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# PSI JOURNAL

## Product Guide

Merchandising and fan  
merchandise  
Spring, Easter, Garden

## EU Supply chain law

Relaxed requirements

## Werbezeichen, Crimex

Setting new standards together

## Industry

Companies, events, markets

PSI 2026

Inspiring  
kick-off  
to the new year

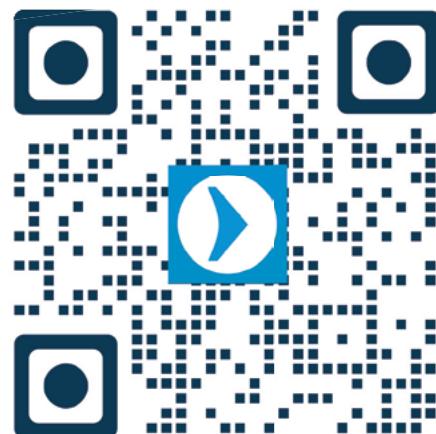


# PSI MEDIA GUIDE

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## Editorial

# Innovation, Change and New Home

**T**hree days full of innovations, new products and surprising twists, accompanied by snow and freezing temperatures, are now behind us. The PSI 2026 has once again proven that the promotional products industry is not only weatherproof, but above all future-proof. Anyone looking for the innovative power of our industry will find it at the PSI. But that's not all: in addition to genuine innovations, the PSI also continuously exhibits numerous advancements to well-known products. Whether genuinely new or a sophisticated further development, innovation is a constant companion in our industry and an essential part of the appeal of promotional products as an advertising medium.

Admittedly, in a market for haptic promotional products, much of the focus is on the product itself. However, innovations are also taking place beyond products – for example, through new services. Customisation and delivery of promotional products within 24 hours along with 3D printing are setting new standards nowadays. What seemed unthinkable just a few years ago has become reality at the PSI 2026. This is made possible by flexible and affordable finishing technology, which more and more companies are using. And artificial intelligence is also a key factor here: AI accelerates standard processes, optimises workflows and opens up new horizons in product development. This is particularly important in an industry that thrives on speed.

Change is not only an issue for suppliers, manufacturers, agencies and distributors of promotional products, but also is affecting the PSI itself. After more than 60 years in Düsseldorf, the move to Cologne is imminent. The new date is much more compatible with public and school holidays. As a hotspot for creative minds and media, Cologne offers the promotional products industry an inspiring new home. During my talks at the PSI 2026, which took place for the last time in Düsseldorf, I sensed numerous exhibitors' and visitors' anticipation of fresh momentum at the new venue.

As an industry, we stand for progress, a sense of community and the courage to break new ground. The PSI remains the showcase and driving force of our industry – and Cologne will be the next chapter in this story.

On that note

**Simon Dietzen, Editor PSI Journal**

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

# MATERIAL DIFFERENCE

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<b>EDITORIAL</b>	1
<b>CONTENTS</b>	2
<b>FOCUS</b>	
EU weakens supply chain law: Setback for human rights and climate protection	4
<b>TRENDS &amp; BRANDS</b>	7
<b>PSI 2026</b>	
A convincing start to the trade fair year	8
<b>PRODUCT GUIDE</b>	
Merchandising and fan merchandise (Football World Cup)	16
<b>INDUSTRY</b>	
Companies, events, markets	26
Welcome Home 2025/2026: An impressive 'new start'	30
Werbezeichen AG takes over CRIMEX GmbH: Setting new standards together	33
A&O Advent Tour 2025: Promotional product ideas for friends	34
werbemax: Impressing once again with creativity	37
<b>PRODUCT GUIDE</b>	
Spring, Easter, Garden	38
<b>COMPANY</b>	
Company 4 Marketing Services: 30 years of 'Experience delivers ideas!'	48
Brandcharger: Sustainable lifestyle products honoured	50
<b>PRODUCT GUIDE</b>	
Innovative products	51
<b>OPINION</b>	54
<b>PREVIEW – IMPRINT</b>	56



# Your daily life. Your bag.

The Sol crossbody bag is made for those who need a little extra space for everyday life, without giving up style. As the big sister to our Luna, Sol offers more space, a clever design, and a modern moonbag design that really stands out. Whether you're going to work, out getting things done, or heading off for a weekend trip, Sol's got you covered.

Crafted by 525 g/m<sup>2</sup> cotton the bag feels premium to touch. The spacious main compartment with zipper keeps your essentials secure, while integrated slip pockets inside ensure organization and quick access. A practical outside pocket completes the design— perfect for items you want close at hand. An adjustable shoulder strap.

Sol is made from organic cotton and is Fairtrade and OEKO-Tex certified. Sol's material and shape make it a perfect canvas for customization, such as screen- or transfer printing for brands, events or even statements.

Sol, a bag that makes a statement and creates space.



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



## Focus: Setback for human rights and climate protection 4

Enforcing human rights, promoting occupational safety, improving climate protection – national and European supply chain laws have been the subject of controversial debate for years. In mid-November, the European Parliament voted again on the European Supply Chain Directive and voted in favour of significant relaxations.

## PSI 2026: Convincing finale in Düsseldorf 8

PSI, Europe's leading trade fair for promotional products, merchandising and incentives, once again brought together companies from all over the world in Düsseldorf from 7 to 9 January 2026. It was an inspiring start to the year with an impressive variety of innovations, exciting workshops and even a world record.



## Roadshows during Advent impress with creativity 30 + 34

Two traditional promotional products events opened their shop windows to showcase their collections for the new year during Advent. We visited the newly designed Welcome Home and A&O Advent Tour for you and took a look over the shoulders of the manufacturers and suppliers presenting their products, discovering lots of creative ideas.



## 30 years of 'Experience delivers ideas!' 48

In 2025, Company 4 Marketing Services celebrated its 30th anniversary: three successful decades of 'services for marketing and sales promotion' with a focus on the supply chain. C4 is a specialist in promotional materials and logistics, as well as an innovative pioneer in e-commerce in the field of marketing logistics and IT-supported promotional product sourcing.



Enforcing human rights, promoting occupational safety and improving climate protection – the national and European supply chain laws have been the subject of controversial debate for years. In the middle of November, the EU Parliament again voted on the European Supply Chain Directive and came out in favour of significant changes that would ease requirements.



The rules of the EU Supply Chain Law will only apply to very large companies in the future.



# Setback for Human Rights and Climate Protection

## EU Relaxes the Supply Chain Law



In November, the EPP and right-wing factions in the European Parliament pushed through an amendment to the supply chain law that eases the burden placed on companies. Other parties have criticised this sharply.

**A**t the urging of several states, parties and especially businesses (key words: reducing costs and bureaucracy), the topic was again readdressed and a previously negotiated compromise rejected. The recently passed relaxed requirements mean that the following rules will still apply, but only to large companies with more than 5,000 employees and an annual revenue of at least 1.5 billion euros. Applying this amended threshold to Germany results in only 120 companies being subject to the human rights and environmental requirements rather than 2,700.

### Significantly fewer requirements

What is expected to change: Businesses will be required to provide less information and will no longer be required to monitor their entire supply chain. Essentially, companies will only need to investigate when they suspect a high risk of violations exists. They should be able to rely on

information that is 'reasonably available'; which means they will rarely need to request additional information from their suppliers. It is often not possible to track products through the entire supply chain because global supply chains frequently lack the transparency required, especially in matters concerning poor working and environmental conditions.

Another change in the law is that businesses that violate the rules will not be subject to civil liability at the EU level, which means that victims of human rights violations will no longer be able to take legal action at this level. The change also means that compensation for victims of human rights violations and environmental pollution must be pursued in the courts of individual EU member states, which leads to lengthy, time-consuming, and costly processes – if litigation can even be pursued at all. Companies will be fined up to 3% of their global annual revenue for violations. Furthermore, according to information from Parliament and EU member states, companies will no longer be required to develop action plans for achieving climate targets.

### Easing requirements in Germany

The last vote in April 2024 seemed to provide clarity with a watered-down version of the European law. Originally, the thresholds were 1,000 employees and 450 million euros in revenue. Large companies would have been held accountable if they had profited from human rights violations, such as child labour or forced labour. In the original version, violations were going to be punishable by monetary fines of up to 5% of a company's global revenue. The law had also focused on achieving climate protection targets. Companies were supposed to draft reports detailing the extent to which their business model was compatible with the goal of limiting global warming to 1.5 degrees. However, all of these requirements have now been relativised.

&gt;&gt;



>> The German Supply Chain Due Diligence Act has also been relaxed. The current draft of the law aims to eliminate the reporting requirement for compliance with due diligence obligations, thereby relieving companies of bureaucratic red tape. In the new draft, fines would only be imposed for serious breaches of due diligence obligations. According to the minister in charge, however, human rights standards will not be lowered. The German national supply chain law will apply in this form until the European Supply Chain Directive is transposed into national law. In the transitional period, the amending law is expected to ease the burden on businesses and strengthen the German economy.

### Long-debated issue

In the current government's coalition agreement, the federal government had clearly committed itself to implementing the EU Supply Chain Directive at the national level; however, it subsequently announced its intention to abolish the German Supply Chain Act (LkSG). The government also made it clear that it opposed the planned EU Supply Chain Directive (CSDDD). The BGA's position is also moving in this direction. In the BGA newsletter, it sta-

tes: 'In the further legislative process, we expect the federal government to nevertheless completely abolish the Supply Chain Due Diligence Act at the national level, and at a minimum, to completely eliminate the reporting requirements by issuing an implementation directive to the Federal Office for Economic Affairs and Export Control (BAFA) as the authority currently deemed responsible. On a European level, we anticipate consistent advocacy for continuing the streamlining of the existing CSDDD rules...' The Supply Chain Act was criticised vehemently by companies and trade associations. The bureaucratic effort required to comply with the act is not reasonable if potential violations of the rules have to be checked along the sometimes complex supply chains.

### Another delay

The law was passed in spring 2024, but the companies affected were given time to prepare. After an initial deadline postponement, a new deadline was set for July 2028. However, the law has now been postponed once again, and companies will have until 26 July 2029 to prepare. According to information from the European Parliament, the extended deadline is due to amendments to the legal text that need to be made; these amendments were negotiated under pressure from numerous trade associations. The 27 EU governments thus need more time to transpose the amended European requirements into national laws, which means businesses get more time, too. With the current majority in parliament, the final negotiations about the law can get underway with the EU member states and the EU Commission.

### Setback for human rights and climate protection

The result of the vote was achieved with the support of extreme right parties and has been criticised by trade unions, environmental and human rights organisations. The proposed smaller scope of applicability and elimination of uniform civil liability in the entire EU is a severe setback in the fight against child and forced labour and labour exploitation. The setback in terms of climate targets is obvious, too. <

Global supply chains often lack the transparency required, especially in matters concerning poor working and environmental conditions.



**Stainless steel with natural accents**

This high-quality thermos flask features a striking silver finish and a premium combination of recycled stainless steel and polypropylene plastic. Its clean, minimalist design emphasises a modern aesthetic. It keeps drinks hot for up to 7 hours and cold for up to 36 hours. The cork lid with a practical handle adds a natural touch.

**REFLECTS GMBH**

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

PSI 42487

**For a perfect mix**

It's all in the mix: This is something known not only to professional chefs, but also to athletes looking to regain energy after a workout. The mixing jug ensures that the ingredients are successfully mixed, and ready to drink in a jiffy. Especially practical with its clear filling measures and shake-proof lid.

**elasto GmbH & Co. KG**

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

PSI 41369



# Perfectly packaged

Containers are promotional media with a broad range of uses. From drinking bottles and thermos mugs to lunch boxes, spice jars and food storage containers, they also help to keep everyday life organised, combining function with design.

Lip-balm tins, soap dispensers, travel bottles and perfume atomisers bring brands into bathrooms and toiletries bags, while USB cases, cable organisers and document boxes ensure clarity and professionalism. Gift boxes for a wide variety of occasions, such as tea and chocolates, are particularly popular. They present products in an emotional way and make brand values tangible.

Packaging thus becomes an ambassador for values, benefits and lifestyle; packaging becomes position. Whether water, knowledge, well-being or value – the right packaging makes the contents tangible. Companies that use containers as a brand platform benefit twice: through daily use and through emotional transfer.

**Fits everything you need**

It's so much more than just a sports bag, and shines in everyday use: The bag, which was actually designed for use in the gym, features numerous zip pockets, additional side pockets and a carrying strap. Another practical plus: This bag can also be carried as a rucksack.

**Inspirion GmbH**

[www.inspirion.eu/de](http://www.inspirion.eu/de)

PSI 42907



As the leading European trade show for promotional products, merchandising and incentives, PSI brought companies from around the world together in Düsseldorf between 7 and 9 January 2026. It was an inspiring kick-off to the new year with an impressive array of innovations, exciting workshops and even a world record.

