898	Protorio GmbH, Germany	promotionkick.de	11A73
43739	PS Concepts GmbH, Germany	ps-concepts.de	11D72

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PS-SE

PSI No.

Aussteller | Exhibitor

Web

Stand | Booth

PSI

PSI - Promotional
Product Service Institute

psi-network.com |
psi-messe.com

Messeleitung | Show Management
PSI Academy Expo
PSI Community Café
PSI Info
PSI International Lounge
PSI Media Lounge
PSI Membership Services
PSI Photo Corner
PSI THE TRENDSCHAU
PSI TV Studio
PSI Sales Business Lounge
PSI WORLD RECORD ATTEMPT
PSI GUSTO Lounge

11B75
9E68, 10G10, 11D77
9A04
11A03
9A10
11A09
EN03
11A16
10L09
11E81
11D13
9H38

60928	Pupt UAB, Lithuania	slowdownshop.de	11C39
60490	Purple Mustard Europe NV, Belgium	purplemustard.eu	9E35
43956	Quality Punch, Inc, United States	qualitypunch.com	10A13
46434	Raxy Line Srl, Italy	raxylines.com/en	11C70
60810	Rebelgadget Marketing Digital Lda, Portugal	lanyardexperts.com	9A51
60750	Red Bird GmbH, Germany	redbird.de	9E26
42487	REFLECTS GMBH, Germany	reflects.com	10L38

reisen

47182	Reisen Accessoire GmbH & Co. KG, Germany	reisen.com	10C36
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Colorissimo

48510	Reiter Polska Sp. z o.o., Poland	colorissimo.com	10G13
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60774	rekman - Reklam Ve Tanitim Malu. San. Tic. Ltd. Sti, Turkey	rekman.com.tr	9C18
60792	Rex Corp LLC, Pakistan	rex.com	11B69
40884	Richartz GmbH, Germany	richartz.com	10D56
44940	RICOLOR MK-Haushaltswaren, Germany	ricolor.de	9C30
60451	RINAMA GmbH, Austria	rinama-giveaway.at	10D12

RITTERPEN

44508	Ritter-Pen GmbH, Germany	ritter-pen.de	9H49
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47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	rowekeyholders.com	9B40
48130	Roland DG, Belgium	rolanddg.eu	10H20
49585	Rolleat, Spain	rolleat.com/corporate-gift	10B23
46887	Römer Wellness Kundenpflege Wellness & Care GmbH & Co. KG, Germany	roemerfamilie.de	11C40
60625	Root7 s.c., Poland	root7.pl	11B54
61051	Ross Textilwerke GmbH, Germany	ross-textilwerke.de	11C44
61034	RUCCO GmbH, Germany	rucco-gmbh.de	11A30
61087	Rupt Group Corporation, United States	rupt.com	11A18
43809	Sahinler Tic Ltd. Sti., Turkey	verte.ist	9C25
60736	Sahm GmbH & Co. KG, Germany	sahm.de	11C59
47799	Samoa GmbH, Austria	samoa-group.com	11C66
46551	Sanders Imagetools GmbH & Co. KG, Germany	imagetools.com	10K50
49516	SANDEX.PL SP. Z O.O., Poland	sandex.pl	10G40
n/a	Sanimar IC ve DIS. TIC. LTD. Sti., Turkey	sanimar.com.tr	9B16
46525	Sanjuan Hermanos, S.A., Spain	sanjuan-tex.com	10G48
60779	Sanko Tekstil Isletmeleri San. Ve Tic. A.S. Organize Sanayi Subesi, Turkey	sankotowel.com	10C40
61027	SAS Smart Apparel, France	smart-apparel.com/en	11C58
46903	Schäfer Promotion GmbH, Germany	schaefer-global.com	10H38
60631	Schöffel PRO GmbH, Germany	schoeffel-pro.com/de/de	9H60
60840	Sebzuz Artur Kowalski, Poland	topmagnesy.com	10F68
60702	Secrid B.V., Netherlands	secrid.com	10E66
61088	Seedbomb City by faktura - Einrichtung für Menschen mit Beeinträchtigung, Germany	seedbomb.city	11D47

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SE-SU

PSI No. Aussteller | Exhibitor Web Stand | Booth



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41838	SENATOR GmbH, Germany	senator.com	10B12
60911	senz umbrellas bv, Netherlands	senz.com	10G69
60943	Setex-Textil GmbH, Germany	setex.de	9D53
60888	ShakeSphere Products LTD, United Kingdom	shakesphereuk.com	11C37
60944	SHANDONG DOUBLE BEAUTY HOUSEWARE & GIFTS CO., LTD, China	hotglasshk.com	10A23
60827	Showdown Displays Europe BV, Netherlands	showdowndisplays.eu	10E18
47022	SI POS GmbH & Co. KG, Germany	si-pos.de	9G45
49099	SIGG Switzerland Bottles AG, Switzerland	sigg.com/cobranding	10F18
60718	Signnovation International Dinxperlo B.V., Netherlands	signnovation.nl	10D04



49550	SKARPETA GmbH, Germany	skarpeta.eu	9H47
48301	SL Lederwaren B.V. - SL Bags, Netherlands	slbags.com	10G20
46325	SLODKIE sp. z o.o., Poland	slodkie.eu	10D27
60182	Smart Products nv, Belgium	smartgames.eu/nl/promotional	9B57
45567	SND PorzellanManufaktur GmbH, Germany	snd-porzellan.de	10G37-03
47752	SOCCER FIRST, Germany	soccerfirst.de	11A65
60953	SOCKSFACTORY Sp. z o.o., Poland	socksfactory.online	9F68
60493	SOGIFT SASU, France	so-gift.fr	11E62



42042	SOLO midocean, Germany	midocean.com	10A02
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47677	Sopp Industrie GmbH, Germany	sopp.de	9F70
PSI Partner	Sourcing City, United Kingdom	sourcingcity.co.uk	11A03
60855	Sphere Time s.a, Luxembourg	sphertime.com	9E32
41576	Spontex Industrieprodukte - MAPA GmbH, Germany	werbeschwamm.com	11E77
44120	Sport Böckmann GmbH, Germany	absolute-teamsport-boeckmann.de	10B70
41462	Spranz GmbH, Germany	spranz.de/	10A30,10A31
60965	SRG Promosyon ITHALAT ve IHRACAT SAN. TIC. LTD STI., Turkey	srgpromosyon.com.tr	10D28



43287	STABILO Promotion Products GmbH & Co. KG, Germany	stabilo-promotion.com	9H31
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41108	STAEDTLER SE, Germany	staedtler-promotional.de	11A15
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61061	Stahls', Germany	stahls.de	9B58
49286	STAINER Schriften & Siebdruck GmbH & Co KG, Austria	print-tattoo.com	9A21
48356	Stanley / Stella S.A., Belgium	stanleystella.com/en-be	9E62
48447	STICKERCASE, Netherlands	stickercase.nl	10D61
60985	Stieber GmbH & Co. KG, Germany	stieber-vereinsbedarf.info	10G62
60835	Stiftung Attl - Einrichtung für Menschen mit Behinderung, Germany	fairwerk.de	9F50



61138	Stratic International GmbH, Germany	stratic.de	10G07
60096	Stryve GmbH, Germany	stryve.de	11D27
48447	SUITSUIT International BV, Netherlands	suitsuitinternational.com	10D61
60155	Sunware BV, Netherlands	sunware.com	9A43
61116	SURPRISE s.r.l., Italy	surpriseok.it	9A56

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SU-UI

PSI No.	Aussteller Exhibitor	Web	Stand Booth
41032	Suthor Papierverarbeitung, Germany	suthor.de	9H10
60963	Swanky Socks Ltd., Australia	Custom.swankysocks.com	11A57
60528	Swiss Mountain Hand Bags ABC GmbH, Switzerland	swissmountain-hand-bags.ch	9H57
45767	Tacx Bottle Promotions a Garmin company, Netherlands	bottlepromotions.com	9H11
61045	TB International GmbH, Germany	tbint.de/	9C48
49090	TDJ Stadtgärtner GmbH, Germany	diestadtgaertner.de	9A53
60681	Teabag Joanna Szalek, Poland	teabag.pl/pl	11C65
60742	team-d Import-Export Warenvertriebs GmbH, Germany	werbeartikel-importeur.de	10G21
TedGifted			
48418	Ted Gifted, Poland	tedgifted.com	9D03,9E07
TEE JAYS			
45668	Tee Jays A/S, Denmark	teejays.com	10L31
47879	TekoTryck AB, Sweden	tekotryck.se	9F25
61114	Temesso, Germany	temesso.de	11E60
Terminal A0			
n/a	TERMINAL A0 GmbH	ta0.de	9H64
60489	TEXmarket GmbH, Italy	sportstex.eu + texmarketsports.com	10B59
41875	TFA Dostmann GmbH & Co KG, Germany	tfa-dostmann.de	10A17
th			
49412	TH CLOTHES, Portugal	thclothes.com	9E55
61093	Thamani UG, Germany	thamani.de	11E42
47764	The Brew Company A/S, Denmark	brew-company.com	10F11
90036	The Outdoors Company Ltd., United Kingdom	theoutdoorscompany.co.uk	10C44
41446	The Peppermint Company, Netherlands	peppermint.nl	9H28
61009	THE PROMO BAG, Germany	thepromobag.de	11B57
60531	Therabody International Limited, Ireland	therabody.com	11A61
48780	Tiflo B. V., Netherlands	tiflo.eu	9B45
61130	TK PLASTIK LIMITED SİRKETİ, Turkey	zweikell.com/en	11C50
47317	tobra GmbH & Co. KG, Germany	tobra.io	10F20
60579	Todomodo, Italy	todomodo.com	10B27
60443	TOMADEx S.C., Poland	sox.zone	9B26
TOPPOINT			
40717	Toppoint B.V., Netherlands	toppoint.com/nl/home	10L56,10L63,10L57
61065	Torby Pro Krzysztof Flasz, Poland	torby.pro	11A66
60853	Trakiax LTD, Bulgaria	trakiax.com	9B14
46108	travelite GmbH + Co. KG, Germany	travelite.de	10L23
49563	Trendy Sport GmbH & Co.KG, Germany	trendy-sport.eu	9A29
SEMO			
44970	Trigon Deutschland GmbH, Germany	semo.de	9D36
47228	TRIGON Tekstil San. Ve Dis, Turkey	trigonturkey.com	9A22
TROIKA			
46311	TROIKA GERMANY GmbH, Germany	business.troika.de	10A35
43722	TÜRMAK, Turkey	turmak.com/en/home	9D35
UBRD			
61105	UBRD s.r.o., Czech Republic	ubrd.design	9G48
61058	Uinta Design Europe BV, Netherlands	uintadesign.com	11B60

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UM-ZO

PSI No.	Aussteller Exhibitor	Web	Stand Booth
			
41848	uma Schreibgeräte, Germany	uma-pen.com	10E52
61095	Umami Lunchware noma noma Bottles, France	umami-bento.com & nomanoma.com	11C57
49994	UMBRA design d.o.o., Croatia	umbrella.hr/en	10H57
60486	Unilens Lenticular Promosyon Matbaa Hiz. Ith. Ihr. Ltd. Sti., Turkey	unilensajans.com/en	10B24
60558	Universe Print Mariusz Baranowski, Poland	universeproduction.com	9H23
60558	Universe Production, Poland	universeproduction.com	9H23
60916	UVPRINTING P.S.A, Poland	uvprinting.pl	10B09
47056	Varliker Tekstil AS, Turkey	varliker.com	10A28
n/a	Verlagshaus Gruber GmbH, Germany	verlagshaus-gruber.de	n/a
43829	VICBAG SAS, France	vicbag.com	43829
44281	VICTORINOX AG, Switzerland	victorinox.com	10F36
46622	Viva-Plus II Firma Handlowa, Poland	vivaplus.pl/en/aktualnosci.html	9C32
45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey	vogtekstil.com	9B15
60497	Vonmählen GmbH, Germany	b2b.vonmaehlen.com	10G27
48682	VOSS-HELME GmbH & Co. KG, Germany	voss-helme.de	11B28
44685	WAGUS GmbH, Germany	wagus.de	9C03
60858	WAJOS GMBH, Germany	wajos.de	10D43
41594	Walz GmbH & Co.KG, Germany	walz-gruppe-ulm.de	9E48
49362	Westerwald-Brauerei H. Schneider GmbH & Co. KG, Germany	hachenburger.de	10A45
42955	WIL Langenberg GmbH, Germany	langenberg.one	10B62
49909	WM Sport, Germany	wm-sport.de	11B36
n/a	WNP Verlag GmbH, Germany	wnp.de	n/a
60452	Wooden World sp. z o.o., Poland	woodenworld.eu	9C43
60525	WOSMANN SPIRAL AMBALAJ VE OFSET MATBAACILIK A.S., Turkey	wosmann.com	9E40
60179	WUNSCHPRODUCTS, Germany	milu-store.de	11E55
61080	XAVIER & YVES LDA, Portugal	sites.google.com/view/ xavier-yves/p%C3%Algina-inicial	11D57
42772	xd connects, Netherlands	xdconnects.com	10A61
60676	Yang GmbH, Germany	yangspatch.com	10E59
60710	Yeni Nesil Kagit Promosyon Tic.Ltd.Sti, Turkey	yeninesilpromosyon.com.tr	9E17
49781	YORKA TEKSTIL SAN VE TIC. LTD. STI., Turkey	yorka.com.tr	9H39
61091	Z. P. „Alexander“ Piotr Pundzis, Poland	alexander-creator.com.pl	11B74
60864	Zirve Sapka Ismarket Prom. Ak. San. Tic Ltd Sti, Turkey	zirvesapka.com	9E39
			
60936	Zogi Europe GmbH, Germany	zogi.biz	11A20



On the following pages, we present an initial selection of inspiring new products that will be on display at PSI 2026 – a preview of a trade fair full of future potential, responsibility and creative energy.





PSI 44940 • RIColor® MK-Haushaltswaren
Thomas Mayr-Kiessling e.K.
Tel +49 9229 9430 • info@ricolor.de
www.ricolor.de

Versatile advertising media with tradition

As Europe's largest manufacturer of breakfast boards, RIColor® offers high-quality products that are ideal as advertising space and practical everyday helpers. The original RIColor® breakfast boards made of HPL (High Pressure Laminate) have been manufactured in Mainleus since the company was founded and combine the highest quality with a wide range of possible uses. Features: High-quality HPL material – scratch-resistant, robust and durable. Dishwasher-safe and heat-resistant – ideal for everyday use. Versatile shapes and sizes – standard dimensions of 233 × 143 × 2 mm and custom-made products. Effective advertising medium – daily brand presence through functional designs. In addition to breakfast boards, RIColor® also offers glass and pot coasters, cutting boards and ice scrapers, which are also known for their high quality. RIColor® focuses on durable materials and responsible production. Through the recycling of HPL residues and short regional supply chains, the company actively contributes to the conservation of resources. The breakfast boards are ideal for advertising agencies, marketing agencies and companies looking for high-quality promotional gifts. They are ideal as giveaways at trade fairs, gifts for corporate events or as a permanent advertising medium in everyday life. The advertised brand remains visible – whether in the home, office or restaurant.

Booth: 9C30

Design that lasts

RO-WE is reinterpreting craftsmanship: the laser-cut key ring made of vegetable-tanned leather makes a personal statement. From the shape and colour to engraving, every detail can be customised. The result is a product that is not only practical, but also tells a story: your story. Handcrafted in Italy, the key ring stands for durability, style and authenticity. It is no ordinary gadget, rather an expression of personality and brand identity. The high-quality, haptic and unmistakable new collection shows how promotional gifts can become lasting mementos.

Booth: 9B40



PSI 47430
RO-WE SNC DI Brusaterra Roberto & C.
Tel +390444946914 • info@rowe.it
www.rowekeyholders.com

PSI 60685 • Brand New Lab, Lda
Tel +35 1913561645
online@brandnewlab.com
www.brandnewlab.com

A statement for sustainability

This lanyard from Brand New Lab is more than just a classic advertising medium – it is a statement for sustainability and functionality. Made from recycled materials, it impresses with its durability and comfort. The adjustable length ensures an optimal fit, while the integrated mobile phone holder keeps your smartphone secure and always within reach. This model offers brands a wide range of personalisation options, as logos, colours and designs can be customised to suit your needs. Ideal for trade shows, events or everyday use, this accessory combines a modern look with environmental awareness.

Booth: 9B30

Clean and absorbent

TekoTryck unites colour and function: the new Swedish sponge cloths can be individually designed in CMYK digital print in quantities of 100 or more – perfect for detailed designs, colour gradients and small print runs. Made from cellulose and cotton, they are reusable, biodegradable and extremely absorbent. They can be cleaned in the washing machine and dishwasher, which significantly extends their service life. The innovative printing process enables short delivery times and creative freedom for distributors and brands. “You design, we print!” is the company’s promise.

Booth: 9F25

PSI 47879 • Teko Tryck AB
Tel +46 45613253 • johanna@tekotryck.se
www.tekotryck.se

Ginger with a message

The brand Kloster Kitchen stands for naturalness and authenticity. Its organic ginger shots with real ginger pieces are unique on the market and inspired by an old monastery recipe. Whether classic, pomegranate or fruit, each product is manufactured using a specially developed process that guarantees taste and quality. There is also an eye-catching advertising opportunity for companies, the “cape”. It is an individually printable sleeve that is pulled over the bottle and creates space for brand messages. This appreciative, individual and enjoyable product is ideal as a gift at trade shows, in hotels or the office.

