

PSI JOURNAL

PSI Journal

International Magazine

For Promotional
Products

March 2026

Volume 65

Advert

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PSI

JOURNAL

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International Magazine

For Promotional

Products

March 2026

Volume 65

Product Guide

Drinking and table culture,
household

Office supplies, writing
instruments, calendars

GWW Trend Show

Academic work on haptic
advertising presented

Industry

Companies, events, markets

Fruit of the Loom

Two lines, one sustainable
appearance

PSI 2026

**Optimistic and
creative** start to the new year



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Scannen und entdecken was den **uma CORE** so besonders macht.



GERMAN INNOVATION AWARD '26 NOMINEE

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Editorial

Springtime of Ideas

What is driving the promotional products industry in spring 2026? A look at this issue of the PSI Journal shows that it is the diversity of innovations, voices and perspectives that is shaping our industry.

A broader look back at PSI makes it clear that the trade show is the driving force at the start of the year, making it an indispensable meeting place that promotes far more than just products and ideas within the industry.

Exhibitors and visitors report on their experiences at the trade show, the trends they have recognised and their expectations for the new year (page 6). And, of course, promotional product innovations are not neglected either. The products range from customised sneaker designs and award-winning toilet paper to sustainable brand experiences – a reflection of creativity and innovative strength.

As usual, the editorial staff of the PSI Journal dedicate this issue to two different ranges of promotional products: first, drink containers, tableware and household items (page 30). In other words, promotional products that reflect enjoyment and brand loyalty in everyday life. Second, we present office supplies and writing utensils (page 54), which create structure and presence as reliable companions.

Another highlight is the company presentation of Fruit of the Loom (page 70), which is setting new standards in sustainability and textile finishing with its new sweat lines and CiCLO® technology. Transparency and responsibility are also the focus at SL BAGS (page 49). With its digital product passport, the company is setting a new standard for traceability and carbon accounting. The record attendance at the Schuelbe in-house exhibition in Nuremberg (page 51) is further proof of how vibrant and future-oriented the industry is.

Young trendsetters also have their say (page 26): GWW Young Professionals are setting the tone with fresh ideas, networking formats and practical training, highlighting how valuable intergenerational dialogue is for the future of the promotional products industry.

This issue of the PSI Journal is therefore a kaleidoscope of the industry – multifaceted, practical and full of inspiration. Or, to put it differently, it is a springtime of ideas.

On that note

Simon Dietzen, Editor PSI Journal
Your opinion: dietzen@edit-line.de

MATERIAL DIFFERENCE

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SUN. STYLE. LOLA.

Fringed Bag Lola – Stylish, colorful and sustainable

The Lola beach bag is the perfect companion for summer, sunshine and good vibes. Whether at the beach, in the park or in the city, the trendy design, colorful handles and casual fringes create real Ibiza vibes.

Available in bright neon colors or classic shades such as natural, navy, grey and black, Lola adapts effortlessly to any style. Made from durable 390 g/m² cotton (organic, Fairtrade and OEKO-Tex certified), it features a zip closure, a practical inner pocket and plenty of space for all your essentials.

Ideal for screen or transfer printing as well as embossing, perfect for brands, logos or summery statements.

Lola – your stylish summer companion.



www.misterbags.de



PSI 2026: Optimistic and creative start to the new year **6**

For well over 60 years, PSI has been the irreplaceable industry meeting place and source of inspiration at the beginning of the year. Europe's largest trade show for promotional products, incentives and merchandising once again impressively demonstrated this in 2026: diverse and full of highlights, it presented itself as a communicative and inspiring platform for the international PSI community.

Young innovators with an industry perspective **26**

Even a traditional industry such as the promotional products industry is constantly evolving and thrives on a steady stream of new, sustainable ideas. The GWW Young Professionals have made it their mission to set the tone in this field. They demonstrated their commitment to the industry at PSI.



Practical. Personal. High-profile. **30+54**

Promotional products in the areas of 'Beverages, drinking vessels, tableware and household goods' and 'Office supplies, writing instruments and calendars' are the focus of our product categories. They combine everyday practicality with sustainable brand presence, accompany people in both private and professional moments and thus create a particularly large number of opportunities.



Spring TREND accompanies trade book presentation **52**

On 27 January, the event year of the German Promotional Products Association (GWW) kicked off with the TREND trade fair for specialist retailers in the Forum at Messe Frankfurt. The first scientific paper on the subject of promotional products was presented at a press conference at the start of the event.



Crystal Clear Drinking Pleasure

These glass straws, produced in Germany, are sold individually or in sets of 2 or 4 and come in customised box packaging. They are very stable and, above all, fully certified. Twenty-six colours meet corporate design with safety standards, and as of 2026, country versions will be available in black/red/gold or red/white/red.

ecobrands respectful distribution gmbh

www.ecobrands.promo

PSI 60236

IMPRESSIVE CRYSTAL-CLEAR (ADVERTISING) BENEFITS

In a world of permanent sensory overload, brands must communicate quickly, precisely and credibly. Crystal-clear promotional products, made from acrylic, glass or transparent plastic, capture exactly the right tone. They come across as modern, top quality and honest. Their greatest strength: They are not imposing, and they let the brand speak for itself.

Transparency symbolises openness. A crystal-clear pen, a clear coffee mug, or an acrylic organiser signifies we do not have anything to hide. It directly underscores a brand's values such as trust, quality and team spirit. Transparent materials appear light, precise and design-focused.

This is also true, for example, with acrylic keyrings with laser engraving, transparent beverage bottles with colour accents or transparent cosmetic bags. The special appeal of crystal-clear promotional products is their diverse finishing options. They can have a logo printed on them, be engraved or be integrated as a 3D element.

This cup will become your favourite

The favourite cup on your desk already has its promotional statement in its name. It warms our hearts, and the clear design reveals at first glance, what is waiting for us in the cup and how much we can enjoy. The same is true for the long drink glasses from this series.

Böckling GmbH & Co. KG

www.boeckling.de

PSI 41435



Hot and Cold from a Cup

This tumbler with a lovely design is suitable for hot and cold drinks. Its robust stainless steel outer shell protects the removable clear glass insert made of borosilicate. The silicone ring sets new standards in everyday hygiene, sustainability and longevity, and the tumbler has a capacity of 550 millilitres.

S.E.A. GmbH – MR SOURCING

www.s-e-a.at

PSI 45782





JN1377 — SIMPLY DAIBER.

www.daiber.de/en

daiber

For well over 60 years, the PSI has been the irreplaceable industry meeting place and source of inspiration at the beginning of the year. Europe's largest trade show for promotional products, incentives and merchandising once again impressively demonstrated this in 2026. Diverse and full of highlights, it presented itself as a communicative and inspiring platform.