## PSI 2026: Final PSI in Düsseldorf

# Convincing Start to the Trade Show Year



 The PSI trade show is needed and loved, and it has a lasting effect throughout the entire year. As an international industry meeting place, PSI 2026 was again a catalyst and innovation platform, marking a busy start to the year with many highlights. Around 600 exhibitors provided insights into their latest product ranges, concepts, and techniques in Halls 9, 19 and 11. 9,735 industry visitors from 68 countries came to Düsseldorf to get informed about the market, gather ideas and knowledge, and exchange information. The event was a success with optimism in the air, indicative of a dynamic industry in challenging times. We again experienced a PSI that brings the industry together and holds it together: "Home is where PSI is". This motto not only refers to the global PSI network but also to the PSI trade show, with its more than 60-year tradition, which will continue in 2027 in Co-

logne. Michael Köhler, Managing Director of RX Deutschland, stressed: "The promotional product industry is an important indicator for business trends, and PSI is its seismograph. As a strategic kick-off event, PSI sets the course for the year and provides orientation for campaigns and assortment planning." Industry trade shows like PSI have proven to be successful even in challenging times, such as those we are currently experiencing. It is an indispensable marketing instrument, and it continues to be a powerful economic factor. For Michael Köhler, it is a good reason to look forward to the new year with optimism.

### Optimistic about the new year

PSI stands for a dynamic, innovative industry that has always responded to market challenges with intelligence, strength and creativity. The many discussions at the trade



show clearly showed that holding it in Cologne in the future not only means a different environment for exhibitors and visitors, but also signals a kick-off that will bring new opportunities and possibilities. The trade show's future date, scheduled for around one week later than usual, avoids a common bank holiday in many countries, which makes planning the trade show less stressful. At the opening of the trade show, Michael Köhler, CEO of RX Deutschland, explained: "Moving to Cologne has nothing to do with being against Düsseldorf as a location or the Düsseldorf exhibition centre, where great trade shows have been held for decades. The decision is primarily about looking ahead and keeping an eye on PSI's further development. How can we combine the competence of this one-of-a-kind innovative industry with new, fresh concepts that will also reach other younger target groups?" In summary, Cologne offers space for further development and is a >>

**"We had three super days."**  
Sebastian Tatzel, xd connects

Our conclusion of the trade show: We had three super days, and everything was perfect! Our collection sparked an incredible amount of interest among visitors; by Friday, everyone who we were expecting and hoping would come had shown up. We think this PSI was a great success. As a full-range supplier with 12 product categories, we have an extensive array of products for sale – including our own textile line, IQONIQ. Whenever possible, we work with organic or recycled materials, with an upward trend. We work only with single-variety materials to ensure they can be recycled and reused. It is a strategy that we use to assume responsibility and win over customers.



**“ PSI is the  
most important trade show for us.”**  
Axel Dostmann, TFA Dostmann

What we appreciate is the long tradition of PSI. We have been exhibiting for 55 years and meet long-standing customers who know that TFA Dostmann always offers something new. PSI is the most important trade show for us. The response at our stand was good despite the snowy and icy weather. For our product, cold temperatures are actually beneficial.

>> hotspot for media and creative minds. It also has the best transport connections and will enable PSI to develop more effectively, resulting in better design and more efficient implementation in the long term.

**A powerful PSI network with a new format**

At the beginning of the trade show, PSI Director Petra Lasahn looked back on the highlights of the past year: These included a strong PSI in January and the industry's presence at OMR festival, as well as the PSI Academy Awards with its focus on sustainability and innovation and the “PSI on Tour” roadshow. These are just some examples of the numerous attractive events, some of which have newly conceptualised formats that will also be continued and expanded in 2026. “A really important topic for me is the fact that we also have to get moving outside of the industry in order to convey to marketers just how effective promotional products really are.” One example of how well the strategy is working is the success of the “The Hap” bar at the OMR festival, where exhibitors demonstrated with PSI that promotional products are highly effective marketing tools with a high appeal factor. PSI will also continue to support initiatives that can advance the indus-

## **“We look forward to Cologne and new opportunities.”**

### **Bas Lensen, Toppoint**

We are satisfied with PSI again and thank everyone who came despite the weather, as the visitors showed a great deal of genuine interest. We look to the future with a positive, optimistic attitude and are open to new things. For this reason, we will also be in Cologne with PSI next year and are looking forward to the new environment and its new opportunities. At this year's PSI, we successfully positioned ourselves again as a printing specialist. We provide digital transfer printing services with brilliant colours and sell digital badges with a haptic effect as a standard service within 24 hours, which we now also offer for structured surfaces. With around 1,800 products, we offer the widest product range that can feature digital printing, and we are continuously adding new products.



try. As an international network, PSI will continue to grow as a stable basis for the industry and expand its services for its members. Petra Lassahn expects AI to be a major driver in the industry, simplifying the processes along the supply chain and making them more efficient.

#### **Using AI wisely**

She highlighted the accompanying workshop and consulting program, which provided visitors from the industry with numerous opportunities to explore the potential of AI in the promotional products industry, gain further practical training and subsequently implement it in their everyday work routines. Afterwards, Prof. Dr. Stephan Jansen, an expert in urban innovation and digital transformation, opened the trade show with an inspiring presentation on the latest developments in AI, especially those related to customer communication and marketing. His conclusion was particularly good news for the industry. When used wisely, AI can contribute to having more energy for work involving human interaction. The expert does not share the fear that AI agents could dominate. In fact, he thinks the opposite is true: Counter-trends are already apparent because overall, customers are more emotional, more >>



## **“PSI is the leading trade show.”**

### **Alexander Ullmann, uma Schreibgeräte**

For us, PSI is the leading trade show par excellence and the ideal place to present our new products and to receive qualified feedback from our customers. As a long-standing exhibitor, we also observe the trends in the industry. One of these: Sustainability is now an integral part of the promotional products industry and no longer a USP for few but many businesses.



present, more haptic and therefore more receptive to giveaways. However, AI can increasingly provide better services in terms of selection, procurement and customisation. Personal advice and communication for conceptualising appealing campaigns and individual products will continue to remain the key to successful business.

#### Showcase for innovations and trends

Particularly in the newcomer area in Hall 11, it became clear just how much innovative power there is in the promotional products industry. The list of creative solutions is endless, from waffle irons for logo waffles and personalised shoes to handmade glass flowers and porcelain with a purpose. Long-established companies also impressed visitors with innovations such as light-weight umbrellas, sophisticated mugs and technical gadgets that got people talking.

PSI 2026 provided clear insight into the latest industry trends. Particularly in high demand were promotional products that combine a way to experience

nature with comfort and technical gadgets in urban and rural settings. The keywords here are glamping, garden and outdoor. Sustainability was also showcased as a firmly established principle. The industry is focusing specifically on long-lasting promotional products with high practical value, transparent supply chains and continuously improved standards. "Sustainability is an integral part of the promotional product industry and no longer considered a USP", says Alexander Ullmann, Managing Director of uma Schreibergeräte. The focus is also on service innovations, such as 24-hour print services, digital solutions and 3D printing, which set new standards for flexibility and customisation.

#### Winter weather and world record

This year, January proved to be a real winter month in Düsseldorf. Snow and cold temperatures partially brought traffic to a standstill, and many flights and train connections were cancelled. In particular, visitors from The Netherlands, Belgium, the United Kingdom and Scandinavia had to improvise their travel arrangements. But it did not negatively affect the event's vibe. In fact, the opposite was true: The halls were full, the hustle and bustle at the stands lively, and the industry made a big splash. PSI 2026 made history by setting the official record for the greatest variety of brands in a promotional product display. In Hall 11, 511 brands for promotional products were presented, many more than the 250 required.

**"We look forward to PSI 2027 in Cologne."**  
Peter Backes, Mister Bags

No one can influence the weather, of course, but it certainly prevented some trade visitors from coming to PSI. More importantly however, most of visitors were in good spirits and the outlook for 2026 is promising. We look forward to PSI 2027, then at the new location in Cologne.



PSI 2026 has impressively demonstrated that the promotional product industry also remains productive, innovative and future-oriented even under adverse conditions. The mood was excellent, and the industry has an optimistic outlook for the future. We are saying Farewell to Düsseldorf – and Welcome to Cologne! We will see you at the latest in Cologne from 12–14 January 2027. <

# Saving the best for last: a world record at the PSI



Large crowds gathered for the announcement of the results.

This has never happened before: A Guinness World Record was officially set at the PSI. Accompanied by two independent witnesses and record adjudicator Seyda Subasi Gemici from Guinness World Records, a total of 511 different brands were brought together in a central exhibition in Hall 11 under the title "Most varieties of brands in a promotional merchandise display". This more than doubled the campaign's target of at least 250 promotional products brands. It resulted in a unique world record that impressively demonstrates the diversity and quality of the world of promotional products.



More than 500 brands were represented at the display.



Delighted with the successful world record attempt:  
PSI Director Petra Lassahn, Guinness World Records  
adjudicator Seyda Subasi Gemici, Steven Baumgaertner,  
Managing Director of cyber-Wear Heidelberg GmbH,  
and Michael Köhler, Managing Director of RX Germany  
(from left to right).

## Exciting activity at the end of the trade show

Exhibitors and visitors were asked to bring as many promotional products with brand logos as possible to PSI. It soon became clear that the chances were good, as the drop-off point quickly filled up with a wide variety of products and brands. After the deadline expired at 3 p.m. on the last day of the trade show, the counting began and the excitement grew as RX Germany Managing Director Michael Köhler welcomed those present and handed over the moderation to the record adjudicator, who explained the rules. The items had to be genuine promotional products, no more than ten per cent could be identical items, and each product had to be clearly assignable to a different brand. Even while the counting was still going on, it was clear that the minimum requirement for the world record had been reached – and the audience celebrated with applause.

## Target exceeded by far

The official result was announced after the trade show ended: 511 different brands were counted, ranging from global brands such as Mazda and Red Bull to many niche brands presented on products such as ballpoint pens, stuffed animals, backpacks, caps and bottles. cyber-Wear Heidelberg GmbH, initiator of the record attempt and supported by PSI, received the world record certificate. For Michael Köhler, the success was a fitting farewell to the long-standing trade show location: "What better way to say goodbye to Düsseldorf than with a world record?" The fact that the two typical beers Alt and Kölsch were served at the following drinks reception was a reference to the new trade show location in Cologne. <

# PSI Night 2026

## Glamorous party night with PSI anniversary celebrations

After the second day of the PSI 2026 trade show, participants were treated to a special highlight: the PSI Night, which took place once again this year at the Nachtresidenz in downtown Düsseldorf. Numerous guests from the promotional products industry took the opportunity to end the day together in a festive atmosphere, deepen contacts and establish new networks. The unique atmosphere of the former Residenz Theatre, built in 1910, provided the perfect setting for this.

### International network with a long history

New this year: the long-standing PSI members were honoured for the first time at the PSI Night and not at the trade show as in previous years. Members who have been with PSI for 20, 30, 40, 50 and even 60 years or more deserve a festive setting as a thank you for their loyalty. They have made PSI history and together turned the industry the successful network it is today. At the start of the evening, PSI Director Petra Lassahn and RX Germany Managing Director Michael Köhler honoured the anniversary celebrants for their decades of commitment to the industry.

Networking, enjoying, celebrating: the PSI Night was once again the ideal meeting place to relax and round off the second day of the trade show.





PSI Director Petra Lasahn and RX Germany Managing Director Michael Köhler invited the members celebrating anniversaries onto the stage.



25 to over 60 years of PSI membership: The honorees were visibly delighted with their awards.

## Honouring long-standing PSI members

One by one, the company representatives present at the event were invited onto the stage to receive their awards. Myga (S) and Basoa (E) were the first to be honoured for their 25 years of membership in the PSI network. They were followed by Adoma (D), graf. Kommunikation (D), Premo (NL) and Sport Böckmann (D), who received their certificates for 30 years of membership. Karl Knauer (D) and Kaldenbach (D) have even been PSI members for 40 years, while Saalfrank (D) has been a member of the PSI network for half a century. With 60 years of membership, Klio Eterna (D), Faber-Castell Vertrieb (D) and PAW Werbeartikel (A) are among the most tradition-rich companies in the PSI network and have accompanied the development of the leading trade show almost since its beginnings.