Booth: 9H32

45495 • Art di Como Design GmbH
Tel +49 9123 989980 • info@artdico.de
www.artdico.de



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

Illuminating and inspiring

VoltGlow from Anda Present stands out among promotional gifts with its distinctive character. Designed as a compact, modern lamp, it brings brightness and personality to any workspace, making it perfect for moments when inspiration needs a little extra light. The warm glow of the light source creates an inviting atmosphere, while its sleek shape blends effortlessly into professional environments. VoltGlow offers businesses a brilliant opportunity to associate the brand with clarity, innovation and a spark of playful energy, making it a small light with a big impact.

Booth: 10A50



Ready for any adventure

New on the market, the Adventure torch from Hepla is a versatile companion for outdoor enthusiasts, craftspeople and everyday heroes. Its striking black and green design combines robustness with a modern look, and its inner workings feature state-of-the-art lighting technology. Equipped with a powerful LED front light and a COB light on the side, the torch offers maximum flexibility. With its concentrated beam, it is perfect for long distances or wide-area illumination when working. Power is supplied by a rechargeable battery and charging via a USB-C connection. It can be conveniently charged via modern power supplies, power banks or laptops without having to change batteries. The slim design and integrated snap hook make the compact torch perfect for on the go. On request, this practical promotional item with an attractive printing area can be finished with pad printing in our in-house print shop.

Booth: 10A49



PSI 41583 • HEPLA GmbH
Tel. +49 5681 9966 • info@hepla.de
www.hepla.de

— Advert —

TEE JAYS

Your Premium Choice

ONE BRAND
TWO CONCEPTS



THE SIGNATURE
COLLECTION

THE UNLABELED
COLLECTION



www.teejays.com

PSI 41583 • HEPLA GmbH
Tel. +49 5681 9966 • info@hepla.de
www.hepla.de



Relaxed enjoyment for dogs

With the new SIL10000 paw-shaped lick pad, the Silberpfote brand product available from Hepla offers a clever solution for relaxed feeding and grooming times. Made from high-quality grey silicone, the lick pad is ideal for evenly distributing food, pastes or treats. By licking it out, dogs keep busy, calm down and stimulate their minds. It is a real all-rounder for training, grooming or as a little feel-good break in between. Whether for daily activity, to calm your dog in stressful situations or simply as a loving reward, this pad will quickly become your four-legged friend's new favourite accessory. More on the website: www.silberpfote.com, available from supplier Hepla.

Booth: 10A49



Barbecuing with passion

Ideal for meat lovers or vegetable fans, the sophisticated recipes collected in an individual book by Edition Michael Fischer make every barbecue experience unique. From hearty steaks to exciting side dishes and vegetarian ideas, the book offers customers the best barbecue recipes for unique barbecue evenings. The team from EMF publishing house adapts the product to companies and their respective target groups. The format and number of pages are also tailored to the customer's ideas and wishes. In addition, a logo can be placed on the cover. The EMF team develops tailor-made print media with an all-inclusive guarantee, from concept to delivery.

Booth: 10C56

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

Barbecuing during Advent

Barbecuing is of course also possible during the Advent season. Wajos provides the perfect product with its BBQ Advent calendar, which is filled to the brim with 24 savoury highlights for men and women who love it spicy. The range includes everything from smoky BBQ ribs to spicy oil and vinegar specialities and hot sauces. To go with it, Wajos serves up a daily recipe video via QR code, which can be used directly for the frying pan, oven or barbecue. The product, which can be personalised with a banderole, is ideal for anyone who prefers to celebrate the holiday season with flavour.

Booth: 10D43



PSI 60858 • Wajos GmbH
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MATERIAL DIFFERENCE

13
Al

Aluminium



New
MS8

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Prodir Österreich
T +43 7205 69480

www.prodir.com
open.prodir.com

prodir®

Always on the ball

With a focus on the football World Cup, Edition Michael Fischer's creative colouring and sticker fun is becoming an advertising hit. Whether at home or on the go, colouring is often the ideal activity for children to overcome boredom. This little colouring book with cheerful football motifs is perfect for shedding positive light on the brand, even among the little ones. To this end, EMF publishing house (Edition Michael Fischer) is offering a tailor-made special edition from its diverse publishing programme. On request, a logo can be placed on the book cover and your own products and services on the inside pages. This way, you can create a customised book with a flexible number of pages, special features and your own corporate design.

Booth: 10C56

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Easter treats for chocolate lovers

Choco Company is Kalfany's SüBe Werbung's own chocolate brand: the melt-in-the-mouth chocolate, made with a specially developed recipe, makes the company's own chocolate products even more delicious than they already were. And just in time for Easter, there are the "Easter Bunny" chocolate coins made from Choco Company's vegetarian premium milk chocolate with 35 per cent cocoa content, thus fair-trade cocoa with balanced quantities. More at fairtrade.net/sourcing. The coins are moulded in-house at Kalfany SüBe Werbung and finished with the utmost care to create your very own promotional product. There are two packaging options to choose from: white FSC®-certified paper flowpack or 100 per cent recyclable foil flowpack.

Booth: 10E20, 10A05



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

A sporty companion

Whether at the gym, travelling or enjoying outdoor adventures, the ActiveTowel® Sports from Polyclean is the ideal companion for anyone who lives an active lifestyle and values quality and functionality. The popular sports towel is now also available in an rPET version. The time-tested P-9000® micro-fibre has been replaced by an rPET fibre, a high-quality material combination of 90 per cent recycled polyester and 10 per cent polyamide. Despite the change in material, the towel continues to impress with its exceptional lightness and pleasant feel. The ActiveTowel® also makes a strong visual impression as a brand ambassador, as high-resolution photo printing allows each towel to be individually designed with a logo, motif or personal name. Two attractive packaging options – exclusively in an individual folding box or practically in a poly bag with a printable folding card – effectively put the sports towel in the spotlight and strengthen brand presence at the same time.

Booth: 10C49



PSI 46596 • Polyclean International GmbH
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www.polyclean.com

PSI 42332 • Prodir Pagani Pens SA
Tel +41 91 9355555 • sales@prodir.ch
www.prodir.com



Writing in balance

In 2026, Prodir is launching the MS8, its first aluminium writing utensil in decades and the debut model of the new M series. The MS8 combines the company's many years of design expertise and material innovation with the refined strength of aluminium for everyday use. Aluminium, which has always been part of Swiss history, stands for precision, lightness and durability, and thus for the same values that characterise Swiss design. In addition, the metal is infinitely recyclable without any loss of quality and requires only around five per cent of the energy used in primary production for recycling. The MS8 features a balanced aluminium body, complemented by a satin-finish clip and metal push button. The result is a writing instrument that is solid yet lightweight, sophisticated and functional – an expression of Prodir's material expertise. It is available in six anodised colours – silk, silver, graphite, deep red, cobalt blue and canyon orange. The MS8 demonstrates how colour and surface finish can transform metal into an elegant, haptic experience. The surface is pleasantly smooth, and the proportions are precisely balanced for comfortable and controlled writing. Brands can communicate their material differentiation with up to five-colour printing on the clip or, for a higher level of expression, with laser engraving on the clip and clip side. The MS8 is also refillable and comes with the powerful Floating Ball® lead-free refill. The low-pollutant ink guarantees long-lasting writing pleasure.

Booth: 10L36

A feel-good climate at home

With this digital thermo-hygrometer from TFA Dostmann, people can continuously keep track of the indoor temperature and humidity in their living rooms, bedrooms or workspaces. After all, a pleasant and healthy indoor climate is the key to well-being and greater productivity. The integrated comfort zone display shows at a glance whether the temperature and humidity are within the ideal range. Targeted heating and cooling, if air conditioning is available, as well as ventilation make it possible to create an optimal room and living climate. The clear display ensures that the values are easy to read. The fold-out stand is particularly practical and allows you to place the device flexibly on various surfaces. Whether on a desk, shelf or bedside table, the thermo-hygrometer fits into any environment thanks to its compact and clear design. Another plus: the appropriate battery is included in the scope of delivery, so that you can put the device into operation immediately after unpacking.

Booth: 10A17



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www.tfa-dostmann.de

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PSI 60858 • Wajos GmbH
Tel +49 2671 91700 • info@wajos.de
www.wajos.de

Cooking box for chefs

Time to cook – and not just chefs: the Wajos cooking box brings pure enjoyment and creativity to the kitchen. It contains five selected specialities, creative delicious dips and tasty marinades for meat and vegetables to refine sauces and salad variations with a very special touch. This way, there is something for every occasion and every taste, whether for barbecues, candlelight dinners or spontaneous visits. This culinary highlight can be personalised with an individual sticker.

Booth: 10D43



Your comfort zone at a glance

As it is solar-powered, a little light is all it takes to power the new solar thermo-hygrometer from TFA Dostmann. The temperature and humidity can now be easily monitored and regulated through targeted heating and ventilation if the values are outside your comfort zone. If a smiley appears, the values are optimal. This creates a pleasant and healthy living environment, while also reducing heating costs. The thermo-hygrometer makes a good impression anywhere thanks to its clear, elegant design and also offers plenty of space for a logo. Many TFA Dostmann products can be delivered as customised promotional items using standard printing processes. In addition to modern digital printing machines, the in-house print shop has machines for classic screen and pad printing processes. Products with glass, wood or anodised aluminium surfaces are finished with laser engraving. This allows advertising messages to be applied properly and, if possible, on the desired spot.

Booth: 10A17



PSI 41875 • TFA Dostmann GmbH & Co. KG
Tel +49 9342 3080 • info@tfa-dostmann.de
www.tfa-dostmann.de

High-quality luggage

The Mythic Compact Backpack from Victorinox makes business trips and commuting easy. The products are personalised using pad printing on the pocket knife shell. The compartment for electronic devices with a magnetic snap closure and several compartments for important accessories provide for ultimate protection. Equipped with a trolley strap, an elastic holder for a water bottle and an add-on travel pouch for easy access to important items while travelling, this piece of luggage embodies high travel comfort. The adjustable shoulder straps with a logo, a genuine leather handle and a padded back are stylish and comfortable. Victorinox also offers other high-quality and practical gift ideas that can be individually personalised – from stylish classics to functional everyday companions. With its online configurator for corporate gifts, the manufacturer invites you to select pocket knives, household knives, watches as well as luggage and to enhance unique ideas with a logo or message.

Booth: 10F36



PSI 44281 • Victorinox AG
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www.victorinox.com/corporate-gifts

PSI 44186
team-d Import-Export Warenvertriebs GmbH
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www.team-d.de



Light-flooded workplace

Light is always where it is needed. The precise torch provides powerful working light for large areas up to 170 LM. Its features include a ruler, hook, magnet and a digital battery indicator in percent. The robust, weatherproof and compact product is perfect for workshops, crafts and outdoor use. The product is finished on the side of the lamp. Thanks to the arm that can be swivelled up to 180 degrees, the work light can be flexibly adapted to any situation. A USB-C cable is included in the scope of delivery. This useful product is packaged in a gift box.

Booth: 10G21

Stylish enjoyment

Every coffee or tea break becomes a stylish experience with the new To-Go Wave coffee mug, available from Hepla. The high-quality reusable mug combines modern design with practical functionality and sets new standards for the environmentally conscious enjoyment of hot drinks on the go. The leak-proof lid ensures relaxed drinking and its reusability reduces disposable waste. Available in three standard colours – classic white, elegant black and modern silver – the mug fits perfectly into any lifestyle. The gentle wave structure is visually appealing and offers a pleasant feel and a secure, non-slip grip. On request, this practical promotional product with an attractive printing area can be finished with pad printing or high-quality laser engraving in our in-house print shop.

Booth: 10A49



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www.reflects.com

Drinking experience in navy blue

Cologne-based promotional products specialist Reflects® is launching seven established cup and bottle models in a new navy blue colour variant. With this addition to its range of configurable products, the company is responding to the demand for timeless yet modern colour schemes that are suitable for both private and professional use. Navy blue sets new trends, with the dark blue surface of the products lending the models an elegant depth. Logos and brands stand out in high contrast against this colour background, as shown by the example of the finish with the retumbler logo in white and light blue. In addition to the bottles and cups themselves, accessories such as rings and sleeves are also available in navy blue. This creates a uniform overall look that supports a clear design approach. With navy blue, Reflects® offers a colour that can be integrated into different brand worlds and at the same time sets tones with its independence.

Booth: 10L38

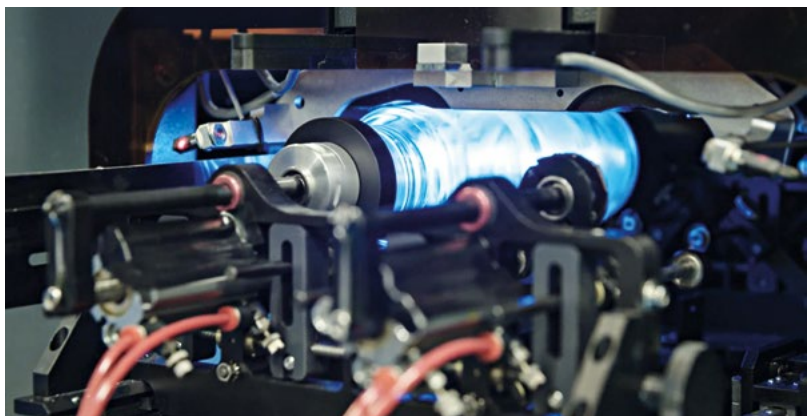
Direct object finishing

At the PSI, Inkcups will be showcasing the versatility of its direct-to-object printing technology for promotional products and merchandise products. The latest updates for Helix One®, including Auto File automation software and barcode scanning, extend the machine's diameter range to 33 to 116 millimetres and enable a new sprayable primer to improve adhesion on powder-coated products. With the recently introduced X5-T High Throw UV flatbed printer, high-quality, precise printing is now possible on contoured, rounded, slightly curved and irregularly shaped objects such as mugs with handles, multi-level drinking vessels and sports equipment. The Helix® cylindrical direct printer features Inkcups' award-winning, patent-pending Nano Pin Curing technology, which enables printing on transparent cylindrical vessels such as glassware, clear plastic bottles, wine and spirits bottles, candle holders and various drinking vessels without having to fill them with a UV-blocking substance or filler. Last but not least, Inkcups presents the new Plasma Mini, a compact, stand-alone surface treatment system designed for pre-treating cylindrical and conical products before digital UV printing. This enables more vivid and durable prints on difficult materials such as plastics and metals.

Booth: 10E62



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Showing your colours

At the PSI 2026, happyROSS will be presenting its new rainbow cord with a finely structured design in two unique patterns. The company supplies these colourful cords in the highest quality. Happy Together – now it's getting colourful: the round soft rubber slider, displayed here with the "happy together" logo, offers a stylish and high-quality advertising option. It can be customised with a logo visible on both sides. The cord can also be tailored to customers' requirements in terms of length and colour, making it the perfect fit for any company and any project. This promotional product brings colour to life, making it ideal for emotional brand appearances that convey joy, a sense of community and solidarity. Happy together – because strong brands show their colours.

Booth: 10A21



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

Retro-style stress relief

Few promotional gifts combine simplicity and charm as effectively as the Landline. Manufactured by Anda Present, this anti-stress item in the shape of an old telephone combines a playful retro design with a soft, pleasant feel that immediately invites you to play with it. The Landline is more than just a fun accessory – it offers a moment of calm during a busy day and a touch of nostalgia that enriches any desk. It offers companies an easy way to associate their brand with well-being, creativity and a sense of lightness. The Landline demonstrates how even small objects can make a significant difference to people's well-being.

Booth: 10A50

Chocolatey Easter highlights

CD-LUX is kicking off its Easter and spring 2026 programme with numerous new products and creative ideas. Delicious melt-in-the-mouth promotional ideas are sure to attract attention, delight the taste buds and ensure lasting brand presence in genuine premium quality. Many individually printable products with Ferrero Duplo are new to the range, including the brand new Duplo Easter basket: a delicious highlight with high recognition value. Also new is the 10-gram Lindt Easter bunny, which is perfect for small, charming advertising messages. For those looking for conscious chocolate pleasure, CD-LUX presents Chocovia, an innovative alternative with the finest chocolate ingredients without any cocoa. The popular classics from Lindt are also suitable as all-round personal gifts with their time-tested high-quality and individual printing and design options. Another highlight in the Easter range are the popular Easter countdown calendars, which boost your anticipation for the festivities every day in advance and charmingly accompany the brand. Online and print catalogues, free samples and individual design suggestions are now available.

Booth: 10H58

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 **PSI** Stand: 10A36

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www.hepla.de



Equipment for cycling tours

The new Multitool Bike from Hepla is the ideal companion for cycling and hiking enthusiasts as well as for tool lovers. The compact folding design is lightweight, handy and functional, fits in any bag and is therefore perfect for on the go. With its elegant wood look, it combines high-quality functionality with a modern, natural design. Whether on your daily commute to work or on long bike rides, the Multitool offers a variety of useful tools, including screwdrivers, Allen keys and socket wrenches with nuts in various sizes, which are integrated to save space and easy to fold out. This way, quick help for small repairs is always at hand. On request, this practical promotional product with an attractive printing area can be finished with pad printing in our in-house print shop.

Booth: 10A49

Individual and outstanding

As a manufacturer and supplier of honorary awards, Stieber GmbH & Co. KG understands the importance of lasting recognition and appreciation. The specialist's trophies become personal trophies of success thanks to precise engraved plaques and individual emblems. For special honours, the company refines glasses using laser, sublimation or razor-sharp UV printing. High-quality promotional items such as key rings can also be personalised and serve as a lasting reminder of outstanding achievements. The vision of the award is realised using state-of-the-art techniques: foil plotting, UV printing, CO2 laser, 3D printing and sublimation. Stieber offers maximum personalisation and quality, ensuring that every award leaves a lasting impression.