Innovation Hotspot PSI 2026

An optimistic start to the new year



As an international industry platform, the PSI has always been more than just a trade show. In January, promotional product professionals from around the world gathered here for their first exchange of ideas of the year and to learn about products, ideas and solutions for every marketing strategy. The PSI always reflects the market and the economic situation and has so often in its history provided stability and orientation in difficult times. In 2026, the mood was again positive and the outlook was forward-looking. After all, anyone who experiences this lively, colourful trade show, sees so many beautiful, unusual and creative products and feels at home in the international network can sense the strength of an industry that has weathered many storms. This final PSI in Düsseldorf

once again impressed with its quality, diversity and innovative strength, as well as that typical PSI trade show feeling that everyone knows but finds difficult to describe. The PSI will take all of this with it to its new location in Cologne next year. Many exhibitors are coming to Cologne with us, looking forward to new opportunities and are ready to help shape and develop "their" PSI. We look forward to Cologne and to everyone who will follow us there!

In the following, exhibitors and visitors will share their experiences at the trade show, what motivates them and how they see the future. The wealth of innovations and ideas with which suppliers have inspired the industry at this and other PSI trade shows is always impressive. Look forward to a review with many optimistic outlooks.



The CHOICE Group's new stand design conveyed a harmonious whole.

CHOICE Group Harmonious presentation of exciting new products

The sister companies of the CHOICE Group are loyal and important exhibitors at the PSI trade show. Another fine tradition is the reception of the five specialists Gustav Daiber, Fare, Halfar, mbw and SND PorzellanManufaktur at the group's joint stand, which had a new design for the PSI trade show finale in Düsseldorf. The open feel of the stand design conveyed the impression of a harmonious, organic whole – as if it were not the presentation of five exhibitors, but that of a single exhibitor with five different product areas, in which exciting and creative collections with numerous new products could be explored once again. Together with the present representatives from the trade press, they spent the evening of the second day of the trade show in a relaxed atmosphere, toasting to a successful PSI and continued good cooperation.



The CHOICE management team in a group photo (from the left): Armin Halfar, Kathrin Stühmeyer-Halfar (Halfar System), Jan Breuer (mbw), Silke Eckstein (SND), Kai Gminder (Gustav Daiber), Volker Griesel (Fare), Christof Kunze (Gustav Daiber) and Michael Wellner (Halfar System).



cyber-Wear / URWAHN

Pioneering spirit of the brand and mobility reimaged

Together with URWAHN, one of Europe's most innovative bike manufacturers, cyber-Wear, a renowned merchandising, design and promotions agency headquartered in Mannheim, launched a partnership at the PSI 2026 that deliberately goes beyond traditional cooperation. According to cyber-Wear, it stands for "a shared commitment to making brands not only visible, but also enabling people to experience them. It is not just about designing products, but giving them attitude, meaning and identity." With the official presentation of two exclusive concept bikes based on The Hap and cyber-Wear, a collaboration is beginning that brings together technology, design, sustainability and brand management in a new context. "It is the joining of forces between two companies that come from different worlds and meet precisely there," says cyber-Wear CEO Steven Baumgaertner. URWAHN stands for radical innovation: 3D-printed steel frames, consistently urban in



The URWAHN concept bike based on The Hap and cyber-Wear.

design, sustainably produced and modular in construction. It makes bikes that are not just a means of transport, but an expression of an attitude towards urban mobility and the future. cyber-Wear stands for the belief that merchandising, corporate fashion and promotional products are not just giveaways, but strategic touchpoints.

"We have a positive outlook for the year 2026."

Alexander Czech, Sanders Imagetools

We had a very busy stand, productive meetings with regular customers, discovered many new project opportunities, and received positive feedback on our new products. Overall, we are subjectively satisfied, even though we sometimes heard the opposite from visitors and other exhibitors. Our focus was on our new eyepads, which were really well-liked. We also focused on logistics and new minimum order quantities for beverage cans, which opens up new opportunities for distributors. The trade show started off positively, and we have a positive outlook for 2026. However, we know that the global news will continue to influence market sentiment. We cannot make a final judgment on PSI's move to Cologne yet. We will have to wait and see. The location itself is not the only decisive factor in a trade show's success, because many other factors will be crucial for a smooth transition to Cologne.



TRADE VISITOR

"There are always interesting new products."

Corvin Motz, Source GmbH

I am here for the third time, and the trade show keeps getting bigger and bigger each time. It is always interesting to see how many new products there are. For us, the PSI trade show is a great opportunity to get in contact with our partners.





“We can make a big difference working together.”

Martin Gauger, Promokick GmbH

In Hall 11, we made some new contacts who could get inspired by the extraordinary, new products, especially for newcomers. However, many visitors did not show up due to the bad weather. We continue to see PSI as the kick-off event for the new year. We focused on our Protorio work gloves.



Our efforts to continuously further develop this profile line with a wide array of colours attracted significant interest. We also saw growth in our workwear and giveaway segments. We look forward to an exciting and challenging 2026. The productive meetings we had have also motivated us even more to assist our distributors in every way we can. They are the ones who are creative and remain diligent in a rapidly changing environment. We can make a big difference working together.

“Glass ideas designed for generations.”

Dirk Müller, LEONARDO / glaskoch B. Koch jr. GmbH + Co. KG

Despite the challenging weather conditions, many visitors found their way to Düsseldorf. Our new stand design was really well received, and visitors frequently used our photo wall. We were able to show what our company 'glaskoch' and our LEONARDO brand stand for: 100% glass, 100% design. By combining design and sustainability, we develop glass ideas that are timeless, stylish and practical – outlasting generations.

At the PSI, we presented our new RIGATO To-go glass cups for the promotional product industry for the first time. This new product strikes a chord by bringing together sophisticated design, everyday practicality and branding impact. One clear trend is a higher demand for holistic design concepts instead of merely the placement of a logo. Leonardo supports this trend with custom layouts – thereby creating long-lasting promotional products with real added value and sustainable, pure branding.



The economic situation may remain tense, but we are convinced that we are well-positioned with long-lasting products that align with the concept of sustainability. Our glass ideas are meant to last for many generations and that is precisely what we are focusing on in 2026. For this reason, we have an optimistic outlook despite all the challenges.

PSI has clear international aspirations, and the next trade show location in Cologne will also live up to them in every respect. We are convinced that the new city will be a win-win situation for the trade show, and PSI will be able to strengthen its position there.

“Custom colours are becoming permanently affordable.”