## Party atmosphere with a high networking factor

After the official awards ceremony, guests were treated to a varied buffet with culinary specialities that offered something to suit every taste. The relaxed atmosphere encouraged guests to strengthen existing business relationships, make new contacts and discuss current industry topics. The PSI Night once again lived up to its reputation as the promotional products industry's premier networking event. From 10 p.m. onwards, the Nachtresidenz was transformed into a vibrant party location. The local band Saxvibes created an exuberant atmosphere and a full dance floor with their rousing live music and rhythms to dance to. Once again, the guests at the PSI Night proved that trade shows and high-spirited celebrations are not mutually exclusive.



## Merchandising and fan items

With the start of spring and the **upcoming Football World Cup** just around the corner, the following pages focus on promotional products that perfectly convey both emotions and seasonal moods.





## A green stadium to grow

Multiflower's growing football arena combines sport and nature. The flat growing tray contains soil tablets, grass seeds and a pitch template, so that a mini green football pitch can be created in no time at all. Extensive advertising space on the slipcase and template allows for individual designs. The product is suitable as a sustainable promotional item with a playful character that will remain in peoples' minds.

## A uniform appearance for events

Fabric control bands with customised printing, colourful lanyards and high-quality VIP ID cards from D&K ensure clear identification and a professional appearance at World Cup events. The comfortable fabric bands feature logos and team designs. Lanyards offer high visibility and practical uses for tickets, keys or ID cards, even with the option of adding a bottle opener. The range is complemented by VIP cards in various formats, which clearly structure and visually enhance guest, crew or fan areas.

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[anna.weber@dk-id.com](mailto:anna.weber@dk-id.com)  
[www.dk-id.com](http://www.dk-id.com)



## Fun games with a brand message

The game pad from EMF publishing house combines football knowledge with entertaining questions for amateur players and professionals of all ages. Different levels of difficulty ensure variety, while a customisable special edition integrates brands in a targeted manner. Logos on the cover and content on the inside pages can be flexibly adapted, as can the number of pages and features. The result is a tailor-made product that effectively combines games, information and advertising.



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## Calendars with guaranteed success

The football calendars from Athesia are brand communication classics and ensure visibility 365 days a year. The German Football Association calendars for women and men showcase emotional highlights and unforgettable moments from the German national teams month after month. High-quality photography meets durable quality, making the calendars ideal gifts for football fans and sports enthusiasts. Customised advertising is available for orders of 50 or more.

## Protection for lips and fans

KHK's lip balm is aimed at athletes and fans who are exposed to intense sunlight during outdoor activities. With a sun protection factor of 20 or 30, it reliably protects sensitive lips and comes with a sporty football cap. It is produced in Cologne in accordance with current cosmetics regulations and GMP standards and continuously tested by the Fresenius Institute. Various ball caps are available for orders of 1,000 or more, making them ideal for sporting events during the World Cup.



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



PSI 40940  
IGRO Import- und Großhandels GmbH  
Tel +49 6432 91420 • sales@igro.com  
[www.igro.com](http://www.igro.com)



## Long-term impact

The merchandising bags from IGRO are mobile advertising spaces with a long-term impact. Whether as gym bags or large-format carrier bags, high-quality materials and brilliant, photo-realistic prints ensure durability and high visibility in everyday life. The bags combine emotional appeal with practical functionality, making them coveted lifestyle accessories. This creates a lasting brand presence for companies and clubs that extends far beyond the point of sale and impresses through frequent use.



PSI 60742 •  
team-d Import Export Warenvertriebs-GmbH  
Tel +49 7181 989600 • [info@team-d.de](mailto:info@team-d.de)  
[www.team-d.de](http://www.team-d.de)

## A soft kick

The PU ball from team-d brings the feeling of football in a handy format. With a diameter of 15 centimetres, 32 segments and a classic or colourful design, it ensures fun for young and old alike. A defined print area allows logos to be placed on a white segment. Especially in the warmer months, the soft ball is an appealing giveaway that playfully combines emotion, movement and brand messaging.

## Popular sport souvenirs

Jersey-shaped key rings from RASTER are inexpensive, practical promotional items and popular sports souvenirs. Made from high-quality ABS plastic or recycled or organic plastic on request, they are ideal for promotional campaigns at sporting events. The key rings are available in many models, sizes and even custom shapes. They are manufactured and printed at our own factory in Poland, which allows for flexible design and short delivery times. The products can be optionally packaged with printed cardboard inserts and certified polybags.

PSI 44741 • RASTER R. NOWAK i S-KA SP.J.  
Tel +48 413446777 • [raster@raster.com.pl](mailto:raster@raster.com.pl)  
[www.raster.eu](http://www.raster.eu)





PSI 60997 • Zwiesel Fortessa AG  
Tel +49 992298186  
b.weinberger@zfg-de.com  
www.zwieselfortessa.com



## Beer glasses for a grand entrance

The Beer Basic beer glass sets from SCHOTT ZWIESEL are available in an exclusive design with an elegant banderole for the World Cup and are ideal promotional gifts for fans. Manufactured in Germany from environmentally friendly Tritan® crystal glass, they combine timeless design with high brilliance and durability. An integrated mousse point ensures finer bubbles and stable foam, so that beer tastes freshly tapped for longer. On request, the glasses can be individually refined to stylishly showcase brands at live broadcasting events.

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



## Suitable for doors and bottles

The innovative 2-in-1 key ring with bottle opener from ants & friends is protected by design and utility model patents. With its dual purpose, this modern, stylish and high-quality gadget goes beyond the function of a simple accessory. In addition to its main task of holding your most important keys together, the small, rather inconspicuous bottle opener effortlessly opens any drink with a crown cap. Material from recycled PET bottles was used to manufacture the keyring. The rope is available in up to four colours according to Pantone, in line with your own corporate design. Laser engraving (including all-round) on the metal bottle opener is possible, as is an engraved QR code. Examples of areas of application include camping and hiking, sporting events, festivals and open-air events, the travel industry, gastronomic events, employee gifts, trade fairs and even events for the World Cup.

## Merchandising with impact

Pins & mehr develops customised merchandising items such as pins, key rings, shopping trolley tokens and lanyards that raise brand visibility in sporting environments. Years of experience, personalised service and precise implementation result in products that impress both visually and in terms of quality. Customised shapes, detailed finishes and a wide range of materials ensure that every idea is authentically translated into a strong brand message. This is how everyday products become lasting brand messengers.

PSI 46925 • Pins & mehr GmbH & Co. KG  
Tel +49 8233 793120  
info@pinsundmehr.de  
www.pinsundmehr.de



PSI 45974 • Multiflower GmbH  
Tel +49 6226 9279811  
m.vargel@multiflower.de  
[www.multiflower.de](http://www.multiflower.de)



## Grass in a ball format

The "Grass Growing Football" from Multiflower grows in a round shape. After sowing, real sports turf sprouts from the ball within a few weeks. A print area on the white field allows for discreet logo placement. The product combines football symbolism with the experience of nature and is suitable as an original, ecologically sustainable advertising medium for sports-minded target groups.

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



## A perfect fit for your key ring

The "Soccer" key ring from Troika combines detailed football design with robust quality. Made from high-quality cast metal, it can easily withstand daily use and remains securely attached thanks to its sturdy key ring. The round shape fits comfortably in your hand, and the multi-coloured football motif adds a sporty touch to any key ring. It is a compact companion for true fans, cleverly combining a stadium feeling with everyday life.

## New player on the team

The bestseller from the ROMINOX® Shoptool series is now available from Römer Lifestyle in a footballer version to coincide with the 2026 World Cup – with a ROMINOX® Best Buddy shopping trolley unlocker for your key ring. Ideal as a surprise for customers, employees and business partners. Small, lightweight, particularly affordable and yet versatile, these mini everyday helpers made of hardened tool steel are ideal for everyday use, in the office or when travelling.

Thanks to their light weight and small size, the three mini shop tools from Römer Lifestyle are ideal mailing enhancers, trade fair giveaways or on-pack products that will be used regularly and for a long time by the recipient. The tools come in an environmentally friendly German cardboard sleeve with a description of their functions and are perfect for engraving. On request, the packaging can be customised for orders of 100 or more. Express production is available for short-term delivery dates. Römer Lifestyle is a member of the Römer family and offers a wide range of lifestyle promotional items in the areas of room & ambience, cooking & preparation, travel & outdoor, tea, coffee & wine and much more. All items are available from a minimum order quantity of one piece.

PSI 43714 • Römer Lifestyle  
Tel +49 654 181290  
info@roemer-lifestyle.de  
[www.roemer-lifestyle.de](http://www.roemer-lifestyle.de)





PSI 46970  
reflAktive - Eine Marke der safeReflex GmbH  
Tel. +49 4971 923312 • [info@reflaktive.de](mailto:info@reflaktive.de)  
[www.reflaktive.de](http://www.reflaktive.de)



## Highly effective advertising

It's that time again: the world's favourite pastime kicks off on 11 June 2026 in Mexico City and ends on 19 July at MetLife Stadium in New Jersey. This World Cup will be the biggest ever with 48 teams. It is the first to be hosted by three countries: the USA, Mexico and Canada. The specialists at reflAktive offer their customers eye-catching opportunities to visibly express their interest and enthusiasm for this globally acclaimed spectacle. They include click and jogger bands as well as pendants and stickers in the national colours of their chosen nation. According to reflAktive, it is possible to design individual shapes for the pendants and stickers at low cost, so that in addition to circles (football), rectangles (national flag) and hearts (affection), shapes such as trucks, aeroplanes or company mascots and logos are also no problem. Sticker sets with different motifs, attractively packaged for distribution, are also available. These are particularly suitable as a sales product or as an add-on gift. reflAktive will be happy to advise you on the various options.



PSI 60205 • DE LA SOL Headwear  
Tel +49 851 49049687  
[tobi@delasol-headwear.de](mailto:tobi@delasol-headwear.de)  
[www.delasol-headwear.de](http://www.delasol-headwear.de)

## Sun hat with a message

The straw hat from DE LA SOL Headwear is an eye-catching fan item for sporting events, promotional campaigns and summer outdoor activities. Manufactured in Europe, it combines classic headwear with contemporary sustainability. It is produced using 100 per cent solar power, while the hat bands are made from recycled rPET and printed with water-based inks. Thanks to its customisable sizes and clear advertising space, the straw hat is ideal for clubs, brands and campaigns that want to combine visibility with ecological standards.

## Giveaways with environmental benefits

The new paper promotional bag from JUNG Promotion combines enthusiasm for football with environmentally conscious brand communication. Filled with football-shaped Trolli fruit gums, it is an ideal giveaway for promotional campaigns and events. The bag is recyclable in waste paper and can therefore be fully integrated into the paper cycle. At the same time, it offers the fruit gums a longer shelf life of up to twelve months. Customisable in design, it conveys brand messages in a friendly and sustainable way, making it perfect for modern merchandising concepts.

PSI 41545 • Jung since 1828 GmbH & Co. KG  
Tel +49 7141 6435-0  
[zentrale@jung-europe.de](mailto:zentrale@jung-europe.de)  
[www.jung-europe.de](http://www.jung-europe.de)  
[www.jung-promotion.de](http://www.jung-promotion.de)





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

## Comfort for the stadium

ANDA offers two tailor-made stadium cushions for fans and events – Fanseat and Fanseat Fold. The classic Fanseat made of non-woven fabric impresses with its handle and full-surface sublimation print, while the foldable version made of 600D rPET polyester with an insulating aluminium base offers additional comfort. Both products are available in quantities of 50 or more and part of the BE-CREATIVE collection, which enables brilliant, full-colour designs. Whether in stadiums, at festivals or at live screenings of sporting events, it is a great item to take along.



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

## A break from smartphones during the game

Thanks to the HG 870 mobile phone cage from technoline, you can now focus back on the shared experience of World Cup celebrations. The sturdy metal cage with a robust wooden holder has space for up to eight smartphones and is securely locked with a padlock. This keeps distractions out and the focus on the game. An unusual promotional product, the HG 870 can be customised with a logo and is suitable for events, customer promotions or live broadcasts of the games. It stands for conscious breaks from phone screens and undisturbed football enjoyment.

## Snack box for the football year

The STAKK Special Edition from koziol brings order and style to fan catering. The flat STAKK BOX 0.7 offers enough space for sandwiches, snacks and small meals and is microwave-safe, making it ideal for the office, leisure time and match days. It is complemented by a leak-proof mini tin for sauces or dressings. The exclusive football design makes the box an attractive special edition for the football year and practical companion for anyone who wants to combine enjoyment and team spirit.

PSI 47406 • koziol ideas for friends GmbH  
Tel +49 6062 6040 • incentives@koziol.de  
www.koziol-incentives.de





## Hands-on advice

The football theme box from mbw® is a sample box for advice and sampling related to sports promotional products. It contains a selection of popular top sellers such as rubber ducks, stress figures and stuffed animals with a jersey look, which can be individually finished. The box is supplemented by neutral product flyers and a catalogue, making it ideal for sales talks. Whether for campaigns, club merchandise or promotions, the box demonstrates how to combine team spirit and brand messaging in a practical way.