Booth: 10G62



PSI 60985 • Stieber GmbH & Co. KG
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www.stieber-vereinsbedarf.info

Characterful wooden toys

Goki manufactures high-quality wooden toys and promotional items that are sustainable, precise and made with great attention to detail. Special productions and customised finishes such as printing or laser engraving can also be arranged according to customer requirements. Among the highlights of the range are the small travel games in cotton bags. All are made in Germany. The games and cotton bags can be customised with your own design, are compact and high-quality, and are ideal as customer gifts or trade fair giveaways. These emotional and sustainable natural products promote awareness and brand loyalty. Available, for example, is a solitaire game that embodies the joy of play and variety. The red wooden sticks are glazed to a high standard and contrast nicely with the round beechwood game board, which has a diameter of nine centimetres. Also available: Ludo, the classic dice game for two travellers in mini format, and the game Die verflixte 6, a fast-paced stacking game for on the go: who will be the first to get rid of all their wooden sticks?

For everyone who loves a fast-paced dice game with lots of twists and turns.

Booth: 10A71

PSI 42351
Goki Gollnest & Kiesel GmbH & Co. KG
Tel +49 4158 8822-0 • info@goki.eu
www.goki.eu





Decorative greetings

Paper Fantasies is attracting extra attention in the paper and greeting card sector with removable mini 3D paper decorations. This offers many opportunities for branding products. For example, there is a choice of different shapes and colours of 3D toys such as snowflakes, ornaments, mini Christmas trees and more. The number of toys and the print design of the card can also be selected. Manufactured in the EU from European materials, the flat-packed card fits into envelopes or Christmas baskets. The products are ideal for use as special giveaways, mailing items or 3D paper decorations. The Danish company specialises in customised solutions for POS promotion, mail campaigns and giveaways. The manufacturer's designers and pattern makers assist customers in implementing their ideas. Individual shapes, sizes and colours are also possible thanks to the company's own toolmaking facility.

Booth: 10E12



PSI 43993 • Paper Fantasies Ltd.
Tel +370 5 2331111
deco@paper-fantasies.com
www.paper-fantasies.com

A sweet affair

"Bespoke Chocolate Coco4Mat Mini circle print with card" from Slodkie is a 30-gram white chocolate bar with 27 per cent cocoa butter. This delicious sweet treat is designed as an elegant business gift. The product also can be completely personalised: your own graphics can be printed directly onto the chocolate and the packaging has a special space for a business card. Available in three paper options – classic white, kraft paper and ecru with grass fibres – it takes an environmentally friendly approach. The inner shell is made of recycled R-PET. Ideal for events, networking meetings and company anniversaries, this tasty product contributes to strengthening brand images in a tasteful way.

Booth: 10D27



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Klara and Klärchen

Made from rPET, the plush cows Klara and Klärchen from team-d Import-Export combine functionality with charm. Klara is a real eye-catcher. With her adorable design, soft materials made from 100% rPET and attention to detail, she invites the young and old alike to cuddle with her. Klara brings joy, closeness and a smile to every day. The finishing touches are added to the label. The rPET key ring Klärchen, a lovingly designed plush cow made from 100% rPET, is designed for key rings or backpacks and sure to put you in a good mood. Thanks to its handy size, it is the ideal everyday companion. The label also provides the perfect space for a logo.

Booth: 10G21

Treats for your silver-pawed friend

Available from Hepla for promotional products distributors, the premium treat bag SIL70011 from Silberpfote combines style and functionality and is designed for anyone who trains dogs with a heart, style and system. The new product makes training with your dog a comfortable experience. The well-reflected design with plenty of storage compartments for smartphones, droppings bag dispensers and other accessories, as well as a practical outer pocket made of mesh material, high-quality materials and numerous practical details make the bag an indispensable companion for walks, dog meetings, training sessions and travel. Available in green and blue, the product impresses with its visual appeal and functionality down to the last detail. Two adjustable straps with sturdy metal snap hooks, a belt loop and a metal belt clip ensure a secure hold on your waistband or backpack. Find out more about the products available from supplier Hepla on the website www.silberpfote.com.

Booth: 10A49

PSI 41583 • HEPLA GmbH
Tel. +49 5681 9966 • info@hepla.de
www.hepla.de



Well-tempered views

Available from TFA Dostmann, the picture frame with an integrated thermometer can be customised to suit your individual needs. The colour print on high-gloss acrylic glass, surrounded by a stylish MDF wood frame, shows off the chosen motif to its best advantage and offers a large advertising space measuring approximately 50 × 30 centimetres. The desired motif is printed mirror-inverted on the back of the glass and backed with white. This makes the colours appear particularly brilliant and intense. The frame can be hung upright or in landscape format, depending on whether the picture is to be aligned vertically or horizontally. The position of the approximately 18.5-centimetre-high thermometer can be freely selected on the picture and precisely adjusted to the motif. The TFA product portfolio comprises over 1,000 measuring devices that provide helpful information and solve everyday problems: from analogue or digital thermometers, hygrometers and weather stations to alarm clocks, watches, scales and web-based products for the home, kitchen and living rooms.

Booth: 10A17



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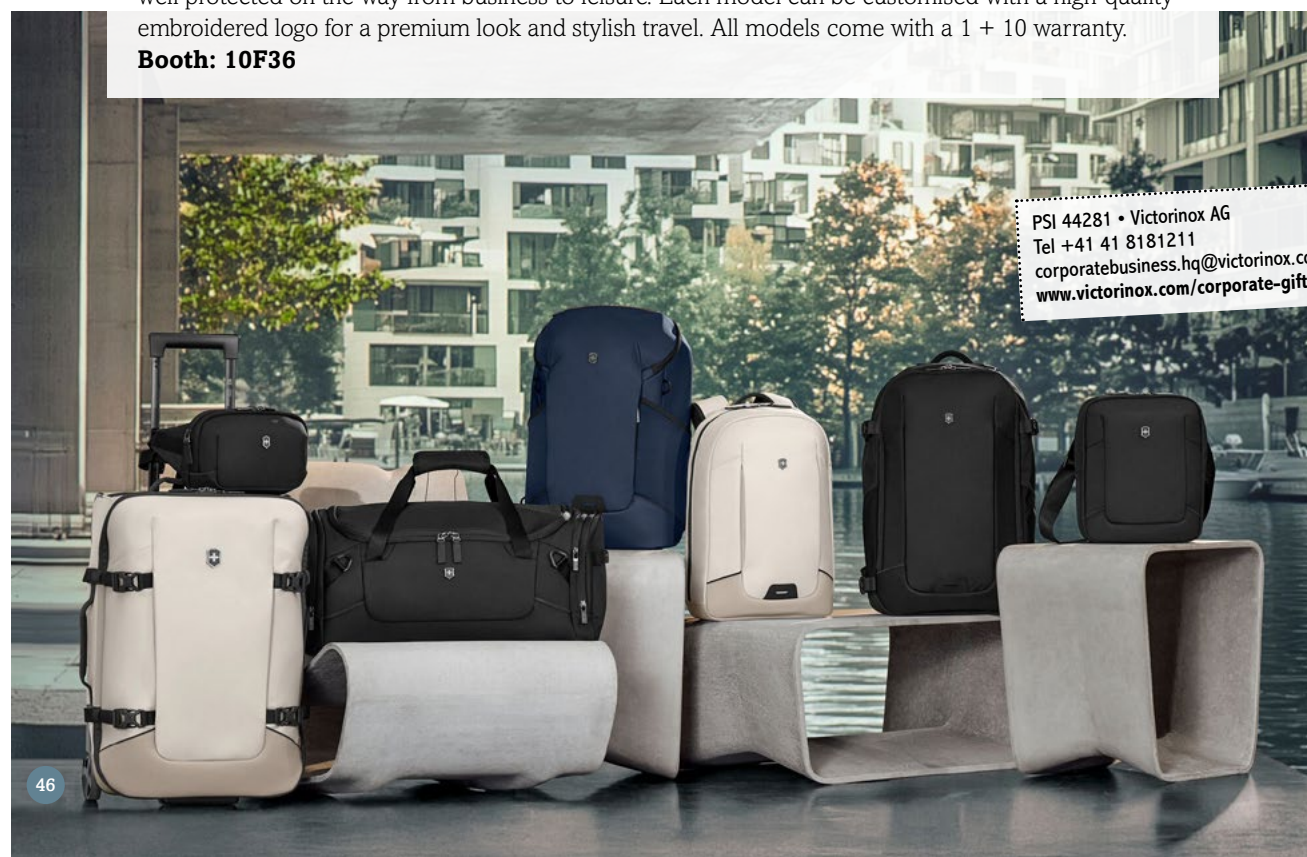
The Sporty Box from Greenverta by Media Sp. z o.o. is a dynamic way to motivate and reward your team. This high-quality corporate gift box contains three resistance bands of varying intensity, allowing employees to experience a pleasant feeling of stretching and strength with every movement. The elegant glass bottle with a silicone handle and neoprene case ensures comfort and refreshment with every sip and helps the body recover after exercising. This set is perfect as part of B2B Christmas gifts or business Christmas gifts and promotes vitality and well-being. The set is delivered in cardboard packaging.

Booth: 10A09

Business and leisure perfectly combined

The Altmont Modern collection from Victorinox optimises travel, whether for daily commuting or weekend getaways. Thanks to a well-thought-out interior layout, light-reflecting inserts for better visibility and reliable, durable construction made from recycled fibres, users can seamlessly switch from business to leisure travel mode. With the Altmont Modern collection, every journey begins with the confidence of being fully prepared for whatever lies ahead. Electronic devices and valuables are also well protected on the way from business to leisure. Each model can be customised with a high-quality embroidered logo for a premium look and stylish travel. All models come with a 1 + 10 warranty.

Booth: 10F36



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www.victorinox.com/corporate-gifts

PSI 41583 • HEPLA GmbH
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www.hepla.de



Micro-fibre dog towel set

Silberpfote presents its new micro-fibre dog towel set for perfect grooming. The quick, gentle and highly absorbent SIL70020 set is the solution for all dog lovers who value comfort, quality and hygiene. Available from Hepla, the blue and grey towels made of polyester-polyamide micro-fibre impress with their modern, functional design and high-quality materials. Even larger dogs can be dried effortlessly with these products, which are gentle on the skin, extremely absorbent and ready for use again in no time. Owners can also use the towel, for example as a beach towel. It is particularly soft, lint-free and durable, and dries six times faster than conventional cotton towels. Dog lovers can find more dog products on the website at www.silberpfote.com, available from supplier Hepla.

Booth: 10A49

Enjoyment for all ages

Fine distillate meets flattering sweetness: Wajos "Alter" (Old) specialities are milder and smoother than standard brandies, but not as sweet as typical liqueurs. Matured for just the right amount of time, these specialities are stored until they develop a fine, exquisite aroma and taste and the alcohol is harmoniously integrated – just like in the old days. Characterised by a subtle fruitiness and amber colour, they are the ideal spirits for special moments of enjoyment. This special gift set contains three fine Wajos classics: Old Willi, Old Hazelnut and Old Red Vineyard Peach, all of which can be personalised with individual stickers.

Booth: 10D43



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INFO



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Crease-free advertising power

With fully customisable bar table covers from Showdown Displays Europe, every event can be staged in an eye-catching way. In addition to branding or your own logo, unique designs in any colour can be added to match the theme. Made from high-quality, crease-free double stretch fabric, these covers not only look elegant and professional, but protect the tables from dirt as well. The high-quality sublimation printing ensures vibrant, long-lasting results without cracks or fading, making the covers perfect for corporate events, exhibitions and parties. Suitable for bar tables with a diameter of 80 centimetres and a height of 110 centimetres, the products are machine washable at 30 °Celsius. Showdown Displays Europe is a manufacturer and printer of all event products such as flags, banners, tablecloths and exhibition walls and supplies exclusively to resellers.

Booth: 10E18

Sparkling enjoyment

Hugo, the popular classic cocktail, is now available from Sanders Imagetools as a trendy canned drink. Hugo impresses with delicate elderflower notes and a hint of fresh lime. Light, sparkling and refreshing, it adds that certain something to any marketing campaign – ideal for events, customer gifts or as a stylish present for special occasions. With an alcohol content of 6.9% vol., Hugo combines fruity freshness and elegant lightness to create a harmonious taste experience: lively and balanced down to the last sip. Various printing techniques are available for the perfect brand image, including glossy body labels, sustainable eco labels and full-body variants with full-surface or transparent printing – available in either matt or glossy. Sanders Imagetools will be presenting additional new products and creative ideas at the upcoming PSI.

Booth: 10K50

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www.imagetools.com



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

Plain-coloured premium bears

Starting in 2026, Kalfany Süße Werbung will be expanding its range of products under the Bären Company® brand to include the popular single-variety premium bears in six colours and flavours. In addition, there will be a vegan base, tailored to the customer's corporate identity. From now on, the desired colour can be chosen to match the advertising message: yellow, green, orange, red, transparent or blue, each with a distinctive flavour. The premium bears are packaged by variety and offer maximum flexibility. The customer decides whether it will be conventional, glossy or matt laminated films and colours or compostable films. Customers also may decide between a base with gelatine or vegan with pectin. The promotional bags are available in three sizes: 10, 15 or 20 grams, with a minimum order quantity of 3,500. Each colour represents a specific flavour: passion fruit (green), pineapple (transparent), lemon (yellow), orange (orange), raspberry (red) and the new cassis flavour (blue). Individual requests can also be accommodated.

Booth: 10E20,10A05

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



Ultra-lightweight umbrellas

The zero series from doppler includes ideal companions for everyday use: ultra-lightweight, handy and reliable umbrellas that combine quality, functionality and modern design. They fit in almost any bag and are ready for use as soon as the first raindrops fall. The compact and robust pocket umbrellas weigh less than 200 grams, fit comfortably in the hand thanks to their ergonomic handle and open at the touch of a button. With a diameter of 91 centimetres, they offer optimal protection over a large area. The high-quality aluminium and carbon used for the frames make the umbrellas stable and durable. They are tested in a wind tunnel at speeds of up to 80 kilometres per hour. The cover is water- and UV-repellent. Available in a wide range of colours ranging from classic black and navy to aqua blue, fruity orange or fancy pink, there is a suitable umbrella for every style.

Booth: 10A46



wild & timeless

Small runs
from 50 units

The „Original“ Breakfastboard by RICOLOR



Pore-free surface

Dishwasher-safe

Food-safe / compliant with food hygiene standards

In addition to our standard breakfast boards made of sustainable High-Pressure Laminate (HPL) in the classic size of 23.3 x 14.3 x 0.2 cm, we manufacture a wide range of high-quality products:

Ice scrapers, coasters (square or round), pot trivets, smaller or oval boards, as well as cutting boards in various sizes – all part of our complete portfolio.

“Made in Oberfranken / Germany”

Send us your artwork – we bring your design to life.

**visit us at:
PSI Düsseldorf
Hall 9 / Booth C30**

We have been producing the original – as the first and largest manufacturer in Europe – since the early 1950s.

RICOLOR

RICOLOR MK-Haushaltswaren Thomas Mayr-Kiessling e.K.

Pöhlz 3 - 95336 Mainleus

Tel. 09229 943-0 Fax. 09229 943-33

info@ricolor.de - www.ricolor.de

PSI 46897 • Dosenspezialist GmbH
 Tel +49 3621 733800
 info@dosenspezialist.de
 www.dosenspezialist.de



Aroma protection for the finest powder

The new matcha tins from the Dosenspezialist bring a breath of fresh air to packaging for fine powder. Their welded body prevents gaps and crevices in which matcha, tea, spices or food supplements could settle. When first opened, a practical tear-off lid ensures the desired freshness guarantee, followed by a screw cap with an integrated seal for airtight closure. This preserves the aroma, taste and quality for a long time. The matcha tins combine hygiene, sustainability and design to create a contemporary solution for powdered products.

Booth: 11 D25

Small details with a big impact

Whether in everyday office life, for mailing campaigns or product launches: paper clips are practical aids with amazing communication potential. High-quality in design and implemented in line with your corporate identity, they convey your advertising message in a subtle but effective way. They give every document, brochure and mailing a professional, appealing look – while also strengthening the recognition value of every brand. Römer Lifestyle now offers over 20 different models of reusable paper clips in its range – carefully selected in terms of shape, colour, clamping force and feel. Many variants can be finished with precise, multi-coloured printing, so that even complex logos stand out brilliantly. The durable, reusable clips are available in quantities of 1,000 or more and are delivered within a few weeks. Ideal as a high-quality giveaway for trade fairs, events or mailings – and a sustainable contribution to a professional brand image down to the smallest detail.

Booth: 11C40



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





Refreshing trade fair appearance

If you want to make a positive impression at trade fairs, you need giveaways with added value – and Promo Drops by TEABALLS from Römer Drinks in Traben-Trarbach are just the thing! The small, natural TEABALLS are made from 100 per cent natural tea extract and provide a refreshing drinking experience, completely free of sugar, artificial additives or tea bag waste. Simply dissolve in hot or cold water to create an aromatic drink that will delight your guests. Ideal for trade fairs or promotional campaigns, Promo Drops are not only practical but also sustainable. Orders of 100 or more come in a customisable folding card – perfect for effectively presenting any brand. The standard versions come in refreshing wild berry or lemon flavours, but orders of 5,000 pieces or more offer a wide variety of flavours to choose from – from fruity (apple, raspberry, peach) to classic (green tea, Earl Grey). Whether as a giveaway at a trade fair stand or as a mailing insert, TEABALLS leave a lasting impression.