Michael Gleich, Klio eterna



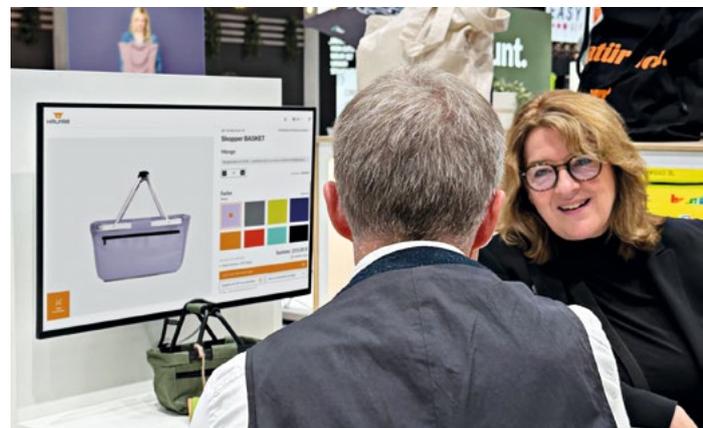
At the well-attended Klio eterna stand, Managing Director Michael Gleich gave us a brief update on the achievements of the Black Forest-based writing instrument manufacturer. Boa Wood, the ballpoint pen made from bio-based plastic from renewable raw materials, has become a real

hit. Sustainability is a key consideration here, as wood fibre waste from the regional sawmill industry is used in production, among other things. Boa Wood is now available in seven colours. Klio's latest range was particularly promoted at the exhibition stand: For certain models, custom / Pantone colours are available from as few as 3,000 pieces, for a surcharge of just £300. Michael Gleich confirmed what customers of the century-old company already know: “We are constantly working to offer our customers something new, including expanding our model range and, in particular, our range of recycled products.”

Halfar System

HALFAR® presents their new online configurator

PSI member company HALFAR® is looking back on a successful PSI trade show. The exhibition stand they shared with sister companies from the CHOICE Group – FARE, SND, mbw and Daiber – was very well attended throughout the show and featured numerous in-depth discussions with customers and interested parties from the promotional product sector. “This high level of interest once again confirmed our strong market position,” said Managing Director Armin Halfar.



Kathrin Stühmeyer-Halfar in consultation during the presentation of the new online configurator.

“We stand for quality, innovative design and sustainability.”

Christoph Biegel, Nester-matho

The new slogan at the exhibition stand, “Design brands inspiration”, aptly reflects the philosophy of the Baden-Baden-based company: Only exceptional, simple design combined with uncompromising quality and genuine sustainability can help brands make a fitting appearance on the promotional stage. This strategy, which puts product safety first, has the full support of Christoph Biegel, Product and Purchasing Manager at Nester-matho, together with Managing Directors Karin and Peter Pfrommer. “We don't see EU-regulation-based product responsibility as a burden or unnecessary bureaucracy. On the contrary: Focusing on safety and compliance has only positive effects along the entire supply chain – such as legal certainty, lower complaint rates, consumer protection, sustainability through the use of single-type recyclable materials and recyclates, and plastic-free, shrink-wrapped packaging.” The effort that this commitment to quality and thus also to durability, innovative design and sustainability undeniably requires is definitely worthwhile, especially with regard to long-term customer satisfaction. Throughout the three days of the trade show, customers were enthusiastic about the intelligently coordinated product range. The initial spark for this concept was, incidentally, a product safety seminar by Lutz Gathmann, a long-standing member and initiator of the PSI Design Forum, Biegel concludes.



In addition to new products, the presentation of their new, modern product pages with integrated HALFAR® configurator was particularly well received. Customers and interested parties can now quickly, easily and flexibly create customised designs and calculate quotes online at any time. A particular bonus: Distributors have the option of implementing configurations in their own name for third parties – i.e. for their customers – and adding customised surcharges. HALFAR® thus provides its partners with targeted support for efficient quotation and sales processing. The HALFAR® configurator currently enables the visualisation and calculation of embroidery, transfer printing and screen printing finishing options.

Feedback from discussions at the PSI trade show is clear: Response to the system's high user-friendliness and flexibility is very enthusiastic. Many see it as an opportunity to simplify processes, respond more quickly to customer enquiries and tap into additional potential in their day-to-day business. "With this new configurator, HALFAR® is underlining their commitment to developing not only high-quality, durable bags but also innovative digital solutions that provide sustainable and future-oriented support for the promotional product sector," comments Armin Halfar.

TRADE VISITOR

"PSI is a highlight and people enjoy coming here."

Klaus Dittkrist, Cargo Seal

PSI is a great place to share ideas with others. Everyone is in a good mood, and you frequently hear the feedback in the aisles and at the stands that PSI is a highlight and that people enjoy coming here.



"All our key customers were there, in spite of the weather."

Alexander Lange, Eurostyle

A positive vibe and all their key customers at the stand – Alexander Lange looked back with satisfaction at their three days at the trade show. We were shown the highlights of this long-established company and were once again impressed, especially by the idea of the trolley backpack, which is available to fit any trolley size. "This is a rucksack that attaches securely to a trolley – for valuables, laptops or travel essentials – and can be detached in one easy step and carried as a rucksack. A practical item for anyone who travels a lot and wants to keep everything neat and to hand", explains Managing Director Alexander Lange. The high-quality polycarbonate truck trolley also keeps things organised. It can be divided so that when the lid is open, it creates a separate compartment. Ideal for travelers in a hurry who can't always unpack. Eurostyle is also the right choice for colourful and stylish travelers, as elegant aluminium suitcases can be ordered in any colour in quantities of 300 or more. You can also add a personal touch and create your own style by using Eurostyle to customise the trolley's front cover. All three examples once again demonstrate the perfect symbiosis of style and functionality. It's worth taking a look at the new catalogue or website!



“PSI strengthens relationships and creates new momentum.”

Jenny Mangold, Kalfany Süße Werbung

For us, PSI was a great success again this year. We had many productive meetings, with both existing clients and new contacts. The trade show is very valuable to us because it gives us the opportunity to showcase our latest products directly in person and get honest feedback. At the same time, it is a nice occasion to meet again in person – whether with customers or within the industry. It strengthens relationships and creates new momentum.



Like every year, we could hardly wait to present our special flavoured fruit gummies. We were delighted to finally present our new, Delicious Edition 2026 “Blue Coconut” and another highlight – a vegan dill pickle. The reactions ranged from surprise to enthusiasm, which is exactly what we wanted to achieve. We also showcased products that reflect customers’ desire to be more aware of what they are snacking on. For example, we offer a vegan, 80% sugar, berry-flavoured fruit gummy and a new paper promotional container that can be fully recycled in the paper recycling bin.