## Mats as advertising space

The custom-printed football mats from emco Tex offer an eye-catching space for brands at the 2026 World Cup. The mats can be produced in the desired size, with your own design and logo, and are versatile in B2B applications – from the point of sale and catering to events and live public broadcasts. Manufactured in Germany, they impress with their brilliant, durable printing inks, flexible customisation and the use of sustainable, regenerated Econyl® yarn. Even short-term campaigns are possible, starting in quantities of just one.

PSI 47306 • emco Bautechnik GmbH  
Tel +49 591 9140603 • [n.rudau@emco.de](mailto:n.rudau@emco.de)  
[www.emco-bau.de](http://www.emco-bau.de)



PSI 47430  
RO-WE SNC DI Brusaterra Roberto & C.  
Tel +390444946914 • info@rowe.it  
[www.rowekeyholders.com](http://www.rowekeyholders.com)



## Accessories for active people

The sports-inspired key ring 889AS from Ro-We combines functionality with sustainability. Equipped with a snap hook and ring, it can be securely attached to sports bags or backpacks and keeps keys handy at all times. Made from apple peels obtained from apple waste and combined with natural cork, it offers an innovative alternative to traditional materials. The fully digitally printable tag is ideal for sports clubs, events and campaigns whose focus is on team spirit.



PSI 2043  
FamousFood® c/o Kaldenbach GmbH  
Tel +49 9151 81785-0  
info@FamousFood.de  
[www.FamousFood.de](http://www.FamousFood.de) • [www.kaldenbach.com](http://www.kaldenbach.com)

## A snack box that brings excitement

The FamousFood® Original Metal Football Boxx Metall is an exciting gift for football fans and effective promotional product for the World Cup. The high-quality metal hinged box with a transparent window features a dynamic football motif on the outside and an integrated match schedule on the inside. This makes it ideal for cheering on your team at the office, at live broadcast events or at home. Filled with 200 grams of original Lorenz roasted peanuts, it combines sporting excitement with enjoyment. Compact and made in Germany based on high-quality workmanship, the Boxx is perfect for World Cup promotional campaigns and conveys team spirit.

47698 • BOFA-DOUBLET GmbH  
Tel +49 228 6834169  
paula.vieth@bofa.de  
[www.bofa.de](http://www.bofa.de)

## Deckchairs as brand magnets

The XXL deckchair from BOFA is an oversized promotional product that is guaranteed to attract attention. As a striking eye-catcher for trade shows, events, promotional campaigns and the point of sale, it intuitively attracts visitors and invites interaction. Its size turns the chair into a seating experience that promotes communication and creates additional reach as a popular photo motif. The large advertising space can be customised and the cover is replaceable, making it ideal for flexible campaigns. With its sturdy construction, the deckchair is suitable for indoor and outdoor use.



## New Business Development Manager at Treebytree

The Dutch company Treebytree – a digital platform that enables companies to give real trees as gifts – has appointed Mike Stas as Business Development Manager. With over twenty years of industry experience, Mike brings extensive expertise, a strong network and hands-on approach to support the expansion of the digital tree gift concept.

Mike Stas: "Treebytree fits perfectly with what motivates me: a concept that is commercially strong and creates real, measurable impact. The idea of enabling people to adopt a tree, something with lasting value, really appeals to me. Treebytree has both the ambition and the foundations to grow strongly in Europe, and I look forward to contributing to that."

Treebytree founder DJ van Styrum comments: "We are delighted to welcome Mike to Treebytree. His experience and energy are exactly what we need in this next phase of growth. More and more companies are looking for gifts that have a real and lasting impact. Mike will help us raise awareness of the digital tree gift among even more promotional products distributors in Europe." Treebytree will be presenting its "green" concept at the following trade shows, among others:

- PSI Düsseldorf, Germany, 7 to 9 January 2026, stand 10B04
- PromZ Product Première, Breda/Netherlands, 22 to 23 January 2026, stand 844

**www.treebytree.earth**



**Treebytree**

Mike Stas

## Corporate Fashion tours 8 countries and 19 cities



**Cotton Classics Roadshow 2026**

In January 2026, Cotton Classics launched its 17th roadshow, once again bringing one of the most important trade events in the corporate fashion and promotional textile industry on tour. The mobile trade fair will stop in eight countries and 19 cities, presenting more than 400 new products and nine new brands. Specialist retailers from the advertising materials, textile printing, embroidery, workwear, merchandising and e-commerce sectors are invited to attend. The route will take in Germany, Austria, Switzerland, Slovenia, Czechia, Slovakia, Croatia – and, for the first time, Italy. The aim is to familiarise specialist retailers with the latest trends and developments in the field of customisable textiles. Visitors can once again look forward to numerous ideas for their businesses.

The Cotton Classics Roadshow traditionally focuses on products. Trade visitors will have the opportunity to discover the most important new products for 2026 as well as current collections and bestsellers directly on site. The exhibition will be accompanied by intensive discussions with international brand representatives and the Cotton Classics team. They will provide insights into the comprehensive portfolio and share practical tips for everyday work. At the web shop demo points, visitors can also experience the functions of the leading industry solution live.

'We have never had so many new styles in our portfolio,' says Wolfgang Horak, CEO and founder of Cotton Classics. 'Many brands are bringing a significant wave of innovation in 2026, and our nine new brands are opening up completely new target groups for customers. We are very much looking forward to meeting long-standing partners again and welcoming new customers in person.' Tobias Seidel, responsible for sales and marketing, is also confident about the tour: 'We are again expecting more than 4,000 visitors. The roadshow is growing noticeably in 2026 – not least due to the first-time presentation of our new brands. Our team will be on the road for four weeks to cultivate personal exchanges and equip our customers in the best possible way for a successful year. For us, the roadshow is the ideal start to the year and a real highlight.' All information about the roadshow can be found at: <https://roadshow.info> • [www.cottonclassics.com](http://www.cottonclassics.com)



Philipp Oergel

## FARE – Guenther Fassbender GmbH

### FARE expands management team

Remscheid/Germany-based umbrella specialist FARE – Guenther Fassbender GmbH is expanding its management team with Philipp Oergel as the new Management Assistant. The 39-year-old joined the company at the beginning of June 2025. In this role, he will be providing extensive support to Managing Director Volker Griesel in the areas of marketing, sales and IT/digitalisation.

Oergel has around 11 years of experience in managing national and international transformation and optimisation projects in the B2B and B2C sectors. He has held various management positions in the fashion (HUGO BOSS), mechanical engineering (TRUMPF), job platform (StepStone) and IT consulting (Fellowmind) industries.

“I’m very glad to be part of the FARE family,” says Philipp Oergel. “FARE stands for quality, innovation, sustainability and customer focus – values that I personally share. My goal is to work with the team to further strengthen the brand, optimise processes and drive

the strategic direction of the company in a sustainable manner. Before joining FARE, I could never have imagined that, of all things, umbrellas would inspire me so much as a product.”

According to the company, “FARE is boosting its strategic expertise with Philipp Oergel and setting the course for successful and future-oriented development.” [www.fare.de](http://www.fare.de)

### Schneider Schreibgeräte recognised for its outstanding design expertise

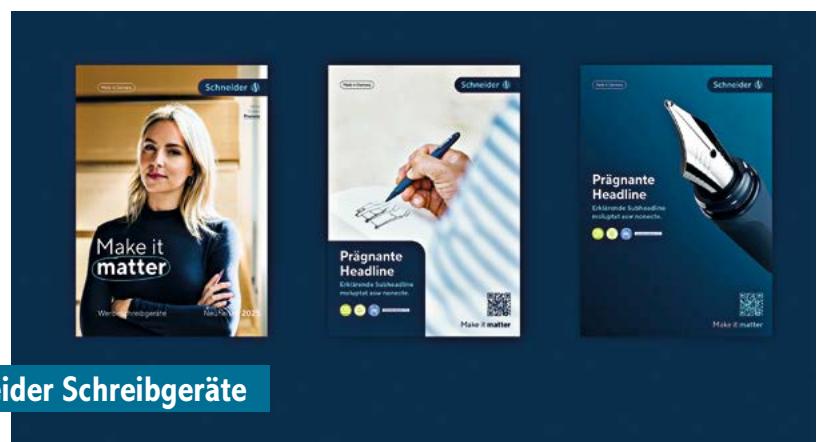
Schneider Schreibgeräte GmbH was awarded the renowned German Design Award 2026 in the category of ‘Excellent Communications Design – Brand Identity’ for its new brand design. With this award, the international jury has honoured a brand that has stood for quality and sustainability in the writing instruments sector. The German Design Award is one of the most prestigious international design awards and honours pioneering projects that set standards through their design quality and innovative drive.

The reinterpretation of the brand is accompanied by a clear, modern design and represents an exciting further development of a long-established brand. The relaunch of the brand marks an important milestone in the company’s history. The aim was to design a contemporary and consistent visual identity for Schneider across all communication channels. The new design includes a modern logo, a clear palette of colours and striking typography, all of which make the brand distinctive and boost its presence across digital and analogue media.

‘Our aim was to further develop the Schneider brand in a way that it authentically conveys our core values while meeting the requirements of a digital world. For Schneider Schreibgeräte, the award is a strong signal to continue consistently along the path we have embarked on,’ explains Managing Director Christian Schneider. Today, the focus is no longer only on how the writing instrument works, but also on the emotional significance created by the written word. This approach shapes the overall new brand image with the ‘Make It Matter’ slogan a recurring theme across all communication channels.

The strategic and creative implementation was achieved in close collaboration with the Munich-based agency, Schmelter Brand Design, which supported the relaunch – from conceptualisation to final implementation. The result is a brand image that not only wins people over visually, but it also takes corporate communication to a new level and positions the Schneider brand for the future.

[https://schneiderpen.com](http://schneiderpen.com)



Pictures: Schneider Schreibgeräte GmbH



## safeReflex acquires two promotional product distributors

safeReflex GmbH has acquired Watt Wurm Werbung and Kleen Werbung with effect from 1 January 2026. Both companies have been operating independently in the market for over 25 years and will continue to operate as sales brands. There will be no significant changes for existing customers; contact persons and availability will remain unchanged.

According to the company, which is known as a manufacturer of reflective items and 'safety made in Germany', safeReflex GmbH is 'expanding its range to include all standard products in the promotional items industry through the acquisition of the two promotional items distributors'. The aim is 'both to familiarise the customers of the advertising material companies with safeReflex products and to be able to supply its own customers with a significantly expanded range of non-reflective items'.

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

**safeReflex**

**KLEEN**  
WERBUNG



**Inkcups**

## Inkcups appoints new Service Manager for Europe

Inkcups, a global player in the printing industry, has appointed Sebastian Teichmann as their new Service Manager for Europe. According to the company, Sebastian Teichmann will "play a key role in implementing Inkups' commitment to providing dedicated support and service to its customers worldwide". He will oversee technical installations throughout Inkups' European catchment area. In addition to monitoring service requests, complex installations and system integrations, he will also give backup and technical escalation support to Inkups' European team of Field Service Engineers.

Sebastian has over two decades of experience in the inkjet printing industry, which he has gained in various roles at well-known companies. Gregg Harwood, Director of Digital Product Management & Global Service at Inkups, comments, "Thanks to his expertise in the inkjet printing industry, Sebastian is already making an important contribution to strengthening Inkups' dedicated support and service in his new role as Service Manager Europe. This will enable Inkups to continue to build on the high standard of support and service that we proudly provide across our entire global range." For more information about Inkups, please visit: [www.inkcups.com](http://www.inkcups.com)

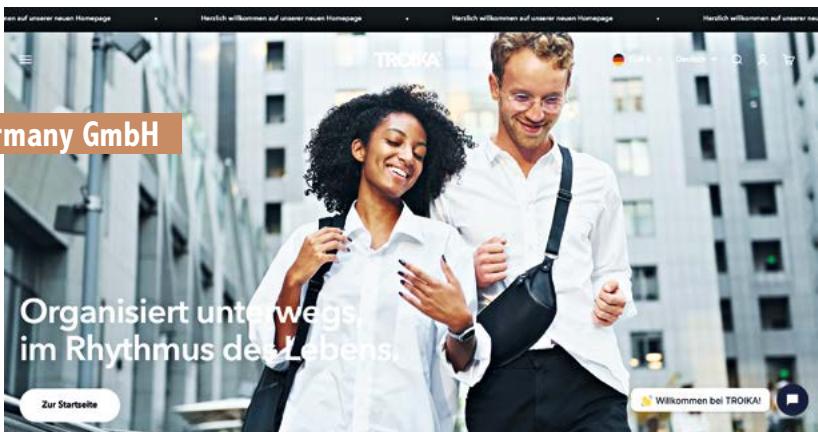
## Design that moves. Ideas that stay.