Booth: 11C40



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

— Advert —

HIGHLIGHTS FROM OUR NEW PRODUCTS

See you at the PSI show!
January 7-9, 2026 | Hall 10, Booth A49



Flashlight ADVENTURE
Item no. 8541
HEPLA catalogue p. 68



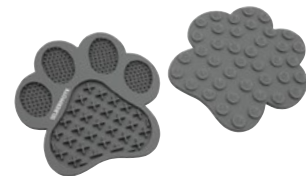
Multitool BIKE
Item no. 8545
HEPLA catalogue p. 142



Coffee mug to go WAVE
Item no. 8558
HEPLA catalogue p. 116



Treat bag PREMIUM
Item no. SIL70011
HEPLA catalogue p. 169



Licking pad
Item no. SIL10000
HEPLA catalogue p. 170



Microfiber towel set
Item no. SIL70020
HEPLA catalogue p. 170

SCAN ME



HEPLA

Ludwig-Erhard-Straße 2
34576 Homberg (Efze)

+49 5681 9966

info@hepla.de

www.hepla.de

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

Colourful bathing fun

For its new 2025/2026 catalogue, Römer Wellness is expanding its range with more than 150 different rubber ducks. These bright yellow classics have long been more than just children's toys: they represent fun and nostalgia, and their colourful variety and humour bring a smile to every target group. In the Römer Wellness shop, over 150 different rubber ducks are waiting to be discovered by you in the pond. The specialist offers the right advertising medium for almost any occasion – whether trade fairs, duck races, roadshows, hotel decoration, product launches, sponsorship or as an original gift. Whether sporty, musical, as a doctor, firefighter, in mini or XXL: individual, charming and guaranteed to attract attention. From 50 pieces, the ducks can be personalised with one or more colours using pad printing. There are also practical accessories such as racing weights, gift boxes and decorative accessories.

Booth: 11C40



Storytelling tinplate

The Dosenspezialist specialises in custom-made tinplate products which demonstrate how creatively brands can be presented nowadays. Instead of standard shapes, the company focuses on individually designed cans that are perfectly tailored to the product and campaign. One eye-catching example is the football can, whose shape alone evokes emotions and is perfectly suited to sports themes, fan campaigns or promotions for major tournaments. Embossing, contours and brilliant prints give logos and motifs a three-dimensional effect, while the robust metal reliably protects the contents. Each special shape is custom-designed to ensure functionality, easy stacking and convenient handling for distributors.

Booth: 11 D25

PSI 46897 • Dosenspezialist GmbH
Tel +49 3621 733800
info@dosenspezialist.de
www.dosenspezialist.de



Opens doors and bottles

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

Booth: 11E35

PSI 11492 • ants & friends GmbH
Tel +49 421 6436990
info@antsandfriends.com
www.antsandfriends.com





Colourful safety

Protorio work gloves combine eye-catching colours with sophisticated functionality. The bestseller made of polyamide with elastane is now available in blue and yellow as well as grey, and sets new standards in terms of grip with a specially developed nitrile coating. At the same time, the surface allows for operating touchscreens without having to remove the gloves. The company logo and slogan are clearly visible on the back of the hand, making the glove a durable advertising medium that doesn't disappear into a drawer during everyday work. Sizes 7 to 11 are available, as well as personalisation in 1C or 4C printing.

Booth: 11A73



PSI 48898 • Protorio GmbH
Tel +49 7062 978910 • sale@protorio.com
www.protorio.com

— Advert —

THE PROMO BAG

OUR SKILLS. YOUR DESIGN.

- große Auswahl an verschiedenen Heimtextilien und Sitzmöglichkeiten
- umfangreiche Farb- und Druckmöglichkeiten
- Textilausstattung für Indoor oder Outdoor möglich



MESSE-
STANDNUMMER
11B57

Lassen Sie sich jetzt von uns beraten
und holen Sie ein individuelles Angebot ein!

kontakt@thepromobag.de — www.thepromobag.de

Parzellers Werbemittel is growing

On 1 January 2026, Parzellers Werbemittel from Fulda/Germany will take over Städtler MediaMarketing GmbH based in Zirndorf near Nuremberg, which mainly works for daily newspapers in the entire German-speaking region with its two brands, atregio and Leonos.

atregio creates and distributes regional advertising materials, such as city mugs, city umbrellas, etc., which are designed by artists. Leonos creates and operates online shops for media companies as a full-service offering, including complete order processing.

The headquarters of the new subsidiary of the Parzeller media group will remain in Zirndorf. All local employees will be retained so that the well-established business processes can continue smoothly.

Parzellers Werbemittel

Rainer Klitsch, Managing Director of Parzellers Werbemittel, says: "This step should help us to further expand our offer by broadening our position through new business areas." Besides the additional business area, the company is confident that this will result in further synergy effects.

www.parzellers-werbemittel.de



Rainer Klitsch, Managing Director of Parzellers Werbemittel

New Member of Management Team

In November 2025, Christopher Evers joined the management team at Bartenbach Werbemittel as an additional managing director. Evers has more than 12 years of experience in the promotional products industry, spanning strategic purchasing, sales and brand consulting. After several years of collaboration – initially as a supplier and later as a customer – Evers is now part of the Bartenbach team. In a Bartenbach Werbemittel statement, the key factor in his joining the team is his unique combination of a creative spirit, a clear approach and a strong 'we' feeling, which he was already familiar with from previous collaborations.

Evers is joining the existing managing director team, which comprises Tobias Bartenbach, Anne Bartenbach and Jörg Grünewald. While Grünewald is the head of the Purchasing and Suppliers department, Evers will be assuming responsibility for Sales and the growing full-service promotional product business segment. The founder and owner of the company, Tobias Bartenbach, will support both directors while focusing on consulting, branding and networking. In his new position, Christopher Evers wants to

play an active role in shaping the strategic and personnel development of Bartenbach Werbemittel – with a focus on customer orientation, process quality and team culture. He is especially excited about the close intercon-

nection with Bartenbach AG: 'When creativity, strategy and procurement intertwine, something is created that others cannot offer,' says Evers.

He sees promotional products as haptic brand ambassadors that spark emotions and convey a message. He aims to create solutions that impress and have a lasting effect – well thought-out, reliable and authentic. Having an eye for a human touch also plays a key role: 'Closeness, open-mindedness and individuality are essential when dealing with customers as well as within a team,' adds Evers.

www.bartenbach-werbemittel.de



Bartenbach Werbemittel

The Managing Directors of Bartenbach Werbemittel (L to R): Tobias Bartenbach, Christopher Evers, Jörg Grünewald and Anne Bartenbach.

The Art of Tasting x The Art of Promo

On 21 and 22 January 2026, PromZ Product Première will once again kick off the trade fair season at Breepark Breda in the Netherlands. The event brings together promotional product suppliers, distributors, workwear specialists and buyers to discover new products, explore collections and gather inspiration for the coming season.

This year's newly conceived theme, 'The Art of Promo', forms the central theme, 'an ode to craftsmanship, creativity and attention, both to the product and to the relationship behind it', as the organisers put it. 'The Art of Tasting' is a tasteful addition to this theme – a new concept that literally makes you 'want more'.

The idea behind The Art of Tasting fits seamlessly with this year's overarching theme: The Art of Promo. While the fair resembles a modern museum full of stories – with an 'Art of Promo Gallery' – The Art of Tasting invites visitors to pause for a moment and experience what brands have to offer with all their senses. This atmospheric pavilion, located in the Christmas section of the trade fair, focuses on tasting, tranquillity and connection. The theme emphasises innovation, quality and sustainability, but above all attention and tranquillity. 'The Art of Tasting' aims to offer exhibitors an eye-catching platform where they can not only showcase their products, but also allow visitors to truly experience them.

The Art of Promo Gallery is home to 'The Promo Collection'. Here, the industry's most beautiful products are immortalised as true works of art. Each painting presents a product in a new light as a masterpiece to be seen and admired. Visitors can stroll through the collection and discover how each product tells its own story.

The PromZ Product Première is structured around three core categories: branded goods, workwear, and Christmas and end-of-year products. For more information, visit: www.promzpremiere.com



Daiber gaining even more sales expertise

In October 2025, Britta Pforr joined the sales team at Gustav Daiber GmbH as the new Regional Manager - North-West. With over 18 years of sales experience, 16 of which in the textile sector, she brings extensive know-how, industry knowledge, and a keen understanding of customer-centred collaboration. Her main responsibility is to make Daiber's full-service guarantee come to life in her daily interactions with customers through personal consulting and comprehensive textile concepts. While restructuring the field sales team, Gustav Daiber GmbH implemented targeted improvements to the organisation of the Sales department in order to assist customers even more comprehensively and efficiently in the future. With Britta Pforr as

the new Regional Manager - North-West, the company is gaining an experienced sales expert who actively embodies this philosophy. Her region extends from the western states of Rhineland-Palatinate, Hesse and North-Rhine-Westphalia to Lower Saxony, Hamburg and Schleswig-Holstein.

In her new role, Pforr prioritises customer relationships and personalised customer service. Pforr also wants to continue establishing the Daiber brand in the market and reinforcing the company's position as a comprehensive supplier of corporate fashion, true to the brand's motto: 'We link brands with people. Our products build identity.'

www.daiber.de



Britta Pforr

Gustav Daiber

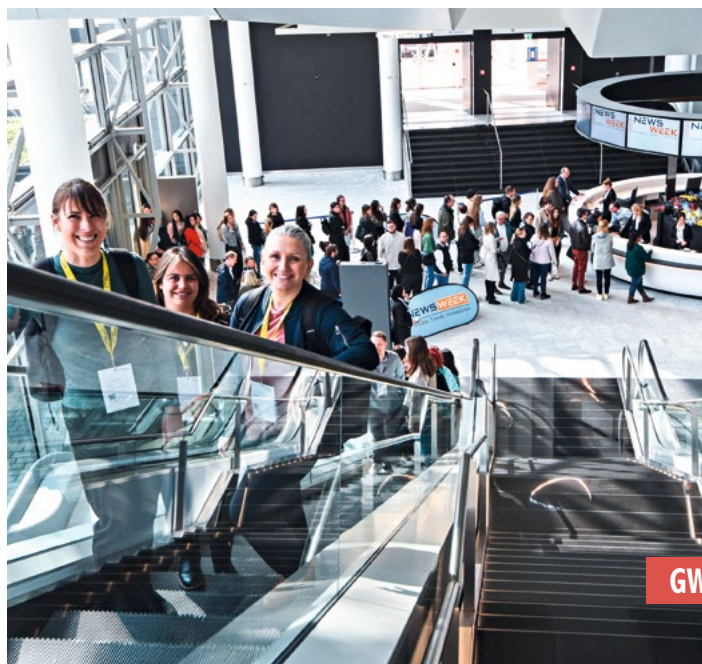


Photo: GWW e.V.

Dates are set for the Spring 2026 GWW-TREND and the 2026 GWW-NEWSWEEK

The German Promotional Product Association (GWW) has announced the dates for their Spring 2026 GWW-TREND and the 2026 GWW-NEWSWEEK. According to a statement from the association, the 2026 GWW-NEWSWEEK is taking place “in response to numerous exhibitor requests”. The start date for the NEWSWEEK is 28 January 2026. Together with the Spring GWW-TREND the day before, five promotional product trade shows will take place within ten days. Registration has been open since 29 October 2025.

As in 2025, the 2026 GWW-NEWSWEEK will open with the Spring 2026 GWW-TREND on 27 January at the exhibition grounds in Frankfurt. One of the highlights of the Spring GWW-TREND is the joint press conference held by the GWW and representatives of the University of Kassel, who will present a university study on the topic of “Promotional Items in Marketing”, as well

as an academic textbook published by the renowned business publisher SpringerGabler. Speakers include the heads of the research project, Prof. Dr. H. Dieter Dahlhoff and Prof. Dr. Andreas Mann (University of Kassel).

The following day, 28 January 2026, marks the start of the 2026 GWW-NEWSWEEK, where promotional product distributors and consultants invite their customers to view the latest products. The trade show schedule for the following week is as follows: The agenda begins on 3 February at the Steinwerder Cruise Centre in Hamburg, followed by the Stadthalle Bielefeld on 4 February and the Dortmund Exhibition Centre on 5 February. The tour continues on 24 February in Stuttgart at the Hanns-Martin-Schleyer-Halle. GWW-NEWSWEEK will conclude on 10 March in Berlin and on 11 March in Dresden. Further information and registration details can be found at <https://gww.de/messen-events>

Puma joins The Outdoors Company Line-Up

The Outdoors Company has announced the addition of Puma, one of the world's most recognisable sports and lifestyle brands, to its portfolio of premium promotional merchandise partners. This marks a significant step forward for businesses looking to elevate their branded apparel with globally trusted names.

Puma is synonymous with performance, innovation, and style. For decades, the brand has outfitted world-class athletes and fashion-conscious consumers alike. Now, through The Outdoors Company, businesses can harness that reputation by co-branding their logos on Puma Bags, Polos, Jackets, and performance wear.

The Outdoors Company has built its reputation as the UK and Europe's leading supplier of premium outdoor and lifestyle brands for the corporate and promotional market. Adding Puma strengthens an already impressive portfolio that includes The North Face, Patagonia, Columbia, Hunter, and Thule, among others.

“Partnering with Puma is a game-changer for our customers,” said Paul Morley-Smith, Director at The Outdoors Company. “From sustainable collections to sports-led performance wear, Puma's arrival offers businesses even more options to create standout merchandise that reflects their values and ambitions.” Puma products are available now from The Outdoors Company.

www.theoutdoorscompany.co.uk

The Outdoors Company



Karl Knauer views paper and cardboard as some of their most valuable resources, as all products from promotional media specialist are made almost entirely from these materials. This is why the company headquarters in Biberach has always handled this issue responsibly. Now, they have taken the next step towards sustainable paper use.

Karl Knauer introduces online Product Finder

Save online resources

Detailed printed catalogues are now a thing of the past at Karl Knauer. The extensive product range is presented exclusively online via the new promotional material Product Finder. An efficient tool for anyone looking for sustainable promotional materials made of paper and cardboard, clearly laid out, intuitive to use and updated daily.

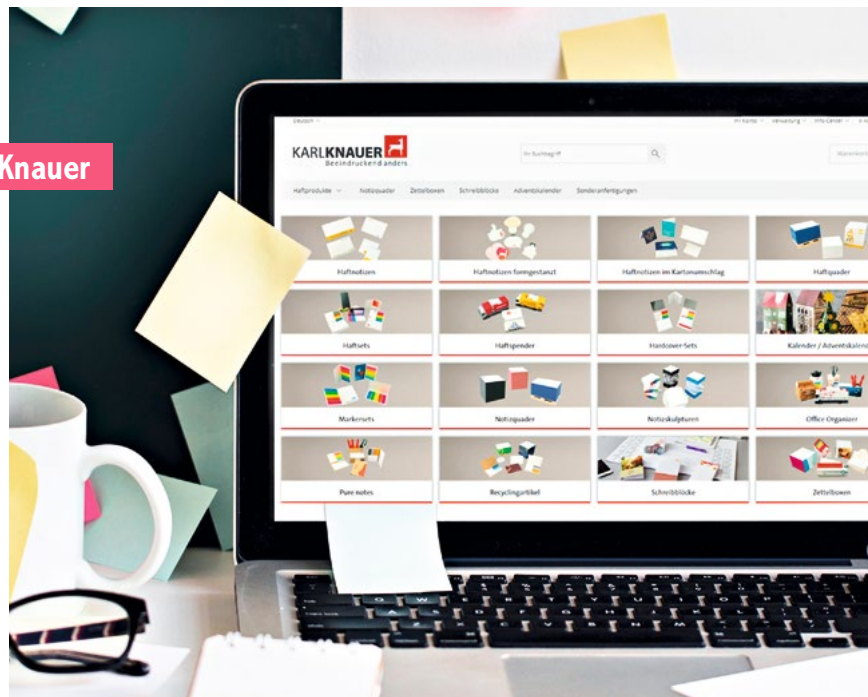
From catalogue to screen

The Product Finder brings together all promotional materials in one place and provides all relevant product information in English and German. With one click, users can compare products, mark favourites, create lists and submit enquiries directly. Once they have found the right promotional product, users can switch to the Gift Packaging Product Finder and select complementary gift packaging. "We aim to make it as easy as possible for our customers to find promotional items," says Mandy Tobias, Online Marketing Manager at Karl Knauer. "All items bundled in one place, digitally and clearly structured – this not only demonstrates Karl Knauer's enormous product diversity, but also makes selection easier. Customers save time, find the right promotional material more quickly and can submit a direct enquiry regarding their items of interest."

What's new in 2026 – a sneak preview

Speaking of interesting: At the 2026 PSI trade show, Karl Knauer will be presenting three new promotional products at stand 10C62 that are practical accessories for everyday office life, multifunctional, have a long-lasting promotional effect and – a matter of course for the Black Forest-based company – are made from sustainable materials. Visitors can discover the products live at the PSI trade show in Düsseldorf from 7 to 9 January 2026 or online in the Product Finder just in time for the start of the trade show. "Our new items are naturally also practical accessories for everyday office life," adds Heinz-Josef Klein,

Karl Knauer



Sales Manager at Karl Knauer. "They can be customised and provide promotion without being intrusive. And that's exactly how good, haptic marketing works."

Paper and cardboard specialist Karl Knauer is saving resources by presenting its product range exclusively online.

Promotional products with an impact

As an experienced manufacturer, Karl Knauer develops, produces and prints a wide range of promotional items made of paper and cardboard. These products, which include sticky notes, memo pads, office organisers and unique advent calendars, raise the profile of companies and their brand messages and leave a lasting impression. Resource-saving materials and certified papers combine impact with responsibility. The Product Finder can now be used to compile favourites and send a direct enquiry – Karl Knauer will take care of the rest.

PSI Stand 10C62

<https://werbemittel.karlknauer.de>

Change of customer service management at mbw®

On 1 December, Kevin Grümmert will officially take over as Team Leader of Customer Service at mbw®. According to the company, after several years of dedicated work in customer service, he is now succeeding Silvia Nicolaisen, who has “shaped this area with great commitment, expertise and drive”.