As for the year 2026, we are very confident. Our company has several large projects in the pipeline that will expand our product range, continue to improve our service and strategically increase our production capacities, especially in the fruit gummy and chocolate segments.

We look forward to the changes to PSI next year. As a trade show location, Cologne offers new opportunities. It is logistical, geographical and makes sense in terms of outreach. Our preparations for 2026 are already underway, and we look forward to seeing many familiar faces there. For us, PSI remains the most important trade show for maintaining direct contact with the industry.

“We made many new contacts.”

Jürgen T. Lücke,
Hösteler Interior Design GmbH

There was a positive vibe among the visitors. We made many new domestic and international contacts. However, the larger German distributors were missing from Hall 9. The feedback from visitors was good on Wednesday and Thursday, but was unfortunately poor on Friday. To push the industry’s development in a positive direction, it would be helpful to have a positive shift in sentiment,

which would lead to confidence, growth, and demand. The biggest advantage with moving the event location to Cologne is the date being later, which should motivate more distributors to visit.



PSI as an important platform for European contacts

Anna Nyhlin, Teko Tryck AB

We have participated in PSI for many years and consider the trade fair an important platform for reaching new European customers and strengthening relationships with our existing partners. Personal meetings and strong networks are a key part of our long-term business strategy. We are very satisfied with this year’s visitors and the leads generated during the fair. The main highlight was the introduction of Swedish Dishcloths with digital printing in low volumes, which was received very positively. We also saw clear interest in gift sets combining dishcloths and kitchen towels with a paper band. Against the backdrop of increasing environmental requirements and a more uncertain global situation, there is a growing focus on European-made and environmentally responsible products. This is an area where we are well positioned, giving us a positive outlook for the year ahead. We are already looking forward to PSI in Cologne 2027 and have secured our participation.



Inkcups

Innovations in direct-to-object printing

Inkcups, a globally operating provider of Direct-to-Object printing technology, demonstrated the versatility of direct-to-object printing for promotional items, merchandise products and packaging at the PSI trade show. Visitors to the Inkcups stand were able to find out about the wide range of possibilities offered by Inkcups' flatbed and cylindrical direct printing and pre-treatment equipment and learn how Inkcups customers are using direct printing technology to transform their businesses.

Its presentation focussed on the following:

- The latest updates for Helix ONE®, including the automation software Auto File, barcode scanning, a new sprayable primer to improve adhesion on powder-coated products, and a smaller diameter capability that extends the machine's diameter range to 33 mm to 116 mm.
- The recently introduced X5-T High Throw UV flatbed printer, which increases the ink application distance between the print head and substrate, enabling high-quality, precise printing on contoured, rounded, slightly curved and irregularly shaped

objects such as mugs with handles, multi-tiered drinking vessels and sports equipment.

- The Helix® cylindrical direct printer, which features Inkcups' award-winning, patent-pending Nano-Pin Curing technology, enables printing on transparent cylindrical containers such as glassware, clear plastic bottles, wine and spirits bottles, candle holders and various drinking containers without having to fill them with a UV-blocking substance or filler.

Hendrik Koemans, European Sales Director at Inkcups, comments: "Our latest product launches, including updates to the Helix ONE®, our award-winning Nano Pin Curing technology and our new X5-T High Throw technology, have all been developed to expand the application possibilities of DTO printing and make production even more efficient for our customers. The PSI is always a fantastic start to the new year and an excellent opportunity to meet old and new customers from the European promotional products industry."



The X5-T High Throw UV flatbed printer, which enables high-quality, precise printing on contoured, rounded, slightly curved and irregularly shaped objects.



Hendrik Koemans (left) welcomes a prospective customer to the Helix ONE® printer.



„PSI is the most important meeting place in Europe.“

Frédéric Misseri,
Synneo, France

PSI is the most important meeting place for players from the European promotional products industry. There is always a good overview of industry trends here, especially on the product side

“Our creative sock designs have been delighting customers since 2015.”

Erwina Styra, Skarpeta

Colourful, cheerful and lively – Skarpeta’s stand was hard to miss at the PSI and attracted crowds of curious visitors. “Socks that rock” were on display, and the dynamic team was on hand to explain how an everyday product can become an individually tailored promotional ambassador. Owner Erwina Styra explained the meaning of “The Original since 2015”: “We don’t need round numbers to celebrate



the fact that our creative sock designs and full-service range are so well received in the sector. We are proud of our excellent contacts and have gained many new ones here at the PSI”. Eleven years ago, Erwina, who already had experience in the sector, started her own sock business, because socks with logos and custom designs did not exist at the time. “The PSI gener-

ously supported our first steps, which helped us a lot.” We still remember her first trade show appearance – a laundry rack with socks instead of a stand! The appealing improvisation caught the eye and left a lasting impression: the launch pad of an exciting development. “We want to make it as easy as possible for retailers; we want to inspire with ideas, quality and service,” said Erwina, and immediately gave us an example: Skarpeta now also offers sets of three socks – because one always gets lost.

TRADE VISITOR

“The big players in the industry are present, and everyone is in good spirits.”

Klaus Baumhold, Vertriebskick

I am delighted that this industry meet-up is happening again and that people can see each other at the beginning of the year, like a family reunion. The big players in the industry are back again with nice stands and are in good spirits despite the challenging market conditions. A big topic is finishing methods, where digital and direct printing open up new possibilities. An important focus is also on offering short-term delivery times for finishing options, because the market increasingly demands it. Therefore, we must be able to provide customers with flexible, short-term solutions. Many manufacturers offer them here.





LEONARDO

Design meets sustainability

The tradition-rich family business glaskoch with its LEONARDO brand is once again participating in the PSI with its strong brand presence at Europe's leading trade show for the promotional products industry. For over 50 years, the label has stood for tradition, creativity and reliability thanks to its high quality. The brand succeeds in combining design and quality in perfectly shaped glass. LEONARDO glasses are faithful everyday companions and just the right choice for special moments. In addition to advising on effective advertising activities and the individual design of glasses and packaging, Leonardo takes care of the entire drop shipment process for its customers. The glass experts from Bad Driburg offer everything from a single source. Short distances, optimised processes and a well-coordinated team ensure fast order processing and high customer satisfaction. Visitors to the company's new, completely redesigned and strikingly beautiful stand were also able to see for themselves the diverse qualities and services offered by the company.

LEONARDO's new, completely redesigned stand was a point of attraction for many visitors.

“We focus on our customers’ needs.”