TROIKA presents their new brand identity as a designer label that perfectly balances functionality, creativity and quality. Under the slogan "Design that moves. Ideas that stay," the Westerwald-based company shows how thoughtful design can make everyday life and travel more stylish and organised.

Regionally based – globally renowned: TROIKA stands for design "Made in the Westerwald". The brand combines German engineering with international design expertise to create products that are practical, original and distinctive in equal measure. From innovative gadgets and distinctive key rings to multifunctional tool pens and writing accessories, travel and organisational items, and their popular designer globes, TROIKA offers well-designed accessories for people who value style, function and quality. The range is complemented by personal customer service that is reliable, fast and driven by a genuine passion for design. With this new look, TROIKA is underlining their brand values: Design with meaning and style – from the Westerwald into the world.

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

**TROIKA Germany GmbH**



In January 2026, Geiger GmbH acquired its counterparts in the sector, S&P Werbeartikel from Düsseldorf and UP Werbemittel from Münster. For Geiger, the promotional product and full-service specialist based in Senden in the Münsterland region, these are the 14th and 15th acquisitions of this kind.

## S&P / UP Werbemittel / Geiger

# S&P and UP Werbemittel join the Geiger family

**M**irco Häßlich, one of the three managing partners of Geiger GmbH alongside Alex Heinecke and Marc Strickrodt and responsible for acquisitions, elaborates: "S&P and UP enjoy an excellent reputation in our sector. We are delighted that both will be part of the Geiger family from 2026 onwards. Carsten Lenz and I have known and valued each other since our time together on the board of bwg. We are particularly pleased that, after Max Richter in Munich and Nils Sprinkmann in Frankfurt, Carsten is now the third expert in the sector to decide to bring his team and join us," adds Häßlich on S&P.

### S&P: Focus on customers

"We aim to refocus our attention entirely on our customers. Administrative tasks are increasingly extensive and time-consuming. By centralising these tasks and the certifications that are so important today, such as the ISO 9001, 14001, 27001 as well as Ecovadis, we can once again concentrate fully on our customers. This will further strengthen our position in the greater Düsseldorf area and beyond, and increase our success," adds Carsten Lenz, owner of S&P Werbeartikel.

### UP Werbemittel: "Real added value"

At UP Werbemittel, the reasons for the handover to Geiger were somewhat different. "Christoph Strotmann has been our most serious competitor in the Münsterland region in recent years. When Christoph asked if we would be interested in a takeover, it was immediately clear to us that this would be a great asset for us," reports Häßlich. "I would like to retire in a few years' time, so I was looking for a partner who would take good care of my fantastic



team, and with whom I could continue to offer my customers real added value in the years to come," says UP owner Christoph Strotmann. "Geiger's wide range of services, including Full Service, Textile On Demand, Import and much more, will enable us to serve our customers even better in the future. It also opens up new growth opportunities for my employees."

### Expansion strategy continues

With the acquisition of S&P and UP, Geiger's expansion strategy continues through organic and inorganic growth. With a workforce of over 120 employees, Geiger GmbH serves customers in Germany, Luxembourg, Austria and Switzerland and is part of the internationally active, family-owned company Geiger. <

The Welcome Home Tour has kicked off its new concept, with fresh energy and an expanded partner network for the coming years. As usual, it started during the run-up to Christmas with three events in November and December 2025. We joined them for Reflects' "home game" in Cologne.

## Welcome Home 2025/2026

# Impressive “new start”



Three floors full of new products were waiting to be discovered in Cologne.



In 2025 and 2026, this series of events, which is renowned and long-established within the promotional product sector, will no longer focus on the end of the year, but will instead for the first time feature two tours per year. Under the tried-and-tested motto to "The best. At home", Welcome Home partner companies will continue to invite a targeted audience of promotional product professionals to find out about the latest trends, highlights and bestsellers live at exciting locations throughout Germany – with face-to-face networking in a relaxed atmosphere.

### Expanding a successful concept

Another advantage of the new tour concept is a wider spread of dates across a pre-Christmas and a spring tour, which means less crowding for the five companies offering their products and services – expanding the Welcome Home Group's successful concept. In future, visitors will benefit twice a year from new product ideas, sound advice and valuable inspiration for their promotional product business, as well as from the collections of these five new, renowned brand partners: Schwan-STABILO, Reisenthal, Kalfany Süße Werbung, POLYCLEAN and Trendfactory/Rituals B2B. They bring innovative ideas, exciting product ranges and years of expertise in promotional products to the tour, which now has 16 participating companies.



Always fashionable and up-to-date: Daiber's promotionwear.



Sustainability is not only essential, but also sought-after and fashionable – as demonstrated by these Halfar bags.



The koziol stand was also very popular with design-conscious visitors.

### Promotional power meets horsepower

The first stop on the Welcome Home “new start” tour was on 26 November at the impressive PROTOTYP car museum. In the heart of Hamburg’s Speicherstadt, in a listed factory building with iconic character, visitors from the promotional sector were able to experience a whole host of innovations and discuss the best possible applications



FARE umbrellas in the limelight.



Reflects is now on Instagram: Visitors could have their photo taken, post it, follow the account and win gift vouchers.

for these “hapticals” face-to-face with specialists. What’s more, Welcome Home badges granted free entry to the museum, which is full of automotive dreams come true.

### Welcome Home in Cologne

On 3 December, the tour stopped off at the headquarters of the host and new Welcome Home Partner STABILLO Promotion Products – the expert for colourful, customisable pens – in Heroldsberg in southern Germany, before the 16 partner companies set up their stands in Cologne on 10 December for their “home game” at promotional product specialist Reflects. We stopped by for the final date of the pre-Christmas tour and were able to see for ourselves the benefits of this traditional yet “reinvented” event.

>>



Eye-catching and cuddly: mbw's feel-good collection.

&gt;&gt;

### Exclusive preview

The exhibitors' new products were spread over three floors and attracted constant and lively interest from visitors. Host Reflects took the opportunity to showcase the strengths of its own brands RETUMBLER®, REEVES® and RE98. Under the motto "An idea takes shape", Reflects Managing Director Meinhard Mombauer gave vivid presentations on the complex and costly development process involved in creating a new product from the company's brand series. This is an innovative sports bottle called "DUX", which features impressive smart details and will not be launched on the market until next March. All guests who attended this exclusive preview were given a complimentary sample of this new product.



Another newcomer to Welcome Home and already a host at the Heroldsberg headquarters: Stabilo Promotion Products.



Reflects CEO Meinhard Mombauer presented an exclusive product preview, including the production process.

In the new year, the Welcome Home Tour will continue with three events in April, May and June. Partners Kalfany Süße Werbung, Halfar System and Koziol will invite visitors into their premises and provide insightful glimpses into the manufacturing process behind tasty, useful, attractive and, above all, effective promotional products. Halfar will also have a special anniversary to celebrate. <



Trendfactory presented feel-good products from the rituals brand.

## Dates for 2026

- Wednesday, 22 April 2026 – Herbolzheim (BW), **Kalfany Süße Werbung**
- Wednesday, 20 May 2026 – **Bielefeld, Halfar**
- Wednesday, 10 June 2026 – Erbach (HE), **Koziol**

Werbezeichen AG acquired Osnabrück-based CRIMEX GmbH at the end of 2025. With this acquisition, the Munich-based company is further expanding its market position and strengthening its core business in the area of corporate gifts, promotional items and giveaways.

## Werbezeichen AG acquires CRIMEX GmbH

# Setting new standards together



Founded in 1993, CRIMEX has been one of the established players in the German promotional product sector for many years, thanks to its considerable market volume.

The 35 employees in Osnabrück have many years of experience in the sector, as well as in-depth product expertise and an exceptionally high rate of repeat customers – a reflection of the strong customer loyalty that CRIMEX has built up over decades. The team will be integrated into Werbezeichen's existing processes and the location in Osnabrück will continue operations.

### Systematic digitalisation

The acquisition responds to current developments in the promotional product sector: The sector is currently undergoing a fundamental digital transformation and is becoming increasingly data-driven. Werbezeichen's AI-supported technology platform turns daily-generated data into actionable insights, structures information and automates all repetitive processes that would otherwise require considerable resources to process manually. With the integration of CRIMEX, business processes in Osnabrück will also be systematically digitised in future and used for intelligent, data-based workflows. The expanded database enables more precise product recommendations and better prediction models for all locations.

### Win-win-win-situation

Florian Ganss, co-founder and CEO of Werbezeichen, comments, "The CRIMEX team has a wealth of expertise and loyal, long-standing customer and distributor relationships. Our AI platform makes this know-how scalable – and gives employees more time for what matters most: providing

### CRIMEX GmbH



personalised support to their customers and suppliers. We are therefore delighted to be working together to further advance the digitalisation of the promotional product sector." Claus Roeting, Managing Director of CRIMEX, adds, "This acquisition is a win-win-win situation: Werbezeichen AG is gaining a strong team, our employees have long-term prospects, and I can rest assured that CRIMEX is in the best hands. Together, we will set new standards in the sector." As a full-service provider, Werbezeichen offers a wide range of products and merchandise for companies of all sizes on its digital marketing platform. All touchpoints for marketing customers, from initial design to budgeting and ordering, take place via this platform. To finance the acquisition, Werbezeichen is taking on additional capital in the form of a financing round from existing investors. As a supplier, developer and wholesaler, CRIMEX GmbH focuses on creative and innovative promotional materials – from high-quality branded products to customised special designs. <

The management team at Werbezeichen AG: Henrik Roeting, Florian Ganss, Claus Roeting, Felix Bumm (from left to right)

Once again in December, the popular new product exhibition toured Austria and Germany with a new logo, catchy slogan and proven concept. The A&O Advent Tour 2025 again lived up to its reputation as an informative product presentation and friendly industry meeting place. The PSI Journal checked it out in Bad Soden.

### A&O Advent Tour 2025

# Promotional products ideas for friends



"Friends meet friends": The 24 suppliers participating in the A&O Advent Tour presented customers their new products for 2026 at 10 stops and once again gave a positive assessment of the popular roadshow.



**Perfect organisation:**  
**Harald Väth and**  
**Julia Väth from**  
**team-d – Julia Väth**  
**is also the managing**  
**director and co-or-**  
**ganiser of the A&O**  
**Advent Tour.**

**I**t was another productive and busy three weeks in 2025. At the end of the year, the 24 suppliers participating in the A&O Advent Tour set off and treated their customers to an informative afternoon and special evening at 10 locations. It was a varied roadshow format with a high networking factor that fits perfectly into the Advent season.

Based on the motto "Friends meet friends", the well-coordinated team of suppliers spent two weeks on the road, stopping at a total of ten locations with a cosy atmosphere. The tour started in Vienna, Linz and Munich, before moving on to Hamburg, Osnabrück and Essen. It then headed south again to Bad Soden and Stuttgart, before ending in Leipzig. At each location, the exhibitors presented selected new products and ideas for the coming season in the afternoon and gave existing and potential customers plenty of inspiration for future projects. The fact that only a selection of the new products was shown stimulated visitors' appetite for more and drew attention to the PSI, Europe's largest and most important trade show for promotional products, incentives and merchandising.

### Many PSI exhibitors in attendance

Almost all suppliers are also PSI exhibitors and already brought some of their trade show innovations with them in December. Due to their personal character, the autumn trade shows are a good opportunity to gauge preferences around the market before putting the last minute finishing touches to their planned ranges of products to be presented at the PSI. After a busy afternoon at the trade show, exhibitors at each location looked forward to a relaxed culinary evening spent with their guests from the distribution and agency sectors. This is where partnership and cooperation are successfully put into practice. This was also the case in Bad Soden, the charming spa town in the Taunus mountains near Frankfurt. The tight schedule of the tour is always a challenge for suppliers and organisers. However, the friendly atmosphere, the good mood among the exhibitors and the usual perfect organisation by Harald Väth and Julia Väth (team-d), who is also the

managing director and co-organiser of the A&O Advent Tour, made the roadshow a success again in 2025 – with well over 700 visitors in total. We took a closer look at some of the new products.