During the past few months, they have been carefully preparing this transition: Silvia has passed on her extensive experience and valuable insights to Kevin, and will continue to support the team on a part-time basis until the end of May 2026, before taking her well-deserved retirement after 38 years at mbw. “We would like to express our heartfelt thanks to Silvia for her many years of unwavering commitment and her special role in building a strong customer service team,” stated Managing Director Jan Breuer.

Kevin is an experienced and team-oriented colleague with an impressive range of expertise and a keen understanding of customer needs. Together with his team, he will continue to uphold mbw®’s high standards of service and develop them further with a view to the future. Jan Breuer continues, “We wish Kevin every success and enjoyment in his new role and look forward to continuing our partnership-based, reliable and motivating customer service – in line with our values at mbw.” www.mbw.sh



Silvia Nicolaisen handing over to Kevin Grümmert. Photo: mbw

Donating with conviction and from the heart

Since 2004, WALTER Medien GmbH has been supporting the Tabaluga Children's Foundation with two calendar projects: the strip calendar “Herzensbilder” (Images of the Heart) and the “Herzensbilder-Familienplaner” (Images of the Heart Family Planner). According to the calendar publisher, the total amount donated in recent years currently stands at almost €150,000. During their annual visits to the Tabaluga Children's Foundation, the managing directors of WALTER Medien, Eva-Christine Nehl and Dr. Eberhard Nehl, once again emphasised the long-term nature of their commitment to supporting the facilities: “The foundation is financed exclusively by donations, which unfortunately continue to decline

as a result of the current strong external influences. WALTER Medien Calendar Publishing House intends to continue this commitment to social causes in the same way in the future,” said Eva-Christine Nehl.

The Tabaluga Children's Foundation was established in 1998 by initiator and founder Dr. Jürgen Haerlin in Tutzing with the aim of helping children, young people and their families in acute emergencies – regardless of social status, nationality or religion – and contributing to the long-term improvement of their living conditions. The children and young people have experienced serious illness, the loss of their family home, dramatic family crises, and physical or sexual abuse before being cared for in the Tabaluga facilities. The children grow up in family-like residential groups, in so-called children's homes, which are located in three locations: Tutzing, Schongau and Peißenberg. The founder of the foundation and his wife Monika Haerlin are personally committed to helping children in need and their families. Through therapeutic and pastoral care, disadvantaged children and parents are offered a break from everyday life in the foundation's houses. Further information on the Tabaluga Children's Foundation and WALTER Medien can be found at:

www.tabalugakinderstiftung.de • www.walter.de



At the annual handover of the donation: (standing from the left) Monika Haerlin, Verena Scheffauer (Tabaluga Children's Foundation), Eva-Christine Nehl (Management of WALTER Medien); (below from the left) Dr. Jürgen Haerlin (Tabaluga Children's Foundation), Dr. Eberhard Nehl (Management of WALTER Medien). Image: WALTER Medien

Textile finishing with innovative power

At this year's Apparel Print Forum on 11 November in Düsseldorf, experts from the textile finishing industry, creative young professionals and technology experts gathered at the premises of the host, Promodoro Fashion GmbH. The event offered a day full of practical insights, current trends and intensive discussions on DTG, DTF and transfer technologies.

Promodoro opened the forum with the topic of "Sustainability through Quality" and demonstrated how durable textiles can significantly reduce our ecological footprint. RICOH Deutschland GmbH then presented new ideas in DTF, including an exclusive preview of the compact "Roll2Sheet" system, which provides transfer sheets more efficiently and in line with demand.

STAHL'S Europe strongly focused on practical applications: in an informative presentation on typical errors in textile printing, it explained how problems can be reliably avoided through

the proper interaction of pressure, time and temperature. This was followed in

the afternoon by strategies for reducing our carbon footprint and an outlook on the next generation of powder-free DTF printing.

In addition to the expert presentations, the event was characterised above all by personal exchanges, detailed product insights and numerous technical discussions. Visitors benefit-

ted from the opportunity to experience technologies directly on site and take home concrete ideas for their own projects.

As the organisers summarised, "the Apparel Print Forum" has once again demonstrated the innovative power of the textile finishing industry – and the importance of platforms where knowledge, technology and practice come together." www.promodoro.de



Apparel Print Forum 2025

This year's Apparel Print Forum offered practical insights, the latest trends and in-depth discussions on DTG, DTF and transfer technologies. Image: Promodoro Fashion

Sustainability as a Duty

The full-service supplier of promotional products, textiles, merchandising and club supplies, Abakus Riesa GmbH, does not view sustainability as a trend, but instead as its further development and duty toward the environment and future. For this reason, the company is already relying today on modern, energy-efficient solutions. Below, you can gain insight into the measures that have been taken in this area to date.

Since April 2023, the company has been using a large photovoltaic system with an output of 46.5 kwp, which is installed on the company's building. The system consists of 124 modules installed on a 235 m² surface and has a powerful energy battery system. It covers a large share of the company's energy requirements, making it nearly self-sufficient. Another advantage of the system is that the company's fleet of electric cars can be recharged every day using the power it generates, marking another step in the direction towards environmentally friendly mobility. The company also uses an air heat pump as the main heating system and has replaced a large part of its conventional fossil fuel sources to ensure an environmentally friendly and future-oriented heat supply. 'We have worked consistently toward making our processes even more sustainable – with a clear focus on efficiency, responsibility and innovation', explains Managing Director Ludwig Schulze. www.abakus-riesa.de

Abakus Riesa GmbH



Image: Abakus Riesa GmbH

In 2026, Russell Europe will consolidate the brand globally under Russell Athletic® – with the iconic original logo a visible bridge between tradition and modern brand management. This move anchors the core brand identity, which has developed from its sporting roots since 1902, and consolidates the product quality established in Europe into a globally consistent brand design.

Russell Europe to merge with the global Russell Athletic Brand

One logo, one identity



The new brand logo boosts recognition and trust in the market.

Today, Russell Athletic® stands for brand management that lives by the motto “Team Brand First”. The collection is consistently geared towards B2B requirements.

The transition began in the fourth quarter of 2025. During the changeover phase, products will be available with both the old and new labels in parallel. The new setup is tailored to B2B programmes: Predictable sizes, consistent colour schemes, surfaces that are easy to finish and outstanding quality – combined with the appeal of a familiar logo that strengthens brand recognition and trust in the market.

Pioneering spirit meets market savvy: the birth of Russell Athletic®

Over a century ago, in 1902, Benjamin Russell founded Russell Manufacturing in a small wooden building with six knitting machines, ten sewing machines and twelve

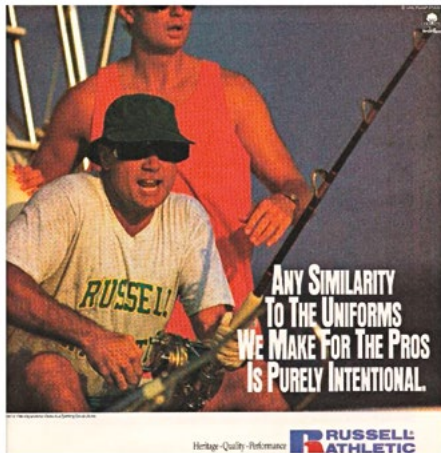
employees. Over the decades, he made the brand synonymous with quality textiles and sportswear. From 1908 onwards, Russell Athletic® gradually expanded its product range from underwear to leisure, active and athletic wear. From the very beginning, agility has been the guiding principle: As needs changed, the product range followed suit. Consistent market orientation has shaped the brand for decades.

Team spirit, top quality and lasting value

This heritage formed the basis for a clear identity: team spirit, top quality and lasting value. At the same time, the founder created conditions for reliable growth: He built a telephone network, initiated power and energy programmes, and strengthened the local ecosystem around production and logistics. This created an early industrial and brand architecture that combined stability with scalability. The renaming to Russell Mills (1962) and then Russell Corporation (1973) marked the professionalisation and international orientation of the company – a clear signal that a local textile manufacturer was becoming a powerful brand. Russell Athletic® came to Europe in 1989 under the name Jerzees. In the 1990s, the company achieved Fortune 500 status with approximately 18,000 employees and around 1.25 billion US dollars in sales/assets.

Focus on teamwear: the matrix for professional imprinting

In the 1980s, Russell Athletic® became increasingly prominent as a programme partner for the imprinting industry. Predictability is key: Clear fits, wide size ranges and curated colour ranges ensure consistency across seasons. Finish-friendly surfaces make the collection a reliable basis for screen printing, DTG, sublimation, embroidery and modern DTF processes. Optimal programme suitability



Vintage Ads ...



Basketball team in Russell Athletic®



Teamwear is the heart of today's collections.

is no coincidence, but rather a system: Russell Athletic® develops structured product families and segment logic that are suitable for B2B processes. At the heart of the present are the teamwear collections: Russell Collection (blouses, shirts & knitwear), Authentic Collection, Pure Organic, sweatshirts, t-shirts, jackets and workwear. All products in the collection are manufactured according to OEKOTEX® Standard.

Brand architecture and outlook: team spirit first

Today, Russell Athletic® stands for brand management that lives by the motto "Team Brand First". The collection is consistently geared towards B2B requirements: Predictable fits, slim colour ranges, easy-to-finish surfaces and reproducible quality form a standard that reliably supports corporate and team programmes. An iconic logo and clear brand architecture strengthen recognition and trust – heritage and modernity visibly intertwine. The outlook for the imprint industry is pragmatic and attractive: Russell Athletic® continues to focus on stable fabric weights, smooth surfaces and proven durability to give finishers maximum security. In this way, Russell Athletic® combines its more than 120 years of heritage with the demands of a dynamic B2B market: reliable, modern and clearly programmed for teamwear. The original Russell Athletic® logo is more than just a symbol – it represents the power of team spirit, functionality, durability and a culture of performance. A conscious focus on the strongest, internationally recognisable brand signal.



Founder
Benjamin Russell



Logo from the
company's
founding year.


Gustav Daiber GmbH

Stand 10G37

Between performance and style

This is where sporty styles, functional workwear and fashionable crossover products meet environmentally friendly materials and fresh colours: The 2026 Collection includes a total of 41 new products added to Gustav Daiber GmbH's product portfolio. In addition to highlights like new running products and new workwear styles, the new collection impresses with an expanded colour range and stylish headwear.

Bilder: Gustav Daiber GmbH

Daiber has expanded its high-quality corporate fashion product range with 41 new products. The latest products combine athletic performance, functionality and modern design and can be used by office workers, field sales representatives or during leisure time. Sustainability remains central: Many articles are made from recycled polyester (GRS/RCS) or organic cotton (OCS). The highlights include sporty styles, new workwear colours, fashionable eyecatchers like the 3-in-1 jacket, a bomber jacket and a unisex shirt jacket. The new products are all available from January 2026.

Active styles: sporty, functional, modern

The new running collection combines comfort and performance. Eight new sporting goods offer the right outfit for any training situation. Tank tops, t-shirts and long sleeve shirts with Climactive technology ensure optimal climate control and are made completely from recycled polyester. The series has been expanded to include fleece, softshell and hybrid jackets; running shorts and pants with reflective details; and functional bags. Although the shorts, pants and running jacket come in black, they feature fresh coloured accents in peacock-blue and spicy-orange. With these products, Daiber combines sporty performance with fashionable style, making them ideal for training and everyday use.

Workwear with a statement

The seven new workwear products in 2026 feature modern colours and functional materials. Colour combinations like deep-blue/foggy-grey or industrial-green/foggy-grey turn the work look into stylish crossover apparel. Some highlights include the check shirt jacket with a padded check design and hood, the knitted fleece jacket with Sherpa fleece interior, and the elastic workwear fleece jacket. The softshell jacket and vest with 8,000 mm water columns offer protection from the weather, as well as the hardshell rain jacket, which is certified under DIN 343, windproof, waterproof, breathable and compatible with helmets. The new workwear pants with 4-way stretch of-



One of the Collection Highlights 2026:
The new ladies' / men's 3-in-1 jacket GRS,
available in the colour combinations spicy
orange/red and smoky green/carbon.



The winter vest GRS from recycled polyester offers cosy warmth thanks to its Sugeno filling.



The new workwear check shirt jacket, which is a lightly padded work shirt with a check pattern and hood, comes in four colour combinations.



Smart colour: milky blue.



fer maximum freedom of movement thanks to their elastic material, ergonomic knee pads and numerous pockets. The collection is available in modern colour combinations, such as white/cement or industrial-green/foggy-green, making a strong statement for professional and fashionable workwear.

Modern classic for work and leisure

In addition to functional workwear, Daiber has also expanded its crossover styles. The oversized sweat hoody made from organic cotton and recycled polyester, is very comfortable to wear, while the new zip jacket interlock impresses with elastane and stylish tape details. A weatherproof highlight is the multifunctional 3-in-1 jacket, featuring a weatherproof outdoor jacket (10,000 mm water column) with a zippered hybrid interior jacket with Sugeno filling – a sustainable alternative to down feathers. The bomber jacket and unisex shirt jacket combine style and function: The bomber jacket is water-repellent and lightly padded, and the shirt jacket features high-quality elastic knitting, a collar and a button border, making it ideal for the office and leisure. For the cold days of the year, the product range includes a winter vest made from recycled polyester with a Sugeno filling. The functional unisex raincoat with a 3,000 mm water column rating and ventilation eyelets provides reliable protection from rain and wind.



Headwear: Perfect addition for any look

Seven new headwear models round off the product range. The headwear assortment includes the 7-panel sports cap made from microfibre, the laser-cut cap made from elastic polyamide, and the workwear cap made from recycled polyester. All caps feature a sweatband and sporty design. Corduroy accessories add even more style to headwear: A corduroy cap, a corduroy mesh cap and a fisherman hat made from organic cotton come in trendy colours like sandstone and milky-blue. The new dad cap with a vintage look rounds off the assortment with classic style and comfort.

Fresh colours for Workwear 2026

In addition to the new products, Daiber is adding four new colours to its existing workwear collection: cement-grey, steel-blue, foggy-green, and spicy-orange. Eleven tried and tested articles – including workwear t-shirts, polo shirts, sweatshirts and jackets – will be available in these colours in the future. These options mean even more combination options are possible for creating a personalised, modern workwear look. With the 2026 Collection, Daiber is presenting a successful fusion of sustainability, functionality and style. Sporty, robust or relaxed – the new products give you versatile combination options for the office, leisure and outdoor activities. <




Halfar System GmbH

Stand 10G37

2026 – well-designed down to the last detail

The KURIER notebook backpack combines robust material, clear design and practical features.



In 2026, HALFAR® remains true to its commitment to developing bags that simplify everyday life and raise brand awareness. The new collection demonstrates how thoughtful design, select materials and functional solutions can be combined to create durable advertising media that impress in everyday use.

The SHIFT laptop case is the compact solution for mobile workplaces.



With eleven new models, HALFAR® is picking up on current trends and translating them into tangible bag ideas for companies that value sustainable quality, flexible applications and contemporary design. The bags are smart, versatile and showcase brand values.

A long-lasting sense of responsibility

Sustainability remains a key issue – also for the promotional products market. With its new ORGANIC series, HALFAR® presents three models made from pure organic cotton and in accordance with the GOTS standard. They demonstrate how functionality, naturalness and brand image can go hand in hand. • The ORGANIC cotton bag impresses with its classic shape and versatile carrying options, making it ideal for promotion, travel or retail. The ORGANIC leisure shopping bag is also very appealing thanks to its heavy cotton quality, soft feel and fashionable, water-based colours. Designed for versatile use for leisure, in hotels or spas, the ORGANIC wellness bag complements the series. All models are mono-material constructions, made from a single raw material – an important step towards a circular economy. The durable, repairable and recyclable series thus stands for true sustainability and value in every respect.

Simplicity – the new luxury

In our hectic everyday lives, we appreciate products that simply work. HALFAR® caters to this need with bags and accessories that combine intuitive handling, durability and design. • The DRYBAG zipper bag shows how this can be achieved in a functional, colourful and water-repellent way. Welded seams reliably protect the contents from dirt, dust and moisture. It is a versatile companion that offers a strong brand presence. The REFLEX rain cover also follows this approach. It can be used universally, is individually adjustable and protects backpacks up to 26 litres from moisture and dirt. This makes it a clever accessory

that effortlessly combines functionality and brand impact. Both items show that good design in the advertising sector can win people over with utility and quality.

Functionality and smart design

HALFAR® develops bags that prove themselves in everyday use and as well as brand ambassadors. • The KURIER notebook backpack combines robust material, clear design and practical features. It offers comfort and protection, making it ideal for work, daily commuting or trade shows. EXPLORE is a water-repellent leisure backpack with a roll-top closure, welded seams and elastic mesh side pockets. It is therefore a versatile model for easy and flexible advertising use. HALFAR® focuses on maximum versatility with the MOLLE notebook backpack. It is robust, rich in detail, PVC-free and offers plenty of space for customisation. The SHIFT laptop case is the compact solution for mobile workplaces. It has recycled outer fabric, an AirTag compartment, handles for horizontal and vertical use and for attaching to a trolley, making it an ideal companion and advertising medium that is functional, lightweight and durable alike.

Bags for modern living

With its SOLID series, HALFAR® is pushing forward with the theme of sustainability as well – and bringing it into everyday business life. Recycled outer fabrics, smart interior compartments, light-coloured lining and practical details show what sustainable quality looks like nowadays. • The SOLID notebook backpack offers a fully padded main compartment, a front pocket with insulating effect and a concealed AirTag compartment. The ergonomic carrying system and light-coloured inner lining create clarity and comfort. The SOLID sports/travel bag combines comfort and versatility. Thanks to the retractable, padded carrying straps, it can be carried either as a backpack or a classic bag. It is a durable companion – and an ideal bonus for active, dynamic brands.

Bags that carry brands

HALFAR® 2026 stands for well-designed products that make brands visible and impress when in use. Whether as a premium or merchandise product, the new models combine quality, function and design and offer reliable added value for companies and users alike. With its 2026 collection, HALFAR® emphasises how quality, responsibility and design can be combined to create reliable advertising media.