Daniel and Stefanie Jeschonowski

It was hard to miss: At the packed Senator stand, visitors equipped with VR glasses took virtual tours of the production facilities and eagerly peered behind the scenes. The original display was designed to demonstrate the company's manufacturing expertise and bring the brands to life, explain Daniel and Stefanie Jeschonowski. At the beginning of the year, they let us know about the latest company developments: They've kept up their clear brand strategy, focusing on the two traditional brands Senator (1920) and Kahla (1844), and reviewed and optimised all processes from the customer's point of view. A stable, secure database, digitalisation, and the introduction of SAP at Kahla are the foundation on which manufacturing expertise and availability rest – with clear benefits for customers: “We've become significantly faster and can deliver quantities ranging from 500 to 2.5 million”, emphasises Jeschonowski. “However, we not only have the expertise for large-scale projects, but also want to increasingly showcase our brands with smaller, flexible projects in collaboration with customers.” The Kahla brand is set to become even more international and will be represented by Senator in the UK and Benelux in future. A strong customer loyalty to Senator/Kahla was evident at the trade show, as was the fact that their more than 10 years in the sector have given Daniel and Stefanie Jeschonowski deep roots throughout: Through their strong collaboration, they have put their companies in excellent standing.



“The PSI remains our most important marketing tool.”

Lorne Spranz, Spranz GmbH

The PSI was once again a dynamic and productive event for us, and we received a lot of positive feedback. Even though the weather wasn't ideal, our stand was always busy. Thanks to our extensive team, we were able to present our product range in detail and hold many in-depth discussions with customers. Given the considerable interest shown by customers, we are confident that we can look forward to a successful year together. We continue to focus on personal consulting services, because in my opinion, an experienced, communicative team of consultants with good customer contacts cannot be replaced – not even by automated processes. The PSI remains our most important marketing tool, and we look forward to exhibiting in Cologne as well. Even though the economic conditions are difficult at present, we are definitely optimistic about the coming year following this PSI.



“Our products create lasting brand experiences.”

Moushumi Roy, zogi.biz

Sustainability and innovation – these are the keywords that sum up Zogi's business. At the PSI, Zogi once again presented a variety of innovative, high-impact products for successful brand communication, based on three pillars: “Under Zogi Trend, we feature innovative electronics and smart tech accessories, while Zogi Nature is our line of sustainable promotional items that credibly showcase environmental awareness. And with Zogi Direct, we demonstrate our expertise in efficient procurement with our own teams in China and Hong Kong,” explains CFO Moushumi Roy. As a developer, importer and supplier, Zogi combines design, functionality and trends to create sustainable brand experiences with its innovative lifestyle products. “With Zogi Nature, we have been setting standards for sustainable, handmade promotional items from Germany since 2017 with our own brands such as beeswe.love, as well as seed and spice collections.” As expected, our tour of the stand with Moushumi Roy provided us with plenty of eye-opening experiences and interesting surprises.



Promoswiss Swiss Apéro among the Swiss

It has long since become a popular and beloved ritual amid the hustle and bustle of the PSI trade show: the reception hosted by the Swiss Promotional Products Association – the Promoswiss Apéro for short. For the last time in Düsseldorf, the venue for this convivial custom, which is well known in France, Switzerland and Luxembourg, was the stand of the world-famous Swiss brand manufacturer Victorinox with its collection of customisable knives, watches and luggage. All Swiss association members from the trade and supplier circles attending the PSI gathered there for a cosy and communicative get-together with refreshing drinks. In his welcome speech, Promoswiss President Urs Germann emphasised the commonalities and cohesion of the industry in the competition for haptic advertising customer groups. He then presented the Promoswiss Apéro Trophy to host Marion Quast, Head of Corporate Business at Victorinox, together with board member Ina Klingele. The next Promoswiss dates were already on display at the stand: the Swiss trade show double header consisting of the PSF Forum and TOUCH on 9 and 10 September this year at the Umwelt Arena in Spreitenbach near Zurich.



Convivial get-together at the Victorinox stand during the Promoswiss reception.



Promoswiss President Urs Germann and Promoswiss Board Member Ina Klingele (right) hand over the Promoswiss Apéro trophy to Victorinox hostess Marion Quast.



“We are absolutely overwhelmed.”

Robin Hellwinkel, Neumärker

As newcomers with no prior experience of PSI, we came here without any particular expectations in order to present our logo-waffle. We are absolutely overwhelmed, both by the quality of the conversations and the frequency! We will definitely be back and want to establish ourselves in the promotional products sector.



The managing directors Patrick Döring (Myrix), Meinhard Mom-bauer (Reflects) and Dirk Haynberg (Aditan) presented selected new product developments.

Reflects / Aditan / Myrix **REFLECTS group with the “best” developments**

At the last PSI trade show in Düsseldorf, the joint stand of the REFLECTS Group – consisting of REFLECTS GmbH, its subsidiary ADITAM GmbH and partner company MYRIX GmbH – was once again an attractive and constantly busy point of interest. The three promotional product specialists took the opportunity to present their latest developments to the trade press during an exclusive reception. Visitors were able to learn about and see for themselves how REFLECTS has consistently developed its flagship brands RETUMBLER® and REEVES® as well as the complementary brand RE98® as part of its multi-brand concept. The cooperation with the subsidiary ADITAN has been fundamentally redeveloped and specifically integrated into the REFLECTS Group as a strategic component. Together with the partner company MYRIX, they form a strong, future-oriented group of companies that focuses on innovation and synergetic cooperation. In the coming issues of the PSI Journal, we will successively present the group’s product innovations (including REFLECTS’ own development “myNizza Ceramic”, advertised at PSI as the “best mug in the world!”).

“Transparency must become a basic requirement.”

Peter van der Sandt, SL Bags

At PSI, we launched our Digital Product Passport as part of our Honest Journey, providing full insight into product origin, materials, CO₂ footprint, and the supply chain. Transparency is no longer a nice-to-have; it must become a basic requirement in our industry. Customers want to know what they buy, where it comes from, and that sustainability information is transparent, traceable, and verifiable. For us, PSI is always the moment to launch our new collections, and we greatly value the feedback we receive on them. PSI remains a key moment to set the tone for the new promotional year. What matters most is not the location or city of PSI, but the quality of visitors and conversations. PSI is a key moment to connect with partners and customers, exchange insights, and showcase our newest collections. If Cologne helps PSI maintain a professional audience and stimulates meaningful discussions, it will be a positive development for the entire industry.



“We look ahead with optimism.”

Dominik Raab, Art Di Como Design GmbH

The PSI 2026 event in Düsseldorf marked the successful conclusion to the trade show's history at the Düsseldorf location. Despite an overall challenging market situation, foot traffic at our stand was high, and the meetings were productive, especially in terms of quality. We made numerous new contacts and could further strengthen existing customer relationships. We already have a few concrete projects and inquiries to follow up on from the trade show, which once again underscores the importance of PSI as our company's main industry platform.