### These bags are the real deal

In December, we encountered cheerful exhibitors and inquisitive visitors in Bad Soden. Right at the entrance to the exhibition hall, we noticed the trendy cotton bags at the Mister Bags stand. We discovered six brand-new bags

that impressed us with their creative ideas, sustainable materials and modern design. We were particularly impressed by a spacious weekender bag made of heavy, certified organic cotton with a well-designed interior and high-quality finishing (screen printing or transfer printing). The robust and practical messenger bags and bum bags (Fair-trade, Organic, Oeko-Tex), which are also certified, are so appealing that you'll want to take them home with you right away. The Pixi cable bag keeps all your charging cables safely organised. It is a handy, minimalist travel accessory that you should always have with you. In particular Lola, the pep-

py bag with cheeky fringes and individually coloured handles, cuts a fine figure as a shopping or stand-up bag and can be customised as desired. At the stand, **Lisa Sieverding and Peter Backes** once again provided wide-ranging information on sustainability, which has been firmly anchored in the company's DNA since its foundation in 2018. Sustainable cotton production, fair trading conditions and the company's own GOTS-certified printing plant

are the pillars of the sustainability concept, which is constantly being further developed. This enables Mister Bags to offer a wide range of completely sustainable products.



### Colourful porcelain tradition

At Kahla Porzellan, we saw just how modern and colourful a high-quality traditional brand can be. Fifteen standard colours, ranging from rich and vibrant to pastel, are available across all ranges of products, and almost any colour can be produced on request, explained sales manager **Susanne Dülke**. Narrow borders on white porcelain in many colours also look elegant and are particularly popular where large quantities are used that are marked differently – for example in offices or healthcare facilities. In addition, further refinements >>

>> such as flocking or silk-touch surfaces can be implemented in many variations. And all of this is made in Germany (in Kahla, Thuringia). The craftsmanship put into the products results in quality you can see and feel.

### Stickers for everyone and everything

Stickers are long-running favourites and currently hot items at Orcas. The world of Orcas stickers is already well stocked with sticker products of all sizes and shapes and more and more are coming with every order, say **Tina Mahler and Dijana Schmoll**. That's because there are endless possibilities, and every format can be customised up to a width of 1.60 metres. Depending on requirements and substrate, different adhesive strengths are available. Whether for collecting, informing, embellishing or simply to bring joy to the recipient, these stickers are an appealing trend that leads straight to success thanks to their individuality. This also applies to the other paper and cardboard product categories offered by Orcas. These include versatile envelopes and folders (e.g. for stickers, photos, vouchers, documents), as well as books, boxes, bags, eco-products, sticky notes, packaging, calendars and care products – all creatively designed and printed to a high standard. Bring on the new year with your customers.



infoplus also has some interesting news: the well-known manufacturer of high-quality name badges and cap magnets has expanded its range of products and now also offers acrylic glass magnets in custom shapes. The associated call-to-action concept, which is based on maximum customisation, makes them truly effective for advertising purposes. **Martin Blindow** explained to us how it works: an NFC chip integrated into the magnet takes you to the website of a professional photo design provider, where you can design your own personalised magnet online. You



select a shape and a photo, place your own text on it and send off the order – free of charge, of course, as part of an advertising campaign. The finished magnet can then

be picked up at the location being advertised, such as a shop or restaurant. Martin Blindow has seen consistently above-average response rates and thus new contacts. After all, personalised communication and interactive offers are a sure way to attract new customers.

### A quick and very individual burst of freshness

**Birgit Neyer** from Sanders Image Tools has a tip for all night owls, workaholics and people with sensitive skin: the pleasantly cooling hydrogel eye pads for refreshed eyes and noticeably smoother skin without dark circles. The secret of this versatile product lies in its valuable ingredients, which revitalise, soothe and refresh. The outer packaging can be custom printed, allowing for smart advertising messages. Greater flexibility and more possible uses thanks to smaller minimum quantities – Sanders has implemented this idea in two ways: the new electrolyte effervescent tablets with vitamins and minerals are available in handy tubes



of 144 tablets. They are ideal to take with you for a quick boost to improve your performance during sports and in stressful situations. The beverage cans, filled with the new Iso-Sports-Drink or Hugo Cocktail, for example, are now also available in quantities of 48 or more. They are ideal for all those who are spontaneous and want to offer variety in their promotional campaigns.

### Positive results

It is difficult to sum up what was on display at team-d, as it once again was such a diverse and colourful event. We were struck by the wide range of stuffed animals and other toys made from a high proportion of recycled materials. The importer also offers many practical items for the kitchen, household, office and for on the go. It was good that Arndt Segler was watching over the stand, as Harald and Julia Väth had their hands full with the reception and organisation. Overall, they and the participants gave another positive evaluation of this Advent Tour – and the dates for 2026 have already been set. <



Based in Amerang, the advertising agency werbemax GmbH is once again among the winners of the German Marketing Award in 2025 – for the third time in a row. The award was given for a promotional product that caused a sensation at a training fair: printed toilet paper.

## German Marketing Award 2025

# Impressing with creativity once again



Happy faces at the award ceremony held by werbemax for its customer Elektro Hartinger (from left): Julia Hartinger (Managing Director, Elektro Hartinger), Julia Schubert (Marketing, Elektro Hartinger), and the two werbemax employees, Customer Advisor Stefan Bachhuber and Sales Manager Nadine Bischof. Image: werbemax



he case impressively demonstrates how bold ideas create visibility and strengthen companies in the long term in the competition for young talent. The submitted project focuses on werbemax customer Elektro Hartinger, a regional, medium-sized electrical installation company.

### A promotional product that stands out

At education fairs, a large number of exhibitors now compete for the attention of young people. This creates an environment in which standard promotional products quickly go lost. The task was therefore to develop a promotional product that stands out, initiates conversations and leaves a lasting impression. The solution was as bold as it was effective: printed toilet paper – humorous, surprising and absolutely irresistible in the context of a trade show. On the recommendation of werbemax, Elektro Hartinger deliberately opted for an unusual giveaway that would immediately attract attention. The result exceeded all expecta-

tions: the trade show stand was very well attended throughout the event. Various motifs and cheeky slogans generated high demand for the toilet paper. The regional daily newspaper reported on it and named the toilet paper the most creative promotional product at the trade show. With this unconventional approach, Elektro Hartinger succeeded in immediately sparking conversation and establishing valuable initial contacts.

### Positive reactions from the young audience

Creative advertising materials are particularly effective when they are tailored to the target group and are relevant as well as emotionally engaging. Young people, in particular, respond positively to humour, light-heartedness and surprising ideas. Julia Schubert from marketing at Elektro Hartinger: "We distributed the toilet paper not only at our stand, but also in the toilet facilities – and the rolls disappeared in no time. The different designs provided perfect conversation starters: cheeky or more conservative, depending on who we were talking to. Word quickly spread that we had the 'crazy gift'. It was the ideal conversation starter and significantly increased our visibility."

### "A driving force on the promotional market"

A total of 164 agencies participated in the German Marketing Award 2025 with 215 projects – a new record. Ultimately, 26 agencies were winners and 35 projects received awards. With 47 out of 50 points, the concept for Elektro Hartinger was recognised as one of the most compelling entries of the year. "In a year with such high quality, we are particularly pleased about the award – and it affirms our work as a creative driving force in the advertising market," says werbemax Managing Director Christian Höfling. <

Spring provides the perfect backdrop for **fresh advertising messages**: practical gardening aids, sustainable planting kits and decorative Easter ideas bring brands into our homes and hearts in a pleasant way.



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## Colourful spring greetings

The Freckled Eggs Chocolate Set from Slodkie sp. z o.o. consists of six colourfully speckled chocolate eggs with milk chocolate and nut filling in a crispy sugar shell. The modern, light appearance makes the set an ideal spring and Easter gift in a business context. Packaging made of white paper, brown paper or ecru-coloured grass fibre paper provides a sustainable basis for customised branding. Inside, R-PET trays made from recycled material ensure that the eggs are presented securely.



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## A clean shot into the season

Frank Bürsten's "Putting Star" is a cleaning brush designed to look like a golf ball, which quickly removes grass and dirt from golf clubs. Hard synthetic bristles ensure thorough cleaning, and the integrated carabiner hangs it on your golf bag. Manufactured in Germany and customised with your logo on request, the brush comes in a printable gift box, making it an appealing promotional item – ideal for the start of the golf season.

## Diversity at Easter

With their sustainable Easter products, Boogie Design is positioning themselves as a partner for eye-catching customer gifts. Personalised products help express appreciation or establish new business contacts. The focus is on environmentally friendly materials and customised designs that make brands stand out from the crowd. Whether it's a decorated Easter basket or a small gift, the products combine seasonal emotions with responsible brand communication.

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## Blossoming Tea Flower

Henosa's Tea Flower combines aesthetics and enjoyment to create an extraordinary gift. When hot water is poured over the Tea Flower, which is formed by artistically binding together green and white tea tips, the marigold blossom concealed in its centre slowly unfolds. This creates a lovely, light, fruity tea with a special visual appeal. The Tea Flower is packaged either in a transparent bag with a header card, in a four-colour cube card or in a transparent cube with a label. Complete custom designs are possible for orders of 100 pieces or more.



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## Sugar-free heartfelt messages

The Fruit Kristal Heart Plus Lollipop is a transparent, sugar-free heart-shaped lollipop with embedded natural ingredients. Available in flavours such as strawberry, rose, mint or cherry, it combines subtle sweetness with emotional impact. FSC-certified paper sticks and biodegradable foil packaging underline its sustainable credentials. A customisable sticker and an accompanying leaflet make the lollipop an eye-catching promotional medium for special occasions and brand messages.

## Stylish Easter accent

This set of four "Easter Egg" napkin rings adds an elegant touch to your Easter table while conveying a clear message of sustainability. Made for tobra from FSC®-certified birch and produced in Germany, the set features a high-quality finish and an engraved surface that remains clearly visible even when a napkin is inserted. Logos or motifs can be precisely implemented, turning the napkin rings into customised brand ambassadors. The set is presented on a flexibly designable FlexiFold card. Production is mainly powered by electricity from the in-house photovoltaic system and certified green electricity.

MADE  
IN  
GERMANY



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## Fair egg treats

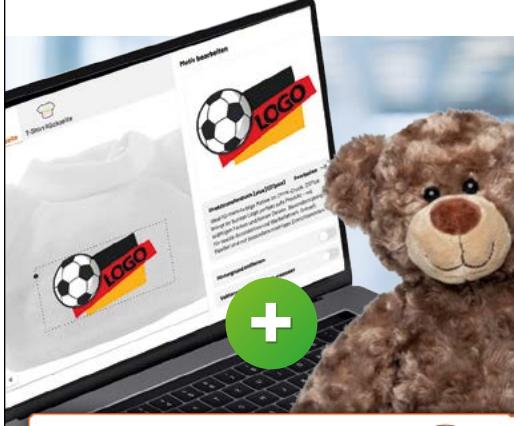
FamousFood® Original FAIREGGS offer an original Easter idea with a message. Six Fairtrade chocolate eggs are packaged in a real mini egg box and provide a surprising wow effect. The flavours range from classic fine nougat and milk cream to fancy varieties such as egg liqueur or amaretto. Produced in Germany and fairly traded, FAIREGGS combine taste with responsibility. Designed as an Easter gift for companies, their unique packaging and humorous appearance make them truly memorable.

## Heat on demand in spring

The TL-002 heated body warmer from SAS Smart Apparel was specially developed for transitional spring weather. The lightweight, unisex vest has an integrated heating system with 28 heated zones on the front and back. Three temperature settings between 25 and 45 degrees allow for customisable warmth, which can be flexibly activated or deactivated depending on the weather. Whether for gardening, leisure or outdoor activities, the bodywarmer adapts to everyday life and offers functionality with a modern textile design.







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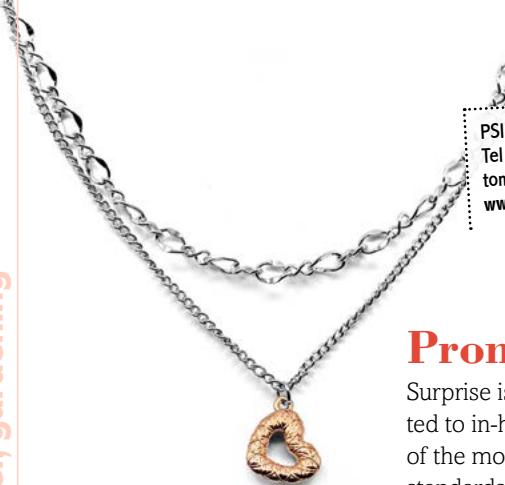
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## Promotional jewellery from Bella Italia

Surprise is a manufacturer of promotional jewellery in Italy and is firmly committed to in-house production. All manufacturing takes place exclusively in Italy, in one of the most modern production facilities in northern Italy, meeting the highest safety standards. With a capacity of up to 250,000 pieces per day, even large campaigns can be reliably implemented. All products are REACH-certified, and the company is also audited according to ISO 9001 and ISO 14001. The particular advantage for customers lies in the flexibility. Jewellery accessories can be customised according to customer requests.