The ORGANIC cotton bag impresses with its classic shape and versatile carrying options.

left: The ORGANIC leisure shopping bag wins people over with its heavy cotton quality, soft feel and fashionable, water-based colours.



The SOLID sports/travel bag combines comfort and versatility.



HALFAR® focuses on maximum versatility with its MOLLE laptop backpack.

below: EXPLORE is an impressive water-repellent leisure backpack.



The ORGANIC wellness bag is designed for versatile use during leisure time and in hotels or spas.




FARE – Guenther Fassbender GmbH

Stand 10G37

Effective protection in rain or snow

Whether as protection from rain or the sun, the high-quality FARE umbrellas are practical promotional products for any weather. The FARE umbrellas offer protection in any weather, are sustainable, stylish, ultra-light, and UV protected, making them perfect for any occasion. They can be fitted with an all-round imprint or custom-made.

Small, clever and ready for any weather

The new mini pocket umbrella FARE FiligRain ToGo is light as a feather and reliably protects you from the rain and sun. Thanks to the extra-light polyester pongee cover material, the mini pocket umbrella weighs only 111 grams. The lanyard can be easily attached to a sheath or umbrella, leaving your hands free while on a stroll. The cover, made of recycled polyester, not only offers protection from sudden showers, but it also protects users from the sun on hot days with SPF 50+. The FiligRain ToGo can withstand even stronger gusts: the Windproof PLUS-System ensures it can be brought back into shape without damage after flipping over. Moreover, the new pocket umbrella can score points in terms of sustainability. In addition to the rPET cover, it has a handle that is made of recycled plastic (rABS) from the EU.

Super Light with Twice the Benefits

The new golf umbrella, FARE® Carbon UltraLight (2862), is also super light and has twice the benefits. It astonishes people with how light it is, weighing just 220 grams, which is so unusual for a golf umbrella. The extra-light and flexible carbon frame and the 12 mm carbon stick make it a real lightweight, while the cover is made from recycled plastic and has a sun protection factor of UPF 50+, offering protection from the rain and sun. The shaft and the top with a carbon look give it an elegant appearance. The comfortable, soft handle lies nicely in the hand and rounds off the overall look of the golf umbrella; it also offers advertising space.

Fashionable rain showers

The new AC midsize stick umbrella, FARE Windmatic® (4375), makes it really easy for users to open it: Just push the button and it unfolds to its full size. Its silver reflex edging adds a stylish accent and, at the same time, ensures that the person using it is visible even in gloomy weather. The waterSAVE material is made from recycled polyester, and the soft-feel round hook handle with an ad-



The new golf umbrella, FARE® Carbon UltraLight, is super light and has twice the benefits.

It does not matter whether it rains or the sun is shining – FARE umbrellas can be tailor-made to meet the needs of companies and target groups, as well as special requests and requirements. Quantity requirements and existing budgets are also not a problem, as FARE offers solutions for any occasion and any target group. High-quality, a long use-life, and ample advertising space also make FARE umbrellas unique advertising mediums.



The new mini pocket umbrella, FARE FiligRain ToGo, is light as a feather and reliably protects you from rain and sun.



The topless mini pocket umbrella is small enough to fit into any pocket and yet strong enough to protect you from the wind.

vertising space lies perfectly in the hand. This product shows that environmental protection and style fit wonderfully together.

Sturdy in the wind and bad weather

The new AC walking stick umbrella (1145) is an automatic walking stick umbrella with an excellent price-performance ratio. It opens up so easily with just a push of a button. Even when the wind is howling, it remains stable thanks to its clever windproof system. The stable steel stick defies the wind while the soft handle lies comfortably in the hand. A large selection of 10 fresh, modern, and classic colours is available. This umbrella offers so many features with the tried-and-tested FARE quality at an attractive price for industry customers.

Handy, stable and attractive

The new, compact Topless-Mini pocket umbrella (5001) also has an excellent price-performance ratio. It is always handy to have this pocket umbrella when the skies turn dark, because it is small enough to fit into any pocket and yet strong enough to protect you from the wind. Its soft-feel handle lies comfortably in the hand, and the elastic carrying strap ensures a secure hold. The basic model comes in ten attractive colours. It is ideal for projects and customers with a small budget who prioritise quality.

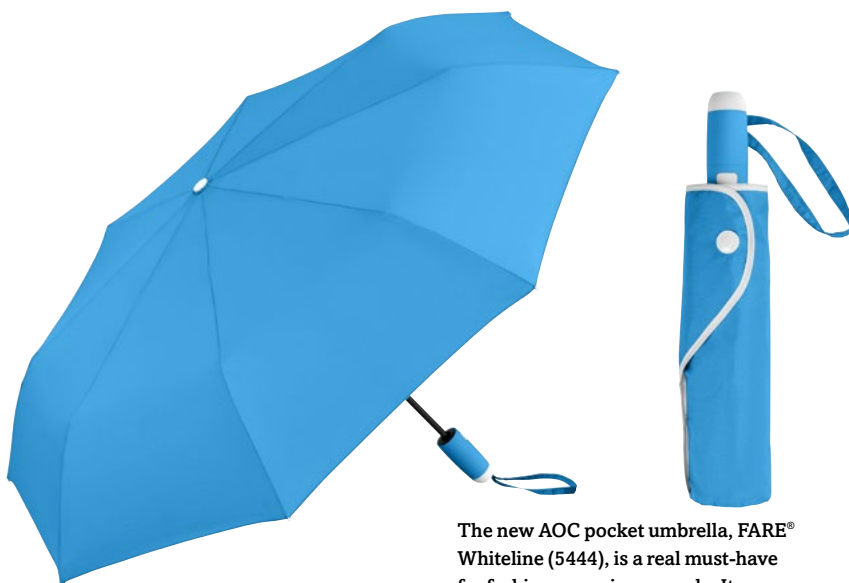
Sustainable eye-catcher

The new AOC pocket umbrella FARE® Whiteline (5444) is a real must-have for fashionistas. It is available in nine great colours combined with white elements. The elegant soft-feel handle is an eye-catcher with an integrated trigger button and advertising space. The handle has the same colour as the cover, and the trigger button and handle ring are white. The new Whiteline also scores points in terms of sustainability, as the polyester pongee cover is made from recycled plastic.

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The new AC walking stick umbrella is an automatic umbrella with an excellent price-performance ratio.



The new AOC pocket umbrella, FARE® Whiteline (5444), is a real must-have for fashion-conscious people. It comes in nine great colours.


mbw Vertriebsges. mbH

Stand 10G37

45 years of experience. 100 per cent future.

For more than 45 years, mbw® has stood for partnership, quality and ideas that connect. The company's long experience is the foundation on which new things are constantly being created. In 2026, mbw® will continue to be driven by its desire to inspire its distributors with fresh concepts, sustainable materials and inspiring products.

Courage, brains, brand power

With their iconic helmets and distinctive character traits, Wickie & Halvar stand for clever ideas and genuine strength – two characters who are ideal as likeable advertising ambassadors. As official licensed products, they bring Nordic charm and nostalgic recognition to your campaign. Whether as a charming gift, an original giveaway or a brand-strong eye-catcher, both characters can be enhanced with a logo or slogan and optionally presented in attractive gift packaging. They are ideal for brands that want to appeal to people with cleverness and character.

The new products from mbw® combine experience and courage – from cute duck highlights and cuddly friends to clever advertising materials with a strong brand impact. By continuing its distributor offensive, mbw® is also taking a big step into the digital future: SalesFix, the digital customer service, makes consulting easier and processes faster. mbw® stands for products that last – and for partnerships that make a difference.

New characters in “duckland”

This duck is rolling! With four small wheels, it gets things moving at the point of sale, at trade shows or in the office. Advertising printing on the chest and back makes it a likeable brand ambassador with a playful spirit. Also new: with a material mix of PVC and natural wheat straw (Wheat-Mix PVC), the wheat duck impresses with its matt feel and sustainable look. It is a real eye-catcher with advertising impact. The popular Wings duck is now available in desert and snow camouflage designs – perfect for outdoor campaigns, the security industry or to wink to adventurers. Whether it's the bartender, gamer, start-up duck or SUP fan, the new Schnabels® models are colourful, funny and always in tune with the times. Ideal for trendy target groups, they can be customised on the chest, back or matching accessories.



Also new to the MiniFeet® range of cuddly toys: Bobby the Highland cow.

Flip – The cheerful grasshopper

mbw® is expanding its popular licenced series with a real crowd favourite, Flip the lively and likeable grasshopper from the world of Maya the Bee. As a sporty, fun-loving character, Flip brings movement to every advertising campaigns. His long legs, striking smile and official design make him unmistakable. Flip can be finished with a logo or slogan and presented stylishly in colourful individual packaging – perfect for anyone who wants to combine good humour, brand emotion and childhood memories.

Small helpers with a big impact

The practical Schmoozies® display cleaners with micro-fibre undersides are popular everyday companions – now with even more characters:

- Cupcake, pizza slice, sloth, fox, raccoon or parrot
- Globe, alien, Saturn or star
- Gingerbread heart – perfect for seasonal promotions

Each model is equipped with an individually printable advertising banner – for lasting brand presence with a likeability factor.

Evergreen, original and seasonally strong

The popular Schmoozies® Evergreenies® are expanding – with new designs for year-round and seasonal campaigns:

- Rose, sunflower, palm tree, Venus flytrap
- Christmas tree & poinsettia for a festive atmosphere

Easy to care for, decorative and functional – with a micro-fibre underside and customisable advertising banner.

With heart, charm and character

Whether it's Nanna the bear, Jona the husky, Paul the lion, Henni the rabbit, Fiete the dog, Lone the elephant or Bobby the Highland cow, the new plush friends in the MiniFeet® cuddly toy series from MiniFeet® stand for trust, strength and loyalty. All models can be enhanced with advertising flags or matching accessories (mini T-shirts, scarves, triangular scarves) – for emotional brand messages with a long-lasting effect.

Dog toys – active and effective advertising

Whether it's a squeaky duck or a knotted moose, the new dog toys from mbw® combine animal fun with brand presence. With built-in squeakers and the option to customise the advertising banner, they are ideal giveaways for specialised distributors, pet supplies or pet-related promotions.



The new licensed characters Wickie & Halvar bring courage, brains and brand power into play.



The practical Schmoozies® display cleaners with micro-fibre undersides remain popular everyday companions. Here they are in the shape of a gingerbread heart.



Always a good choice: the new Schnabels® models are colourful, funny and always in tune with the times. Here is the SUP duck.



Perfect for cuddling: the new plush friends from the MiniFeet® product range.



Whether in the office or on an emergency vehicle, Fire Bert® 2.0 is the perfect companion for anyone who wants to keep their cool even in hectic situations.

Stress-free on duty

Whether in the office or the emergency vehicle, Fire Bert® 2.0 is the perfect companion for anyone who wants to stay cool even in hectic situations. The SQUEEZIES® figures help reduce stress and are available in five colours for everyday firefighting roles: squad leader | chief guard | group leader | press officer. Simply choose your favourite colour, squeeze it and get started!

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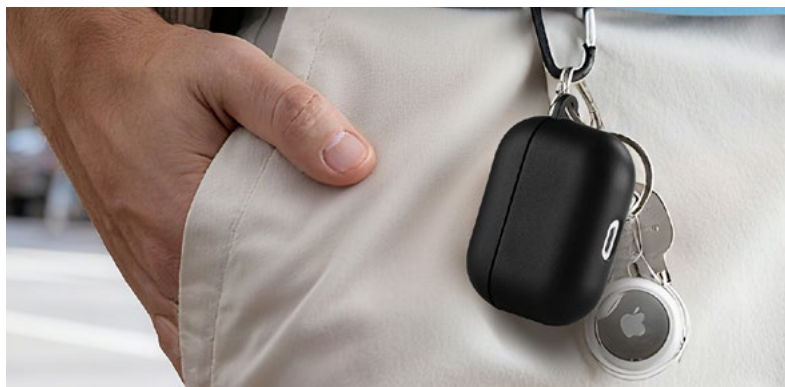

Brand.it GmbH

Stand 10G37

Solutions for mobile brand presence

For more than 15 years, Brand.it® has been a specialist in customised mobile phone, tablet and, most recently, MacBook® cases. They can be finished to a high standard with company logos or individual designs, even in small quantities. These new solutions for mobile brand presence reflect the industry's focus on everyday usability.

In 2026, Brand.it® remains true to its mission of not only protecting valuable mobile devices, but also using them as a communication platform – functional, customisable and finished to a high standard. According to the managers at Brand.it GmbH, “Our goal is to help companies extend the life of their mobile devices, minimise repair costs and strengthen their corporate image at the same time. With our wide range of personalisation options spanning from department names to custom graphics, we offer tailor-made solutions for every company.”



Both smart and practical: For the first time, Brand.it® is offering Hear.it, a custom-fit cover for AirPods® charging cases.

HEAR.IT – the clever protection for AirPods®

Brand.it® is offering a custom-fit cover for AirPods® charging cases for the first time known as Hear.it. It is thus adding another component to its range of products for all-round protection of mobile devices. Companies that already use customised covers for smartphones, tablets or laptops can now add a practical, highly visible accessory to their equipment. The case is made of robust TPU material and provides reliable protection against scratches and bumps in everyday use. An integrated snap hook ensures that the case can be conveniently attached to bags or belt loops, making it ideal for on the go.

Functional, CI-compliant and modern

Whether it's a company logo, slogan or graphic motif, UV printing allows for the implementation of individual designs in high quality. This turns small accessories into real brand ambassadors in everyday life. Hear.it fits seamlessly into the existing Brand.it® product portfolio and rounds off complete solutions for the protection of mobile devices. The products are functional, CI-compliant and refined with added value for modern brand identities, making them ideal for company logos and personalised designs.

Industry and theme boxes

Brand.it® offers a well-designed solution for companies that want to use promotional materials not only functionally, but also in a targeted manner – its new industry boxes. Each box is tailored to the requirements of a specific professional group – such as crafts, IT, trade shows or education – and contains a selection of suitable products from Brand.it®. The boxes feature practical protective covers for mobile devices, supplemented by useful accessories that prove their worth in everyday working life.



Target group-specific sets with added value

All components can be customised – from company logos to colour-coordinated CI elements. Whether as a welcome package, onboarding set, event equipment or customer gift, the possible uses are endless. For distributors, the modular boxes are a flexible sales option: easily customisable, proactively designed with customers in mind, quick to use and with high identification potential among the target group.




SND PorzellanManufaktur GmbH

Stand 10G37

There is always something to celebrate

A company anniversary is a special occasion. It is about appreciation, loyalty and commitment – both to customers and employees. What better way to express this than with a special, high-quality and lasting gift? A stylishly designed porcelain mug visibly combines all three of these elements.

SND PorzellanManufaktur has long made a name for itself as a reliable partner for promotional porcelain, which is exclusively refined in Germany. Managing director Silke Eckstein characterises the tradition-rich company as follows: "We offer a little bit more of everything: quality, individuality, service, sustainability, technology and craftsmanship in perfection." Visitors to the CHOICE sisters' joint stand in the SND PorzellanManufaktur area can get an idea of what this means.



Examples of customised anniversary mugs for all kinds of anniversaries.



Handle-free mugs are currently very trendy. Here are the Hamburg, Istanbul and Kyoto models.





With its new “retro spraying & engraving” technique, SND PorzellanManufaktur combines a charming ceramic look with high-quality, particularly durable porcelain.



Printed on the inside or outside, sprayed with colour, engraved, personalised or otherwise refined, the SND porcelain bowls are sure to catch your eye every day.



A sign of genuine appreciation

The new collection report from the promotional porcelain specialists focuses on porcelain mugs for customers or employees, which can be given as a sign of loyalty, appreciation and commitment. A tip from SND: “Personalise the mugs for your employees with their individual names. This makes this long-lasting gift particularly personal and shows genuine appreciation.”

The trend is becoming mainstream – handle-free designs

Our SND without handles are simple, elegant and comfortable to hold. Thanks to their thick walls, they remain easy to hold even when filled with hot drinks. And best of all, creative all-round printing is easy without handles. With or without handles, SND porcelain mugs impress with their durability and are a sustainable alternative to short-lived promotional products

A high-quality and durable Mediterranean retro look

Do you love the look of ceramic mugs but find them too delicate? With the new “Retro Spraying & Engraving” customisation option, SND PorzellanManufaktur combines the charming ceramic look with high-quality, particularly durable porcelain. The hand-applied spraying makes each mug unique. They are available in red, green, beige, blue or anthracite. Customers can choose between the Hamburg and Istanbul M handle-free models. The engraving

can also be combined as a partial decoration – ideal for your logo or a small graphic. The result is a durable promotional or gift mug that is guaranteed to stand out.

Healthy lifestyle at your desk

Are you looking for a sustainable, durable and stylish promotional item that can be used every day, like a mug? Then these modern porcelain bowls are just your thing. Whether printed on the inside or outside, spray-painted, engraved, personalised or otherwise embellished, each mug is a unique eye-catcher. With muesli, porridge or as bowls, they accompany you through the day – and are also perfect for those small, less healthy temptations. These are just a few examples from the SND PorzellanManufaktur collection of porcelain that creates connections. <

Azonprinter, a pioneer in direct-to-substrate (DTS) solutions, has been known for innovation and technical excellence for more than 30 years and is committed to advanced digital printing technologies. At PSI 2026, the specialist will present its latest developments, which we are pleased to introduce here.

Print specialist presents latest developments

Innovation and excellence in printing technology

Azonprinter d.o.o.