The focus of our trade show presentation was primarily on sustainable and customisable promotional products. The demand for environmentally friendly materials, long-lasting products and credible sustainability concepts continues to rise. At the same time, we see a clear trend towards more personalised solutions that enable brands to communicate messages with precision and emotion.



Overall, we have an optimistic outlook for the 2026/2027 industry year. Even if cost and margin pressures remain, we see significant potential with innovations, digitalisation and sustainable product concepts. Promotional products will remain an important part of the marketing mix, especially when used strategically and for qualitative purposes.

We have high expectations for the new trade show in Cologne. Better accessibility and the modern trade show environment provide the ideal conditions for further developing PSI and making it appealing to new visitor groups.

“The move to Cologne will open up new possibilities.”

Ralf Stobbe, Suthor Papierverarbeitung GmbH & Co. KG

The paper processing company, Suthor Papierverarbeitung, has been a member for more than 45 years and has participated in the trade show in Düsseldorf every year. PSI was and is our most important trade show, especially for communicating our new products and innovations (this year, a cardboard button and World Cup decorations). Unfortunately, we had significantly fewer visitors and meetings at this finale compared to previous years. The weather was not the only thing to blame. Another reason was that trade shows in neighbouring countries

(e.g. CRCO Lyon) have become more important and popular. However, we made qualified contacts with our regular customers, as in previous years. In 2026, we hope for modest growth, which will also be due to the football World Cup and the various promotional activities associated with the event. We have already seen signs of this. Unfortunately, excessive bureaucracy, especially the EUDR Directive, is hindering our activities and diverting valuable resources into the wrong channel.



The move to Cologne and a later date will be good for the industry and tap into new potential. We look forward to being part of the next PSI chapter.

“PSI is the perfect setting.”

Sven Weidemann,
Joytex GmbH & Co. KG

The PSI 2026 event was a complete success. We were able to meet up with existing clients and establish new customer relationships. It was the perfect setting at the beginning of the year to



introduce our many new products. Our trade show highlight, a cotton bag that is entirely woven, sewn, and printed in Germany, really took off, as it only costs 50 cents more than an imported bag. We are always happy to present these types of new products at PSI to

a diverse, international audience. We already look forward to 2027, when we can do this again in Cologne. We are excited that PSI is moving to a new location. The new date offers the best conditions for attracting many more visitors.

TRADE VISITOR

“This is my first PSI trade show, and I think it’s really nice.”

Peter Woischny, Peter-RZ-Production Support

“This is my first PSI trade show, and I think it’s really nice.” I don’t see much empty space. The trade show also has a wide array of producers and products. There are many interesting new products. Overall, the innovation level at this trade show is very high in my opinion.



“The PSI Product Finder is a real benefit of membership.”

Nicole Höffken and Martina Lipp, RX Global / PSI

Throughout the trade show, they were the points of contact for members at the PSI counter: Nicole Höffken, Manager Customer Service Membership, and Martina Lipp, Manager PSI E-Business (from left). What struck both of them at the trade show, as in their daily consulting practice, was that “many PSI members are not aware of all the advantages that membership in the

PSI network offers them and therefore do not take full advantage of them. We’re happy to provide tailored information on how to get the most out of all the services included in the PSI network.” The PSI Product Finder is one of the most important marketing tools that PSI members can access free of charge. “The Product Finder is a year-round presentation platform that perfectly complements our trade show presence. However, it is very important to keep the data up to date. That is why we would like to remind all suppliers once again to update their products regularly. This is the only way to ensure that retailers get meaningful search results that can lead to orders,” explains Martina Lipp, who is also responsible for the further development of the Product Finder. She also advises exhibitors not to upload their exhibits solely to the trade show website, as they will remain unchanged there until the following September. But that’s not all: “PSI members can list an unlimited number of products throughout the year and update them as needed. This option is included in the membership and is a real benefit for companies.”



New sales cooperation

STAEDTLER and COLOP join forces

STAEDTLER, a globally operating manufacturer and supplier of writing, painting, drawing and modelling products, and COLOP, a specialist in creative stamps, launched a sales partnership in the promotional products business at the beginning of January. The aim is to leverage existing synergies and offer creative product solutions specifically for the promotional products industry. As part of the partnership, STAEDTLER is expanding its range to include selected COLOP stamp products for children and adults. Particularly noteworthy are the COLOP MARKY textile stamp – a practical and durable solution for marking clothing, school supplies and everyday items – and the COLOP CLEANY hand washing stamp – a clever idea for introducing children to the topic of hand hygiene. The cooperation makes it possible to target joint target groups even more precisely and put innovative products on the market more quickly. STAEDTLER and COLOP are leveraging their respective core competencies to strengthen the promotional products business in the long term and inspire industrial customers with high-quality, original and functional solutions.



STAEDTLER and COLOP are appearing together for the first time at the PSI as part of the promotional products industry. The focus is on products from COLOP's MARKY and CLEANY lines.

A first highlight of the collaboration was the presentation of the COLOP product lines MARKY and CLEANY at the STAEDTLER stand during the PSI 2026 in Düsseldorf, where the products were presented to a wide specialist audience at stand 11A15.

“We focus on offering affordable products and high availability.”

Sönke Hinrichs, Inspirion

Here at the PSI, the focus is on umbrellas, luggage and drinking vessels, and the numerous customers and guests are very open-minded and positive. Overall, we're very satisfied: We have our new warehouse in Bremen under control, the PV systems there are generating even more energy than expected, and almost all family members are actively involved in the company. I am very pleased about that. The project of the year will be the completion of the new printing plant in Liegnitz, near Wrocław. It will help us continue on our chosen path of guaranteeing an affordable range of products and high availability.



TRADE VISITOR

“Our factories can make a big contribution to the sector.”

Michael Boß, GSE gGmbH

Many products and services would not be possible without the involvement of people with special needs. The promotional product sector is well aware of this, as it often relies on workshops where people with special



needs do excellent work: whether in printing, labelling, assembly, packaging, warehousing, logistics or sewing. Michael Boß from GSE Urban Development knows what the 140-year-old non-profit company based in Essen can offer the promotional product sector. The graduate engineer from the WfbM (Workshop for People with Special Needs) Operational Management

Department coordinates the activities of the workshops at their various locations, with 1,500 employees, determines customer requirements and creates supportive conditions in the individual businesses. “At the PSI, we met long-standing customers and developed ideas for new joint projects. We were also able to show visitors who did not yet know us where and how they can use our services,” explains Michael Boß, who was delighted with the company’s appearance at the PSI trade show.

“We made many new contacts, especially international ones.”