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[www.heri.de](http://www.heri.de) • [www.emotion-factory.com](http://www.emotion-factory.com)

## Natural promotion

With their Clay Pot Bunny and Easter Bunny Pop-up Card, emotion factory offers two well-designed promotional items for springtime Easter campaigns. The Clay Pot Bunny combines a terracotta pot, substrate tablet and egg tree seeds to create a small planting project that brings sustainability to life. A decorative banderole with a bunny clip fastener also serves as promotional space, optionally supplemented by pad printing on the pot. The Easter Bunny folding card is flat, easy to send and also contains egg tree seeds.

## Sustainable plush promotion

Anda's Rebunny and Recrow are charming plush toys with a clear sustainability message. Both Rebunny the rabbit and Recrow the rooster are made from recycled PET, making them environmentally conscious promotional items with emotional appeal. Both characters wear a printable T-shirt made from RPET polyester, which is ideal for logos or campaign motifs. The combination of soft plush, appealing design and customisable promotional space makes them eye-catching brand ambassadors.



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## Strong accents

HappyROSS textile key rings make a strong impression with their bold colours and high-quality silicone printing. Made from wide, sturdy nylon tape and edged with leather, they are both robust and elegant. Two standard sizes and a choice of tape, as well as Pantone print colours offer a wide range of design options. As a durable promotional item, the key rings bring brands into everyday life and convey a fresh, positive message – ideal for spring campaigns.

## Skincare meets impact

Sanders Imagetools' hydrogel eye pads combine cosmetic skincare with eye-catching brand presence. The vegan formula contains hyaluronic acid, caffeine, an anti-ageing peptide and soothing red algae extract. Free from fragrances, alcohol and solvents, the pads are dermatologically tested and very well tolerated. They refresh the eye area without leaving a sticky feeling and are ideal for mailings, goodie bags or spring campaigns. They are packaged in pairs in a custom-printable box made from sustainable forestry and are available in quantities of 100 or more.



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## Refreshingly sparkling Easter greetings

Römer Drinks has a small but delightful Easter surprise in store for customers, business partners and employees in the form of the 'world's smallest bottle of sparkling wine'. 125 ml of high-quality brut sparkling wine in an original bottle with a matching gift box. The cute spherical bottle can then be reused as a candle holder or vase: a lasting impression thanks to its originality and quality. Römer Drinks offers two standard sleeves in Easter designs, 'Happy Easter' and 'Frohe Ostern' – these are available from stock, even for single orders. Individual Easter greetings on the sleeve are possible for orders of 120 items or more. Römer Drinks is a member of the Römer family and offers a wide range of promotional beverages, from natural mineral water to modern cans and sparkling wine bottles to globally patented promotional tea and coffee.



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## Chocolate surprise

The customisable six-pack egg carton with Lindt LINDOR chocolate eggs combines high-quality chocolate with creative packaging. Three varieties – milk, white and double milk – ensure a variety of flavours. The carton with paper label serves as an innovative promotional medium and is suitable for customer gifts, events or trade show appearances. The playful egg carton look makes the promotional message memorable and conveys premium quality in an appealing way.

## See the temperature, feel the brand

The technoline WS 9787 temperature station guides you reliably through spring. An outdoor transmitter measures the temperature in the garden or on the balcony, while the base station clearly displays indoor and outdoor data. The display is supplemented by the date, day of the week and a precise DCF77 clock radio. Battery-operated and freely positionable, the station is ideal as a customisable promotional gift. Enhanced with a logo, it becomes a brand ambassador for everyday use.

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tatjana.bleiler@emf-verlag.de  
www.emf-verlag.de

## Structured gardening

Achieve maximum results in your raised beds with minimal effort: This is the focus of Jessica Achtsnicht's guidebook "Keine Zeit zu gärtnern" (No Time to Garden). Clearly structured to-do lists, well-thought-out bed plans and concise gardening knowledge make it easy to get started and save time. EMF-Verlag offers companies the opportunity to customise the content, design, format and scope, and to place their own logo on the cover. The result is a tailor-made print product with practical added value.

## Egg cups with character

Emilia Mart's enamelled egg cups combine functional design with artisanal charm. Made from enamelled steel, they are lightweight, robust and equally suitable for everyday use and festive occasions around Easter. The food-safe, smooth surface is stain-resistant and dishwasher-safe. Produced entirely in Poland, the egg cups are available in 26 colours. They can be custom printed on request, making them ideal as a personalised gift or promotional item. Small irregularities in the surface emphasise the handmade character.



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# Sweet promotion greetings for Easter

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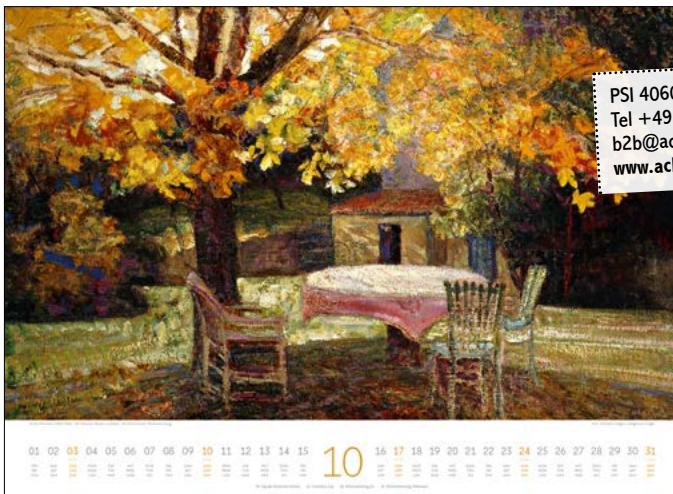
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## Artistic garden moments

Ackermann Kunstverlag's "Kunstwerk Garten 2027" (The Garden as a Work of Art 2027) calendar invites you to rediscover gardens as spaces for artistic inspiration. Twelve selected paintings depict blossoming landscapes from early modernism to Art Nouveau and reflect styles ranging from Impressionism to Expressionism. It is printed exclusively in Germany on FSC®-certified paper from responsible forestry. The high-quality production is complemented by transparent CO<sub>2</sub> compensation in cooperation with NatureOffice. Promotional prints are available for orders of 50 or more.



## Easter greetings with impact

For Easter, mbw® is offering a wide range of appealing promotional items that evoke emotions and raise brand awareness. The focus is on sustainable MiniFeet® cuddly toys such as the RecycelHase, complemented by printable accessories, as well as colourful Schnabels® squeaky ducks and functional Schmoozies® display cleaners. All products can be customised with a logo or slogan, making them ideal brand ambassadors.



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## Targeted presentation

Mbw®'s "Garden and Crafts" box is aimed specifically at promotional product distributors who want to target customers from garden centres, florists, DIY stores and craft businesses. The box combines a curated selection of promotional and gift items based on in-depth knowledge of the sector and market observations. The aim is to reflect the typical needs and preferences of these target groups and to significantly simplify the product selection for consultation and sales.



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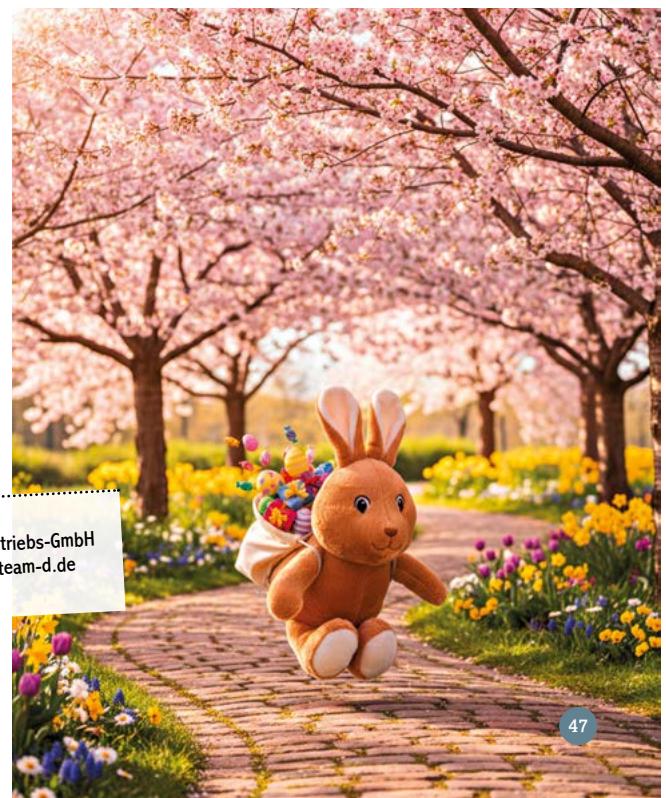
## Egg cup with an attitude

Tobra's "Easter Buddy" egg cup combines playful Easter design with a consistent commitment to sustainability. Made from FSC®-certified birch plywood from Finland and processed in Germany, it features a clever plug-in function and particularly flat packaging. This makes it ideal as an eye-catching mailing item, high-quality giveaway or stylish Easter gift. Beneath the egg holder, integrated laser engraving leaves space for logos or messages, turning the egg cup into a customised promotional medium.

## Enjoy Easter with Hanni

Team-d's plush Easter bunny Hanni combines emotional appeal with sustainability. Made from recycled rPET, the bunny measures approximately 29 × 18 × 14 centimetres and brings springtime cheer to Easter and promotional campaigns. A special detail is the integrated cotton bag, which can be used as a small rucksack and offers space for sweets, vouchers or monetary gifts. This makes Hanni not only a decorative companion, but also a functional promotional medium. Various finishing options are available for brand presence.

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In 2025, Company 4 Marketing Services GmbH (C4 for short) celebrated its 30th anniversary. It looks back on three successful decades with a focus on the entire supply chain for marketing materials. C4 is a specialist in promotional products and logistics, as well as an innovative pioneer in e-commerce in the area of marketing logistics and IT-supported promotional product sourcing.

### Specialist in promotional products and logistics

# 30 years of “Experience delivers ideas!”



The C4 team is on tour to celebrate their 30th anniversary.

left: C4 founder Dieter Trautmann with his daughter Inga, sole managing director since 2015.



Part of Company 4 Marketing Services for over 30 years and founding member of today's C4: Christine Rüger.



t has now been 30 years since C4 was founded in 1995 through a management buyout of the marketing services department of an international pharmaceutical group. Ten years ago, sole management of the company passed to Inga Trautmann, daughter of company founder Dieter Trautmann. Today, C4 focuses entirely on its core business areas: promotional product procurement and marketing logistics. In doing so, C4 combines creativity with many years of expertise in the areas of promotional products and warehouse and transport logistics.

### Everything related to marketing materials

At C4, everything revolves around marketing materials. This starts with purchasing and extends to shipping the items. On one side of the value chain, C4 procures giveaways, POS materials, merchandising items and high-quality customer gifts. On the other side is logistics, i.e. storage, packaging and worldwide shipping. In addition to promotional products, C4 also stores printed materials, samples, folding stands and other items that C4 customers require for marketing and sales promotion: “Full service along the supply chain for promotional products and marketing materials”.

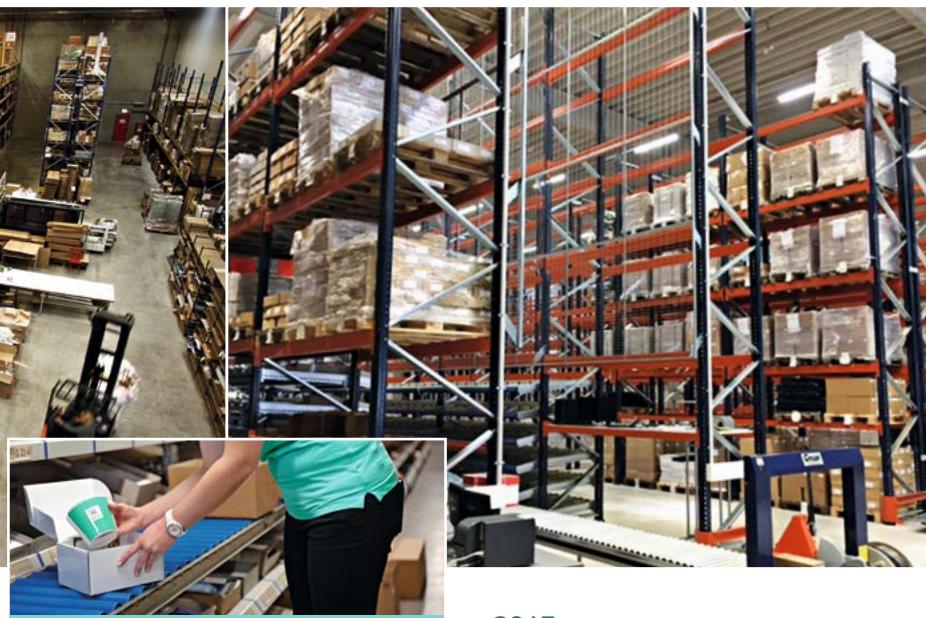
### Data and facts

With two modern warehouses in the north of Munich, a total of 10,000 pallet spaces covering an area of almost 5,000 square metres, 100,000 parcel shipments per year (worldwide), over 40 promotional products shops and an average of 35 employees, C4 offers the highest level of promotional products services from a single source. <

The Company 4 warehouse in Garching.