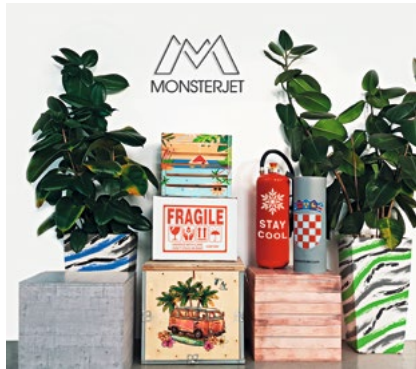
Azon Chorus is an advanced DTF powder applicator, fully compatible with major printer brands.

Croatian print specialist Azonprinter, based in Zagreb, has continuously expanded the possibilities of modern print production and set industry standards for versatility, precision and durability. Today, the company specialises in high-quality DTF and UV printing systems that are manufactured entirely in the EU and meet the highest European quality and safety standards. 'Our technology combines robust performance with the flexibility of on-demand customisation, enabling us to meet the specific requirements of various international markets. With a strong global presence and a commitment to research and development, Azonprinter continues to shape the future of digital printing and support professionals worldwide,' according to the company's mission statement. Azon

printers can customise a wide range of products and materials. They even print on children's toys (EN 71-3 certified), tactile toys and Braille in accordance with the ADA standard. The possibilities are endless. Printing is also possible on decorative wooden boxes, aluminium, etc.

Azon PRONTO

PRONTO is the latest DTF printer designed for simplicity, affordability and professional print quality. It uses vibrant, long-lasting Azon DTF inks with an automatic white ink circulation system and minimal maintenance. Winner of the 'Best Small DTF Printer Globally 2025' award, it is designed to maximise ROI through quick setup and effortless operation.



MonsterJet is a powerful UV printer for personalised printing on various materials such as luggage and plastics.

Azon CHORUS

Azon Chorus is an advanced DTF powder applicator from Croatia that is fully compatible with major printer brands such as Epson, Roland, Mimaki and Azon. It offers a high degree of automation, precise temperature control, minimal material loss and low energy consumption. It is made from high-quality European components and complies with EU (CE) and US (UL) safety standards, ensuring its global marketability and reliable long-term performance. Combined with the Azon Primo+ printer, it forms a powerful, efficient and professional DTF production system.

Azon EDGE

Azon EDGE is a compact, reliable UV printer that makes professional printing accessible to everyone, from beginners to experts. Its advanced technology ensures precise

printing on a wide range of materials while keeping operating costs low and maintenance to a minimum. Designed for durability, it is the perfect choice for small and medium-sized businesses looking for a cost-effective, high-quality UV printing solution. A separate Azon EDGE Braille Edition is also available, designed specifically for ADA-compliant Braille and tactile printing.

Azon Matrix MonsterJet (Luggage Edition)

MonsterJet is a powerful UV printer for personalised printing on various materials such as luggage and plastics. With EN 71-3-certified TurboJet UV inks, it delivers vibrant, long-lasting colours, supports ADA Braille printing and features a rotary device for cylindrical objects. The Azon RIP software enables multi-layer printing, automatic production and maximum workflow efficiency. <



PRONTO is the latest DTF printer designed for simplicity, affordability and professional print quality.



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PSI 2026 **Stand 11A06**



Azon EDGE is a compact, reliable UV printer that makes professional printing accessible to everyone.

STABILA invited 16 influencers from ten countries to take a look behind the scenes at the internationally active measuring tool specialist. However, significantly more viewers followed the invitation: the influential digital brand ambassadors brought over a million followers with them.

STABILA International Social Media Day

#cooletools #mess- werkzeuge #werbeartikel

When the True Pro Ladies use their water spirit levels, hundreds of thousands of young women around the world watch spellbound – and stare at the STABILA logo. The influencers of the measuring tool specialist are icons of the building trade. On Instagram, Facebook, TikTok and YouTube, they show people how

to build, repair or renovate in a ladylike manner – with the right level, the correct measuring tape or the best tape measure. From Japanese plumber aoisetsubi to New Zealander and construction adventurer Eva to ginger mason, who restores entire cathedrals in England, they all have something in common: they all work with measuring tools from STABILA.



The varied programme delighted the international crew and provided exciting topics for authentic content.



At the 2nd International Social Media Day, STABILA took plenty of time for its brand ambassadors.

Committed brand ambassadors

Since STABILA became active on social media, the company has been supported by social media partners who have become brand ambassadors with their authentic content. In addition to the True Pro Ladies, this also includes the 21 members of the STABILA Family, among them young craftsmen such as Woodworkjunkie and the Polish interior designer Wykończeniowo, some of whom have been working with STABILA for many years. Every year, the STABILA Family is composed a little differently, but always unites a variety of trades and nationalities. The 16 most influential influencers of the company STABILA Messgeräte Gustav Ullrich GmbH have a total of more than one million followers: professional builders and amateurs. This is reason enough to invite the social media stars to the company headquarters to spend an eventful day with them – and generate extraordinary content for their followers.

Promoting youth talent through enthusiasm

“With events like this, we support young craftspeople nationally and internationally and show them in a very practical way what makes high-quality measuring tools so special,” explains Holger Binder, Chief Sales and Marketing Officer with regard to STABILA’s motivation while expressing his delight at the positive response from guests. “Thanks to the efforts of the entire STABILA team, this second International Social Media Day was also a true success,” as he comments with satisfaction on the event. This format premiered five years ago. Influencers from ten different countries – the USA, Canada, England, Scotland, Wales, Poland, Greece, South Africa, Japan and New Zealand – travelled to Annweiler for the follow-up event at the end of September. A varied, intercultural programme



awaited them there, including training and a factory tour, which they greatly appreciated, as shown by the enthusiastic social media stories they posted during their stay.

Customised promotional items

Millions of professionals active in the building trade in over 80 countries worldwide appreciate the precision, reliability and robustness of measuring tools made in Germany. STABILA products, which also include electronic measuring tools, lasers and optical levels, have therefore proven themselves as promotional products. And that’s true in every industry and for several reasons. Above all, they are durable and versatile. They are both universal everyday items for everyone and work tools for professionals. This makes the recipients of the promotional products all the more delighted with the high-quality tools – which enjoy a special reputation.

>>

Quality and innovation

Since 1889, this renowned tradition-rich company has stood for the highest quality and innovation in measuring technology. When you give someone a STABILA product, you are not just giving them any old folding yardstick, but a valuable item that expresses your appreciation – and an original. This is because the folding yardstick, or rather the patented steel spring joint that allows the individual



Professionals around the world use high-quality STABILA measuring tools.



STABILA tools impress with their functionality and quality – even as creatively designed promotional products.



sections to be folded together, was invented by STABILA. Today, the folding yardstick is available in many different designs, including PEFC-certified beech wood with galvanised joint plates and protective coating, and glass fibre-reinforced ABS plastic with an embossed scale.

How to succeed with customers

Along with perfect functionality, the measuring tools from this long-standing PSI member offer plenty of space for advertising communication. The foldable original measuring tape has a total of 470 square centimetres of printable surface area – more than a DIN A5 page. In addition, the promotional products can be printed on all sides directly at STABILA using pad printing, screen printing or digital printing. From photo printing in brilliant colours to logos with special colours and smooth gradients, anything is possible. This versatility opens up almost unlimited possibilities for individual design. For example, “Dat Koelsche Grundjesetz” (Cologne’s basic law) printed on the scale side of the ruler offers the humorous effect of a different paragraph every time it is opened: from “Et es is wie et es!” (It is what it is!) to “Et hätt noch immer jut jejangen” (It still worked out fine). The water spirit level can also be used to make an impression with a visually striking slogan or personalisation. Things really come full circle with the calliper gauge for circular objects or the pocket tape measure from STABILA. With creatively printed, robust 3D stickers on the small, handy measuring tools, advertisers can easily outdo the competition. Either way, STABILA prints millions of rulers and other measuring tools for advertising customers every year.

Hands on – just like at home with the family

The influencers were also very impressed. After getting to know each other on a trip to Heidelberg, which included a tour of the castle, a guided city tour and a boat trip, the “measuring influencers” learned how STABILA products are manufactured during a factory tour. Rachel Wragg from England, who was the only one attending for the second time, raved to her followers afterwards: “The amount of work and precision that goes into every water spirit level still blows my mind!” Visitors were also allowed to try their hand at printing their own designs on measuring tapes, which then became individually designed promotional products. With a varied programme ranging from the company’s history to trying out measuring tools to creative and play stations, STABILA impressed the influencers – and they in turn impressed their followers. Or as Michiko Cooper from New Zealand said: “It’s not often that a large company takes so much time, but STABILA really feels like a family.” It’s a wonderful feeling that any other company can evoke – with advertising materials from STABILA.

<



QUALITY AND
ENVIRONMENTAL
CERTIFICATION



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TOUR OF ITALY COLLECTION
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Trade show participation represents a significant marketing investment for exhibitors. However, the potential of these investments often remains untapped. Marketing expert Thomas Federkiel demonstrates how companies can significantly increase the success of their trade show activities by means of digital processes and marketing automation.

Digital Lead Management

How to ensure your trade fair success



Professional lead management transforms trade show contacts into lasting business opportunities – at the PSI too.

Despite advancing digitalisation, trade shows continue to play a central role in B2B marketing. Direct exchanges, the opportunity to experience products first-hand and the chance to build personal relationships can only be replicated to a limited extent in a digital environment. Nothing can replace face-to-face conversations at trade shows and talking business over a drink. At the same time, the expectations and behaviour of trade show visitors have changed fundamentally. Modern B2B buyers are digitally informed, have limited time and expect relevant, personalised interactions. The trade show landscape is changing and this development requires a re-

alignment of traditional trade show concepts. Trade shows are not isolated events, rather central hubs in a networked communication system. The integration of digital strategies transforms classic trade show participation into a holistic, personal customer experience that extends far beyond the actual days at the trade show.

Exploiting potential for optimisation

The financial expenditure involved in participating in trade shows is considerable. According to the 2024 Marketing Budget Study conducted by the German Association of Industrial Com-

munication (bvik), B2B companies invest an average of 41 per cent of their marketing budget in trade shows and customer events. This makes it by far the largest budget item. Only 2 to 5 per cent is spent on systematic invitation campaigns and lead tracking. The 2024 AUMA Study shows that only 27 per cent of companies systematically follow up on their trade show contacts. With average trade fair costs of €80,000, this means a loss of around €56,000 per trade show attendance – and thus a multitude of lost business opportunities. These figures demonstrate that optimising lead generation and processing is an economic necessity and illustrate the enormous potential for optimisation in the trade show business.

Success factors in digital lead management

Successful lead management at trade shows does not begin at the exhibition stand and end when the stand is dismantled. It is a continuous process that, when implemented consistently, leads to measurable improvements. The implementation of a structured lead management system can be divided into three phases:

Phase 1 Preparing for trade show participation

- ▶ LinkedIn campaigns enable decision-makers to be targeted in advance.
- ▶ Automated invitation campaigns with personalised content increase the quality of visits to the exhibition stand.
- ▶ Appointment scheduling systems achieve an attendance rate of 85 per cent for pre-booked appointments.
- ▶ Event landing pages with registration form create the first touch points.

Phase 2 Professional lead capture on site

- ▶ Digital lead capture apps replace handwritten notes and ensure the completeness of data.
- ▶ Immediate categorisation according to BANT criteria (budget, authority, need, timeline) enables efficient prioritisation.
- ▶ Automatic thank-you emails sent on the same day increase contact quality.
- ▶ Real-time lead scoring (evaluation of interested parties) supports optimal resource allocation.

Phase 3 Systematic lead nurturing (simplified: comprehensive contact management)

- ▶ Personalised follow-up campaigns within 48 hours make optimal use of the remaining interest.
- ▶ Multi-stage nurturing processes based on interest profiles increase the conversion rate (proportion of interested parties who become customers).
- ▶ Automated lead qualification before handover to sales increases sales efficiency.
- ▶ Seamless CRM integration ensures comprehensive tracking of all activities.

The effort is worth it

Looking at the final figures, investing in systematic lead management is not an additional cost factor, but rather secures the investment already made at the trade show. Experience shows that an additional investment of 5 to 10 per cent of the trade show budget doubles the trade show return on investment. For costs of 80,000 euros for trade show participation, this corresponds to 4,000 to 8,000 euros – less than most companies spend on trade show furniture. Companies that choose this path achieve measurable success, as the following examples show. For instance, a provider of logistics solutions documented impressive results after implementing a systematic lead management process at LogiMAT (International Trade Show for Intralogistics Solutions and Process Management). The time taken to establish contact after the trade show declined from 8.5 to 1.2 days. The conversion rate rose by 34 per cent. Follow-up emails were opened at a rate of 75 per cent. A medium-sized company achieved additional sales of 340,000 euros with an additional investment of 7,000 euros. This corresponds to a return on investment of 4,857 per cent. The technological requirements are also manageable: the basis for successful lead management is marketing automation software for automated campaigns. Lead capture apps digitise on-site contact, with a CRM system serving as the central data management system. Lead scoring tools enable the automatic evaluation of contact quality. Double opt-in processes compliant with the General Data Protection Regulation (GDPR) ensure legal certainty.

Don't miss out on business opportunities

Studies show that 50 per cent of all deals go to the provider who responds first. Without a quick response, potential customers' interest declines rapidly. Seventy per cent of all leads generated at trade shows never result in a sale. Eighty per cent of trade show leads are either not contacted at all or contacted too late. These figures illustrate the immense potential of systematic lead processing. We can therefore conclude that implementing an effective lead management system is less complex today than organising the trade show presentation itself. Modern tools and automated processes enable efficient implementation with manageable effort. The documented success stories show that professional lead management maximises the return on investment of trade show participation.

Thomas Federkiel,
Managing Director of
Federkiel & Friends
Digital Marketing
develops concepts for
dialogues along the
digital customer journey
with the right balance
of artificial and human
intelligence.

Toys are to become safer throughout Europe: The European Parliament has adopted new rules to better protect children's health. The Toy Safety Directive replaces the existing EU Directive from 2009 and ensures uniform application in all EU Member States.

EU Toy Safety Directive

Toys to become safer



A teddy bear is a child's best friend.

To ensure it brings joy for many years to come, it must be safe, free from harmful substances and of high quality. The new Toy Safety Directive now sets stricter rules for members of the toy industry.



With the new Toy Safety Directive, Europe is sending a clear signal: Safety cannot be left to chance. Thanks to clear guidelines, modern safety requirements and fair transitional arrangements, companies can plan and grow responsibly – and children can play without care. The final adoption of this important and necessary set of rules is good news for consumers, but also for the sector. This is be-

cause they now have clear guidelines and can adapt accordingly. Manufacturers, importers and distributors will certainly face stricter regulations, but additional investments and extra effort are entirely justified when it comes to something as important as child safety. The new Toy Safety Directive aims to better protect children and their health from potential risks, particularly from harmful chemicals in toys. The regulations for online toy sales are now also clearly defined.

Clear regulations across Europe

EU Toy Safety Directives establish the basic safety requirements that toys must meet in order to be placed on the EU market, regardless of whether they are manufactured in the EU or elsewhere. Toys must bear a CE label confirming their compliance with EU safety standards. Last year, toys ranked second in the EU Rapid Alert System for dangerous consumer products (15 per cent risk), after cosmetics (36 per cent). Chemical ingredients were the main cause of risk in almost half of the reports. The new regulations aim to reduce the number of unsafe toys sold in the EU and protect children from toy-related risks. Although the EU has some of the world's strictest toy safety regulations, dangerous toys still find their way into children's hands.

Focus on chemicals and safety

The existing ban on carcinogenic and mutagenic substances, as well as substances toxic to reproduction (CRM) is being extended to chemicals that are particularly harmful to children, such as endocrine disruptors, substances that damage the respiratory tract, and chemicals that are toxic to the skin and organs. The new provisions also prohibit the intentional use of per- and polyfluoroalkyl substances (PFAS) and the most dangerous bisphenols. Allergenic fragrances are prohibited in toys for children under three years of age and in toys that can be placed in the mouth. Before a toy is placed on the market, manufacturers must carry out a safety assessment of all potential hazards – chemical, physical, mechanical and electrical. The assessment must also examine the flammability, hygiene and radioactivity of the toy and take into account the special needs of children. For example, manufacturers should ensure that digital toys do not pose any risks to children's mental health.

Digital Product Passport forthcoming

The Digital Product Passport, which is now being introduced for toys, is intended to replace the EU Declaration of Conformity in the future and contain all relevant information about the product (such as the name and address of the manufacturer, product identification code, substances of concern contained in the toy, etc.) for market surveillance, customs and end customers. With this Digital Product Passport, the manufacturer declares compliance with all regulations/directives and harmonised standards relevant to the product. Through the improved enforcement of regulations and more efficient customs controls,

the new directive will reduce the number of unsafe toys. All toys must have a clearly visible Digital Product Passport (DPP) that proves compliance with the relevant safety regulations. The DPP improves the traceability of toys, and simplifies and speeds up market surveillance and customs controls. It also provides consumers with easy access to safety information and warnings, for example via a QR code.

Stricter regulations

The directive clarifies and reinforces the requirements for members of the toy industry (such as manufacturers, importers, distributors and service providers). For example, manufacturers must provide warnings in easily understandable language and take immediate corrective action in the event of risks associated with toys, as well as informing market surveillance authorities and consumers. The update to the existing 2009 directive also responds to the rise of online commerce (including outside the EU) and the increasing use of digital technologies. Given their growing importance in the toy trade, online marketplaces are required to set up their platforms in such a way that sellers can display the CE label, safety instructions and Digital Product Passports for toys. Toys that do not comply with safety regulations are considered "illegal content" under the Digital Services Act (DSA).