Rebecca Schneider, Elanders Donauwörth GmbH

PSI is very versatile this year. We made many new contacts, especially international ones. We did not have anything groundbreaking with us, but we are also specialists in natural products made from paper.



“Our customised toilet paper is now award-winning.”

Patrick Richter, Paper+Design

It was certainly an eye-catcher: The tower of custom-printed toilet paper rolls was an original photo op and, at the same time, a conversation starter at the Paper+Design stand. Original, useful and highly promotable – customised toilet paper is ideal for unusual promotional campaigns. “Our toilet paper even won the German Marketing Award for WerbeMax promotional agency recently: It was used with great success at a training exhibition and was named the most creative promotional material at the exhibition by a regional daily newspaper,” says Patrick Richter (picture, right). What



motivates him in particular: “This campaign shows how a functioning partnership between supplier and agency can lead to eye-catching, successful products.” As a design partner and subsidiary of the well-known Duni brand, Paper+Design is a long-standing exhibitor at the PSI – and is once again very satisfied this year. The manufacturer offers its customers a wide range of custom-designed and printed promotional items for the table, along with comprehensive service. Digital printing and eight-colour flexographic printing processes are used to produce creative designs, such as the award-winning toilet paper.

tobra GmbH & Co. KG

A happy harvest for your home

Once again, sustainable products were at the forefront of the numerous product collections at the PSI trade show, including those from tobra GmbH & Co. KG. The FSC-certified company pays particular attention to environmentally conscious products made in Germany. tobra's range of products additionally includes a number of herb planting sticks and hearts. One of the healthy and delicious new products was also visually highlighted at the stand: the organic cress heart "Ernteglück" (harvest happiness), which combines sustainable table culture with the joy of harvesting your own produce. The FSC®-certified cardboard packaging contains a plant heart with over 500 organic cress seeds, embedded in peat-free soil and clay. The packaging can be transformed into a plant bowl in just a few simple steps – without any repotting. The enclosed wax paper can be used directly for watering and growing. This allows fresh cress to be grown directly on the table or on the windowsill, making it a decorative, practical and enjoyable creation. The certified organic product is manufactured in Germany, in-house using green electricity from the company's own photovoltaic system.



Jacqueline Behr presents the new tobra product innovation: The organic cress heart "Ernteglück"

"The KS1 now relies on AI"

Renate Gransee and Thomas Brecht, Offene Systeme Software!

We're kicking off our anniversary year with this PSI: For 30 years, we've been offering companies in the promotional product sector professional, sophisticated support in their daily business with our KS1 merchandise management system. We have brought an exciting innovation with us this time: An AI idea scout has been integrated into the KS1, which creates presentations and/or offers in record time. The tool enables users to generate intelligent product suggestions for customers and occasions at the touch of a button. A GDPR-compliant language model not only provides creative ideas, but also links them directly to the KS1 product database. This means that ideas are immediately matched with real, deliverable items from suppliers in the sector. The result: Even inexperienced employees can deliver high-quality, customised concepts



at the touch of a button, saving enormous amounts of time in their day-to-day sales work. With this tool, pioneers in the sector are well on their way to revolutionising creative customer consulting.

“We were able to welcome all of our key customers.”

Uschi Kindlein, Troika

Although there were slightly fewer visitors to our stand this year, we saw all of our key customers and had some very good discussions overall. Our globes continue to be in high demand – especially in times of geopolitical conflict, looking at the globe helps to put the headlines into perspective. The globes are available in many sizes and designs; they are valuable, personalised gifts that signal appreciation and can be linked to many themes. As always, our travel items are popular, including a practical cable bag that opens up to reveal a clearly arranged storage space for PCs or travel accessories. The “Hildecard” card safe keeps you stylish, organised and secure on the go, always within reach thanks to its MagSafe attachment. The integrated mobile phone stand for portrait or cinema mode is an additional convenient function. Our wide range has once again been very well received and we are starting 2026 with confidence.



PSI Workshops

All AI or what?

The main topic at this year's PSI was artificial intelligence. Christian Kleemann, CEO and founder of the consulting firm KI-Café, explained in a workshop how it can be introduced to companies and scaled. The extensive feedback from visitors made it clear how much the new technology is changing the industry. The AI expert and digital strategist demonstrated very clearly that not everything labelled as AI is actually AI; many times, it is “only” machine learning. The special thing about this year's supporting program was its interactive workshop format, which enabled dialogue between the speakers and participants and maximised the benefit of the event.





The winning photo from Zernisch Werbung GmbH was taken in the Black Forest photo booth at the stand of uma Schreibgeräte Ullmann GmbH at the PSI trade show 2026 in Düsseldorf.

uma Schreibgeräte Ullmann Competition with Black Forest flair

Uma Schreibgeräte Ullmann GmbH attracted visitors' attention to its stand at the PSI 2026 with more than just innovative writing utensils. Visitors also had the opportunity to take part in a competition that focused on interactive communication. The main part of the competition was a Black Forest-style photo booth where visitors to the trade show could have their photo taken with themed accessories. To enter the competition, participants had to post their photos on social media. The competition was very well received and the photo booth became a popular attraction at the uma stand. "The photos taken picked up on the Black Forest theme and combined it with eye-catching brand presentations in the trade show environment", said Managing Director Alexander Ullmann.

The advertising agency Zernisch Werbung GmbH from Freienwill was determined as the winner during the prize draw after the trade show. According to uma, its photo won people over "due to its harmonious implementation of the campaign motif." As a prize, the company received a Black Forest gift basket with a selection of regional delicacies.

"Our 100 percent customisable sneakers – a huge success."

Timo Reyser, Corporate Trainer

People have a personal relationship with shoes: They have to look good, be comfortable and mould to the foot over time. If they are also completely customisable, they become unique favourites. With the idea of launching 100 percent customisable sneakers onto the promotional product market, Timo Reyser and his team achieved sensational success at their first PSI last year. "This year, we were able to top that result and made many high-quality contacts and already have concrete projects in the pipeline." Anyone who takes a close look at their fashionable, lightweight and comfortable models with a purist design and, ideally, tries them on, can easily imagine this. "Our sneakers made of vegan apple leather or sustainably produced nappa leather are carefully manufactured in a Portuguese factory. We focus on providing in-depth advice and the best customer service, and we are flexible and quick to process orders," says Timo Reyser, explaining his recipe for success.



Even a tradition-rich industry such as the promotional products industry is constantly evolving and thrives on a steady flow of new, future-proof ideas. The GWW Young Professionals have made it their mission to set the tone in this regard. They demonstrated their commitment to the industry at the PSI.