The company's high-rack warehouse is located in Neufahrn.

**1995**

Company 4 Marketing Services is founded through a management buyout from an international pharmaceutical company as a full-service provider for the pharmaceutical industry. Company headquarters and logistics centre in Unterschleißheim. Sole shareholder is Dr Dieter Trautmann.

**2000**

Start of development of "HyBizz! – My Personal Business Platform", the C4 promotional products shop. Accelerated expansion of the logistics business segment, relocation of the logistics centre to Garching-Hochbrück with expansion.

**2002**

Increased customer diversification and strategic realignment: Focus on four business areas: promotion, dialogue, logistics, events. Expansion into additional industries.

**2006**

Consolidation of "Integrated services along the supply chain for promotional products and printed matter" with a particular focus on the business areas of promotion and logistics. Acquisition of an additional warehouse in Garching-Hochbrück.

**2007**

Consolidation of both warehouses in the new logistics centre at LogicPark Garching-Hochbrück. Development of comprehensive service areas for high-level fulfilment.

**2009**

Strengthening of the middle management level by granting power of attorney to Vanessa Maier and Inga Trautmann.

**2010**

Launch of HyBizz! 2.0. Strategic expansion of the e-commerce business segment: from a pure B2B concept to multi-channel solutions for merchandising items and articles for sale. Integration of Promo-Marketplace into HyBizz!

**2011**

New manager of our logistics centre, Martina Dehler. The HyBizz! product is expanded into a SaaS tool.

**2013**

Setup of new management team with Inga Trautmann and Vanessa Maier. Ellen Steiner is granted power of attorney. HyBizz! Order App is launched. Strategic realignment of the business areas promotion, logistics, e-business, customised services. Comprehensive update of all IT resources.

**2015**

20 years of C4. In 2015, Company 4 Marketing Services GmbH (C4) celebrates its copper anniversary. Inga Trautmann becomes sole managing director.

**2017**

Expansion of the C4 logistics centre with an additional warehouse in Neufahrn (Nova Business Park), thereby increasing the total storage area to over 5,000 square metres and 10,000 pallet spaces.

**2018**

Launch HyBizz! 3.0: Fully responsive and completely revamped platform with many new features.

**2020**

25 years of C4 and 20 years of HyBizz! eCommerce for promotional products

**2021**

Company 4 is both ISO 9001 and organic-certified.

**2022**

Expansion of SVZ (Swiss mail order centre)

**2023**

C4 is the fifth sponsor of the Munich Advertising Materials Fair (wmm) and a member of the purchasing association CREATIVTEAM.

**2024**

C4 is EcoVadis certified (Bronze status). Our sustainability performance was assessed in areas such as the environment, labour and human rights, ethics and sustainable procurement.

Expansion of partnership with Hibbert (USA) for a global marketing logistics network.

**2025**

30 years of C4 and 25 years of HyBizz! eCommerce for promotional products.

Brandcharger – renowned provider of sustainable and intelligent design products – has set another milestone in the field of sustainable product design by winning three Global Grand Awards and a total of six awards at the prestigious HKASD International Sustainable Design Awards 2025 (ISDA 2025).

### Award success for environmentally friendly corporate gifts

# Sustainable lifestyle products honoured



The prestigious awards recognise the award-winning collection of innovative, environmentally conscious lifestyle products:

- **Lany Charge** – recognised for its impact-oriented design with a total of four awards: Global Grand Award, Impact Catalyst Award, Innovative Creativity Award and Judges' Commendation.

- **Vita** – a luxury thermos flask made from 100% recycled stainless steel, winner of the Global Grand Award.

- **Calix Hydroboost** – a two-in-one cup that transforms from a stylish everyday cup into a high-performance sports bottle, also winner of the Global Grand Award.

With entries from over 20 countries and regions, winning three Global Grand Awards is further recognition of Brandcharger's significant role in combining sustainability, minimalist design and practicality.

### For the benefit of people and the planet

The International Sustainable Design Awards 2025 provide an international platform aligned with the United Nations Sustainable Development Goals (UNSDGs). The aim is to empower individuals, teams and organisations worldwide to develop forward-looking and responsible designs that contribute to the benefit of people and the planet. This year, over 1,000 talented designers came together. Their work was evaluated by an international jury of 14 renowned experts from Europe, Asia and America. Entries were evaluated according to four key criteria: creativity (30%), sustainability (30%), aesthetics (20%) and impact (20%) – an approach that recognises both innovative strength and social responsibility in equal measure.

### 'Corporate gifting that makes sense'

'Winning three Global Grand Awards at ISDA 2025 is not only a personal success – above all, it is confirmation that good design can really make a difference,' says James Ung, founder and creative director of Brandcharger. Ung continues: 'Our products are created with a clear goal in mind: less waste, conscious consumption and corporate gifting that makes sense. These awards reflect our shared vision with the UN: a future where beauty and responsibility go hand in hand.' Every product in the collection is made from recycled materials, leaves a minimal ecological footprint and is designed for longevity – ideal for brands looking for high-quality, responsible gift solutions. <



Delighted with the award (from left):  
Joe Yiu (ISDA juror),  
James Ung (co-founder & chief visionary, Brandcharger), Chris Cheung (product development manager, Brandcharger).

Image: Brandcharger



## Compact design, precision engineering

The Construction Tool 13 from Troika combines **twelve precision bits** in a slim tool pen and is intended for those who want to carry out delicate technical work neatly and on the go. All bits are securely stored in the aluminium case, including special versions for Apple® devices. The magnetic tip reliably holds bits in place, while the pen end can magnetise them so that even the smallest screws are not lost. The functionality is complemented by a clip as well as an integrated centimetre and inch ruler with a 1:20/1:50 scale.

PSI 46311 • TROIKA Germany GmbH  
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## Wheels of fortune as marketing magnets

These customised promotional wheels of fortune are an effective promotional tool for trade shows, sales areas and events. They attract attention because movement, colours and interaction have a much stronger impact than traditional promotional products.

Spinning the wheel **creates playful moments**, promotes positive emotions and leaves a lasting impression. At the same time, the idea transforms passers-by into active participants and makes it easier to strike up conversations. Companies can use the wheel of fortune specifically for lead generation, for example by requesting contact details or feedback before spinning the wheel. Content, prizes and design can be fully adapted to the respective branding approach.

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## Energy for on the go

The Troika power bank is a compact 3-in-1 power bank that charges smartphones, headphones and smartwatches wirelessly via MagSafe or traditionally via cable. With a capacity of 5000 mAh, the slim and lightweight power bank provides **power for up to 24 hours**. A fold-out metal stand allows the smartphone to be positioned horizontally or vertically during charging. An LED display shows the charge level and an integrated USB-C fast-charging cable with 20 W power delivery ensures short charging times.

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## Frost-free promotional message

Practical, useful and with added comfort: The HEPLA ice scraper with lined glove brings clever functionality to winter roads. Its transparent, extra-wide scraping edge **reliably clears your view**, while the soft inner lining keeps your fingers warm. Available in red, blue or black, it will quickly become an indispensable companion in your car. Companies can also have the glove ice scraper finished with their logo or slogan using pad printing – a large customisable area makes this possible. This turns a simple everyday helper into a durable promotional medium that keeps brands in mind and is used every day. Well equipped for frosty times, this promotional item combines functionality with a pleasant message.

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## 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.

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

## Robust all-rounder for everyday use

The VASAD Essential Bag EVA Shopper from SL Bags is conceived as a contemporary design alternative to plastic packaging, bags and classic giveaways. The bag impresses with its robust, stable material and clear, functional design. It is **particularly easy to care** for, as dirt can be wiped off and liquids do not soak in. With its spacious interior, it is suitable for shopping as well as for sports, the beach, the sauna or leisure activities. It is available in orange, brown, sand, navy and olive green. Optionally available pins allow for individual customisation.

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## Home of the industry: Where ideas are at home

**W**hile there was snow and ice outside, the promotional products industry was buzzing inside. This was the PSI 2026. Busy, positive and focused with distributors, suppliers, finishers and agencies talking on equal terms. No fanfare, no digital hype, just real products, clear statements and trustful handshakes. This is exactly how a year should begin: together and for one another – putting quality over quantity.

Despite the onset of winter, energy levels remained high: around 600 exhibitors and 9,735 visitors from 68 countries filled three halls and the special exhibition areas, gathering inspiration and taking away new ideas. The focus was on what you can see and touch: materials, workmanship and impact.

The PSI is the home of the industry. It is where everyone who designs and promotes haptic advertising comes together. As the central platform for promotional products, incentives and merchandising, the trade show brings together the diversity and innovative strength of our industry under one roof. Artificial intelligence fits into this lively hustle and bustle – as a tool, not a universal remedy. AI was present in the PSI Academy talks, and many companies are already effectively integrating it into their processes. The goal remains the same: make better decisions, implement them faster and ensure quality.

Sustainability was an equally self-evident theme at the PSI. Questions about supply chains, production locations and finishing are now standard – often with the pleasing answer “high added value in Europe”. Responsibility becomes measurable without losing contact with the product or the customer.

The Guinness World Record was a special moment that showcased our development, team spirit and diversity: 511 brands, over 250 products, one joint presentation – a mosaic of brands that demonstrates what our business community is capable of when it works together. This image represents what the PSI has stood for over decades: a showcase and network in one – a platform where substance counts for products, processes and people.

And we are moving on: after many years in Düsseldorf, the PSI is relocating to Cologne from 12 to 14 January 2027. A new city, new premises, new impetus – or, to stick to the metaphor, a new home that creates space for growth and new ideas. I look forward to welcoming you there and working together on our next projects.

Yours truly,



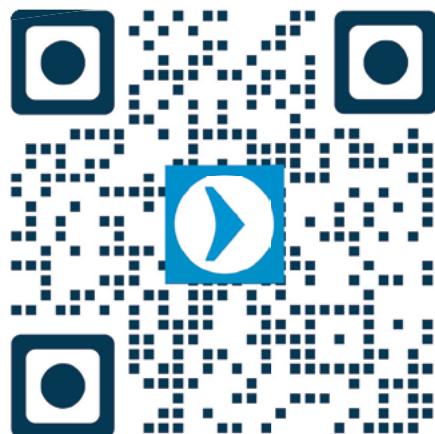
Petra Lassahn  
Director PSI

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## Practical. Personal. High-profile.

The next issue will focus on promotional items in the areas of "Beverages, Drinking Vessels, Tableware and Household Goods", as well as "Office Supplies, Writing Instruments and Calendars". These products combine everyday practicality with sustainable brand presence, accompanying people in both their private and professional lives and thus creating a particularly large number of contact points with the promoting brand.

Whether it's a drinking bottle, coffee mug or high-quality kitchen accessory – products related to enjoyment, organisation and care are used regularly and perceived positively. Their quality, feel and design make a direct impact on the promoting brand's image and increase emotional attachment. Functional and durable promotional items also make an impression in everyday office life. Writing instruments, note-taking accessories and calendars are reliable tools at work and stand for structure, reliability and professionalism. They ensure that brand messages are present every day – discreetly but effectively. Durable products in particular create trust and underline the value of a brand.

**Please keep in mind the product presentations for the April 2026 issue of the PSI Journal, which will focus on the topics of "Bags, Luggage and Leather Goods", as well as "Ecological and Sustainable Products". Please send your product suggestions (images and text) by 20 February 2026 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: [hoechemer@edit-line.de](mailto:hoechemer@edit-line.de)**

## A colourful farewell and a look ahead



This year's PSI in Düsseldorf is now behind us, but next year will see the start of a new chapter, with the launch of Europe's leading trade show for promotional products, incentives and merchandising at the Koelnmesse exhibition centre from 12 to 14 January 2027. Our editorial team has collected

opinions and impressions from the last PSI in Düsseldorf, which we will summarise in a colourful review in the March issue.

## New standards in textile finishing

In 2026, the Fruit of the Loom brand will launch two new sweatshirt lines: 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. We will present these sustainable lines.

## Imprint



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building businesses

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