The new rules will enter into force on the 20th day following their publication in the Official Journal of the European Union. Member States and members of the toy industry will have a transition period of four and a half years to implement the new measures. <



PSI Product Finder: Editing products

The PSI Product Finder, **Europe's largest promotional product database**, has become even more user-friendly after the revamping of its search and filter functions. Optimising and updating product information is quick, safe and straight-forward. The PSI Product Finder offers invaluable services to help you quickly find bestsellers and trending products. The only requirement is that suppliers add and update information about their products on a regular basis. When PSI supplier members want to **quickly edit a product in the Product Finder**, they can now easily locate it using the **new search function in the product overview section**. They can search for their product by its name (or individual words in the name) or the product number.

Simply click on the field, start typing, and then the product will be displayed. Note: The products in the overview are still displayed in English. However, German words can also be used in the search field.

The new filter options also make it easier to optimise and update product information. A filter can be used to search for older products (those older than 6 months) or product entries without translations (i.e. without German entries). Filters enable PSI suppliers to quickly and easily locate the product they wish to update or add information to. It is important for every PSI supplier to check and update their product information in the Product Finder at least once a year. This approach enhances the overall quality of

the information and shows PSI distributor members that products are still available. Suppliers have been able to **confirm a product is up to date with just a few clicks** since last year. The button for this appears as soon as a product is older than 6 months. Clicking the button confirms whether the information is up to date for all products or for individual products. Once the button is clicked, the product receives a date stamp and is moved to the top when search results are sorted by date.



Confirm product up-to-dateness

Confirm that your product catalog is up to date.

CONFIRM NOW

my > PSI

Editing individual products and optimising product information has become even easier thanks to the new search function in the product overview section.



Find your **Product**

PROGRAMME

Enter search term

Product Finder ▾

SEARCH

PRODUCT
FINDER

LIVE

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Data Import

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Product Overview

+ NEW PRODUCT

Search...

Filter: All products ▾



Example product: Ceramic mug geometric pattern

Example_1

If you have any queries or would like personal advice about settings or editing your products, you can contact the PSI Product Finder Team: +49 211 90191-721, psi.service.teams@rxgglobal.com

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8 JAN 2026

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Date: January 8, 2026

Start: 7:00 p.m.

PSI Night Party

Date: January 8, 2026

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Score Well With Advertising

Whether in the office, during leisure time, at home or in the garden – the sharp cutters from Condedi (formerly distributed by Gustav Selter GmbH) are the **ideal tools for cutting and opening**. The bestseller Solocut in silver features a stable metal die-cast body with a striped rubber lining for a really good grip. It guarantees good cutting quality and longevity. Multicut is the safety knife for left-handed and right-handed users. The Finecut knife is a real feast for the eyes, and the series also includes the Squarecut, Powercut and SliceCut models. Depending on the model, finishing can be realised using printing or engraving.

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

Sun Protection To Go

With the new Suncare Stick, KHK is presenting a sunscreen that is consistently tailor-made to mobile target groups. The compact stick fits in any jacket pocket and **protects sensitive areas** of the body, such as face, lips, tattoos or scars. It is ideal for quick protection touch-ups while out and about, during sports or while travelling. Two versions are available: a classic stick with LSF 30 and a vegan, natural cosmetics-compliant version with LSF 50, which is also waterproof. Both formulations come from KHK's in-house lab, offer a soothing, non-sticky texture and can be applied precisely. The product combines product safety, quality and advertising impact; it is produced in Germany in accordance with the Cosmetics Regulation and GMP, and is registered in CPN.

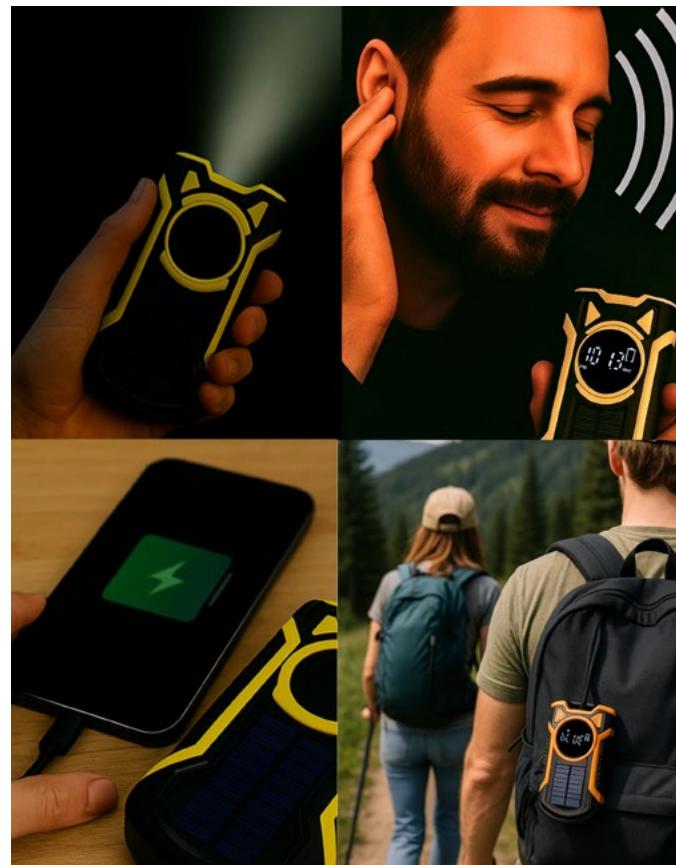
PSI 46131 • KHK GmbH
Tel +49 2233 717710 • sales@lipcare.de
www.lipcare-werbemittel.de • www.customizedlipcare.de



Energy Everywhere at Any Time

The 21PWR power tool is a compact 5-in-1 multitool for everyday use, outdoor activities and emergencies. It combines a powerbank (5000 mAh), LED torch, Bluetooth loudspeaker, AM/FM radio, and a SOS function into a robust device. Thanks to three recharging options – USB, solar panel and hand crank – it remains **fully usable even without a network**. If the electricity goes out while travelling, hiking or riding in a car, the power tool provides light, sound, information and power exactly when you need it. It is ideal for families, outdoor fans and safety-conscious households. More details are available at: <https://trends21.de/produkt/21-pwr-powertool>

PSI 46993 • Trends21 GmbH
Tel +49 89 54035050 • info@trends21.de
www.trends21.de



Aroma for Any Use

The InLine aroma diffuser home & car is a waterless, professional scent diffuser, which is perfect for cars, offices or mobile workplaces. The device diffuses **fragrance oil directly from the bottle**, leaving no residue or humidity behind. An integrated battery enables it to run for several hours without a cable, while a special car mode recognises motor vibrations and automatically controls the device. Three intensity levels offer flexibility depending on the size of the room. The diffuser's titan grey aluminium body stands for longevity and also features soft ambient LED lighting.

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

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Spring Garden Feeling in a Mini Format

With My Tiny Garden – Easter, Emotion Factory brings natural spring-like blooms to every Easter campaign. The set consists of a small clay pot surrounded by a dainty wooden fence and a rear panel shaped like a rabbit, which is **ideal for laser engraved logos or promotional messages**. A substrate tab and eggplant seeds make the mini garden a project that embodies attentiveness and growth and really comes alive. A paper sleeve with a custom imprint ensures the set is secure and also offers space for advertising messages.

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

Staying in the Family

The children's cutlery set from Holz Frank is a gift that stays in families for a long time and can bring brand messages to people's tables every day. The set is **made from robust stainless steel** and can be combined with an FSC-certified wooden box. Kids will keep using it for many years beyond their first attempt at feeding themselves. The fork, knife, spoon and box can be personalised with custom engraving, such as a name, logo or claim. The cutlery is very practical for everyday use, comes in safe packaging, and is a long-lasting promotional medium that addresses the most important family touchpoints. Values such as care, trust and quality are credibly conveyed with this product at every meal.

PSI 49957 • Holz Frank GmbH & Co. KG
Tel +49 9151 83310 • info@holz-frank.com
www.holz-frank.com





Chopping Block for Strong Brands

The Holz Frank's Stirnholz chopping board, made from oil-finished oak, is a statement for professional kitchens and strong brand presence. The end grain structure makes the surface **especially gentle on knives and robust**, making the chopping board suitable for intensive use in catering and ambitious kitchens in private households. The different sizes enable it to be used as a compact work board or as a spacious showpiece on free-standing kitchen islands and counters. The recessed grips on the side make handling easy. Advertising messages can be placed in a visible location on the board with laser engraving. This cutting board becomes a stage for a brand every time someone uses it. It is a robust, practical promotional product with a high perceived value.

PSI 49957 • Holz Frank GmbH & Co. KG
Tel +49 9151 83310 • info@holz-frank.com
www.holz-frank.com

Tree of Life With a Message

The tree of life pendant from Schmückend Werben Uschi Wünsch interprets the tree-of-life symbol as a modern promotional gift with high emotional value. A motif is finely engraved on real gemstones, such as lapis lazuli, red jasper, quartz, green aventurine or amethyst, and then gold-plated. A delicate, gold-plated necklace makes this a great piece of jewellery for everyday, which **can be combined in many ways**. Every stone has its own natural structure and its own colour scheme, making each piece a one-of-a-kind. This reflects the sustainability principles that many brands want to convey today. With roots in the city known for its jewellery and gemstones, Idar Oberstein, Kreativ Team delivers stylish, trendy designs.

PSI 60605 • schmückend werben – Uschi Wünsch, Import-Export
Tel +49 6781 5624071 • top@wuensch-io.com
www.wuensch-io.com



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SB-C Cable in a Robust Case

The InLine USB-C cable with a retractable mechanism is a practical solution for a mobile IT workplace. The stable ABS case reliably **protects the ends of the cables** and prevents cables from getting tangled, while the 0.8 metre length offers enough flexibility for everyday use. The cable with up to 100 watts of charging power can also be safely used with high-performance notebooks, docking stations or tablets. At the same time, the USB-C-to-USB-C interface supports data transfer rates up to 480 Mbit/s, which makes it ideal for synchronisation or backups.

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

Exhibition Stand for Small Teams

The Flexiroom from Bofa Doublet shows how compact and yet professional an exhibition stand can be. The modular connection system enables even small teams or a single person to set up the stand by themselves without any tools. The imprinted fabric panels convey brand messages precisely, and the entire system comes packed in bags that can be easily transported in a small car. The basic structure includes a **monitor holder and several presentation spaces** that can be expanded with shelving, walls, counters, or lighting elements so that the stand can grow with a company. For big projects, both sides of the construction can be used, or the structure can be split up and used in several different spaces.

47698 • BOFA-DOUBLET GmbH
Tel +49 228 6834169 • paula.vieth@bofa.de
www.bofa.de



Nature In Focus 356 Days a Year

When it comes to promotional products, calendars are one of the classics – and the GEO postcard calendar from Athesia demonstrates just why. With spectacular shots of nature, untouched landscapes and impressive lighting, it turns any desk into an open window to the world.

Fifty-three detachable postcards invite you to dream and to send off in the mail. The 16 × 17.5 cm format combines elegance and functionality, and the display stand makes it a practical, everyday companion. For a minimum order of only 50 units, custom advertising can be placed on the postcard calendar, with a delivery time of 4 to 6 weeks.

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



Softshell for Professional Teams

The Softshell Collection from Russell is targeted at companies seeking for functional, long-lasting and sustainable team apparel. The Essential Softshell 420M is made from recycled materials and features 'bionic finish eco' for water repellent protection. The models 140F and 140M win people over with their **weatherproof 3-layered material**, practical compartments, and wide array of colours and sizes, making them ideal to use as corporate outfits. The 141M vest offers flexibility in unsettled weather. The highlight of the line is the Bionic Softshell 410F/410M jacket, which is very comfortable to wear thanks to its modern cut and sustainable waterproofing. All products are made in accordance with the OEKO-TEX standard.

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





Colouring Fun with a Dash of Nature

With the Color & Grow House, Emotion Factory is putting a giveaway on the market that combines creativity, sustainability and brand communication. The stable paper cube features greenhouse motifs and invites people to start colouring with the four included coloured pencils. Inside the cube, there is a small paper cup with a substrate tab and seeds, making the colouring project **a real mini garden project** as well. Companies can use the cleverly integrated advertising space on the fastener to place their message effectively while simultaneously creating a wonderful brand experience linked to nature.

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



Illuminated Brands With Style

Safety, visibility and style: ReflAktive is presenting reflecting back badges that can now be customised with full-colour digital imprints. **Made from silver glass pearl foil**, they combine the highest level of reflecting performance with brilliant colouring. Logos, emblems or text are displayed as sharp as a knife without losing brightness – whether in white, red or blue. These signs are ideal for fire departments, rescue services or security firms looking for functionality as well as brand impact. The badges are also available as arm or chest patches and guarantee maximum attention and longevity.

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



Easter Chocolates With Natural Packaging

The Oster Cup (Easter Cup) from Multiflower combines a biologically degradable paper cup with a high-quality Lindt chocolate filling. The unbleached cup holds a gold bunny and four chocolate eggs, making this product **a special, sustainable giveaway**. To showcase their brand messages, businesses can choose the standard sleeve motif or opt for a custom design for a minimum order of 250 units. Thanks to its compact size, the Oster Cup is ideal for mailings or small seasonal campaigns.

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

Do-It-Yourself Easter Campaign

The Easter cookie bakery set from Multiflower is a charming DIY set, which will **bring lots of baking fun to families and teams**. A 350-gram shortcrust pastry mix and a bunny cookie cutter, which is easy to use to make foolproof cookies, even for people with little experience. The card offers space for an advertising imprint or a fully customised design for a minimum order of 250 units. The set is ideal for seasonal customer campaigns and showcases brands in a fun and nice way.

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



We can do it

Whe global situation remains challenging – both economically and politically. Our promotional products industry is also feeling the effects of this. And yet the mood is positive and combative. Why? Because you – distributors, suppliers, finishers, consultants and agencies – ensure that we receive sufficient recognition and trust. You invest, develop, train and demonstrate viability on a daily basis, while living responsibility and sustainability – and actively seeking dialogue with politicians and opinion leaders. For you, this proximity is not a choice, but rather a natural duty. Thank you very much for this!

For over 60 years, the PSI trade show has been the stage that particularly showcases our great achievements – for policy-makers and the industry alike. When political representatives walk through the halls, they experience creativity, quality, reliability and an impressive variety of products. They take our messages along with them – to parliamentary groups, ministries and associations. This is effective advocacy because it is based on substance: on products, processes and people who deliver success.

At the same time, the PSI trade show is much more than just an exhibition. It is our industrial network – a place for the exchange of expertise and ideas. This year, the supporting programme has a clear focus on artificial intelligence: not as hype, but as a tool. We show how AI supports us in development, quality assurance, marketing, sales and logistics to make better decisions and deliver products and services more reliably. If you want to master the future, you need both innovation and attitude. We are capable of this.

“A big promise”, you say? Yes. The PSI trade show has been keeping this promise for decades – together with many exhibitors who have helped shape this platform over a long period of time. Every day, they all prove that our industry is more than just a bunch of scattered companies. It is an ecosystem of ideas, expertise and reliability. I would like to express my sincere thanks to you once again for this.

So please accept my invitation again this year and come to the PSI trade show from 7 to 9 January. Let's demonstrate together what our industry is capable of – and where it wants to go. If you want to shape the future, you can't ignore the PSI and its exhibitors. We look forward to seeing you there.

Yours truly,



Petra Lassahn
PSI Director



PSI

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yours to explore, yours
to choose the best.**

7-9 JAN 2026
Exhibition Centre Düsseldorf

The European leading trade
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Seasonal highlights for brand visibility

In the upcoming issue, our product features look at "Merchandising and Fan Articles (World Cup)" as well as "Spring, Easter, Garden". With spring just around the corner and the World Cup on the horizon, promotional items that perfectly convey emotions and seasonal spirit are coming into focus. Fan merchandise such as scarves, caps and stadium gadgets enhance immediate identification and transform brand presence into a genuine sense of community. They are ideal accessories for spectator events, promotional campaigns and social media moments – and connect brands with the excitement of a global experience. At the same time, spring opens the stage for fresh, natural promotional messages: Practical gardening aids, sustainable planting sets, and decorative Easter ideas bring brands into households and hearts in an appealing way. Seasonal colours, tactile materials and everyday use make these products long-lasting ambassadors. Together, both areas offer strong impetus for brands looking to combine proximity, relevance and emotion.

Please note that the March 2026 issue of the PSI Journal will feature product presentations dedicated to the topics of "Beverages, Drinkware, Tableware, Household" as well as "Office Supplies, Writing Instruments, Calendars". **Please send your product suggestions (images and text) by 23 January 2026 at the latest to: Edit Line GmbH, PSI Journal Editorial Office, email: hoechemer@edit-line.de**

Farewell to Düsseldorf



Our editorial team will be on hand at the PSI 2026 to gather impressions, statements, special features and promotional innovations. The February issue of the PSI Journal will feature a first overview of the final presentation of Europe's leading trade show in Düsseldorf, before the PSI 2027 makes its debut at the Koelnmesse exhibition centre.

Two collections, one sustainable approach



Fruit of the Loom is launching two new sweat-wear collections in 2026: Iconic Premium and Iconic 250 Sweats. Both collections set new standards in textile finishing: CicLO®, a nature-based technology, is used in the polyester content of both lines to reduce the long-term particle residue of synthetic microfibres in the environment. Stay tuned for more updates.

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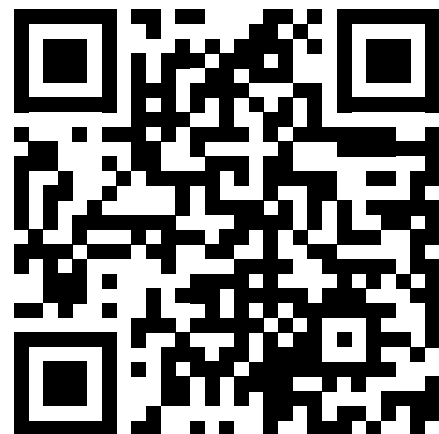
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