GWW Young Professionals at the PSI

Young trendsetters with industry insights



The promotional products industry is facing a structural transition. Digitalisation, increasing sustainability requirements and growing competition for qualified specialists are changing not only business models, but also expectations regarding professional development. In this environment, young entrepreneurs, company successors and dedicated employees are becoming increasingly important. PSI is very committed to promoting young talent in the industry. Therefore, the network regularly offers the “Next Generation PSI” targeted opportunities and practical insights that can help them advance on their path to becoming promotional product pro-

fessionals. That is why PSI hosted a drinks reception together with the GWW Young Professionals on the first day of the trade show, which provided an opportunity for young entrepreneurs in the industry to network and exchange ideas. The Young Professionals within the German Promotional Products Association (GWW) view themselves as a platform for young talents who want to actively shape their industry – in a substantive, networked and practical manner. The group met at the PSI in Düsseldorf to exchange thoughts and share information about their ideas and objectives. We spoke to long-standing members as well as newcomers about their expectations of this network and their views on the industry.



Jana Haußmann and Jenny Mangold, Kalfany Süße Werbung (from the left)

Together with PSI, the GWW Young Professionals hosted a reception to draw attention to the activities of the dynamic “Haptical Youngsters” in a relaxed atmosphere with cold drinks.



Linus Böll, Troika



Anna Purtseladze, Goldstar



Elvir Rizvic, quatron design and Benjamin Langenberg, WIL Langenberg (from the left)

Actively shaping the industry

The network is aimed at young professionals in the promotional products business who want to gain insights into market mechanisms, value chains and strategic issues beyond their daily work. Unlike traditional young talent programmes, the initiative focuses less on formal career paths and more on exchange, initiative and learning together. It is thus responding to an industry that is strongly characterised by small and medium-sized enterprises and in which knowledge is often shared on a personal basis. When a small group of young industry representatives first met informally at the Trend trade show in 2022, no one could

have guessed that within a few years it would develop into a permanent network with signalling effects. Five committed young promotional products talents laid the foundation for the “Young Professionals” in Germany at that time. Today, just three years later, the group has 36 members – and the trend is still growing.

Further training, exchange of ideas, inspiration

Among the founding members are Linus Böll from Troika Germany, Benjamin Langenberg from WIL Langenberg GmbH and Elvir Rizvic from quatron design. They are united by their conviction that the promotional >>



>> products industry needs young voices, new perspectives and strong cooperation in order to remain viable for the future. The original idea for the Young Professionals came from the Netherlands, where similar structures had already been successfully established. The concept was adapted in Germany – with its own character and clear objectives.

The focus is on regular quarterly meetings that deliberately aim to be more than just classic industry gatherings. Professional training and the personal exchange of ideas go hand in hand here. The range of themes is broad, extending from product refinement and material and sustainability issues to artificial intelligence. According to those involved, in particular the latter is an area in which many young professionals play a mediating role. Conveying the importance of AI to decision-makers in companies in an understandable and practical manner requires not only expertise but also persuasion. External speakers are also a central part of the meetings. Well-known industry figures provide insights into current trends, share personal experiences and openly discuss challenges and opportunities. This is a strong motivating factor for the members, most of whom are between 25 and 35

years old. The meetings offer guidance, inspiration and, last but not least, the feeling of being part of a larger movement with their own questions and ambitions.

Participatory network covering a wide range of topics

The group is still deliberately loosely organised. There are no formally elected structures and set functions. However, developments are also taking place here: board elections are to be held in the course of the year in order to place the expanding activities on a stable organisational foundation. At the same time, the open character will be retained. The Young Professionals see themselves as a participatory network and are constantly on the lookout for committed members who are willing to take on responsibility and contribute their own ideas. In addition, the Young Professionals pursue a clear educational agenda. By developing its own training formats, in particular the Young Professionals Academy, the group is responding to the need for practical qualifications. Other topics such as self-management, digitalisation and sustainable production processes are specifically examined from an industry perspective. The approach is dialogue-ori-

ented and promotes the exchange of experiences as well as the discussion of new solutions.

Developing personal skills

For many participants, this commitment is also a step towards personal development. Working on projects, organising events or moderating working groups enables them to acquire skills beyond their day-to-day operations. Project management, strategic thinking and communication skills are put to the test under real-life conditions. At the same time, visibility within the industry increases, which is beneficial both for individual careers and for the companies sending their employees. For Anna Purtseladze, entering the promotional products industry marked not only the beginning of a new career phase, but also the start of her involvement with the Young Professionals. Today, she works at Goldstar and is responsible for marketing and social media within the Young Professionals. Her path to the group was closely linked to her desire to get to know the industry from the ground up and to actively network.

Greater visibility for young professionals

At the start of her career, her main focus was on making new contacts and engaging in personal exchanges. The Young Professionals offered the perfect setting for this: an eye-to-eye network that provides guidance while leaving room for individual ideas. This active networking has remained the central focus of Purtseladze's commitment to this day. She sees it as the key to professional development, learning from one another and jointly providing impetus for the industry. Looking to the future, Anna Purtseladze has a clear wish: greater visibility within the marketing and promotional products industry. Young talents should be given greater recognition – with their ideas, their commitment and their view of modern communication. She is convinced that the industry will benefit from this perspective and that the Young Professionals play an important role in actively shaping the advertising market.

Positive experiences

From the association's point of view, the Young Professionals fulfil a strategic function. They help to keep the GWW attractive to younger target groups and bind them to the association at an early stage. At the same time, they provide impetus for topics that will become increasingly relevant in the coming years. The exchange between experienced industry representatives and young professionals is expressly desired and part of a cross-generational dialogue. A conversation with Jenny Mangold and Jana Haußmann from Kalfany Süße Werbung shows

what this dialogue can look like in concrete terms. The Young Professionals have long been a topic of discussion within the company. Sales manager Jana Haußmann is already an active member of the group, as is her colleague Raphael Wagner. Both have shared their positive experiences internally, sparking the interest of marketing manager Jenny Mangold. For her, it is not so much about the formal commitment, but rather the added value in terms of substance: exchanging ideas with like-minded people from other companies, sharing experiences and building resilient networks within the industry.

Open dialogue among young professional leaders

Mangold describes her motivation openly and reflectively. She sees the Young Professionals as a learning platform where questions are expressly welcome. Her curiosity, coupled with a desire to learn about different perspectives, ultimately convinced her to become actively involved. She was encouraged in this by her conversations with Haußmann and Wagner, who reported concrete benefits such as personal development, new contacts and a better understanding of industry-specific contexts. The decisive step finally came at the PSI trade show, where Mangold and other interested young people took the opportunity to become acquainted with the Young Professionals personally during a relaxed get-together and join the group. One thing is certain for her: especially in an industry that thrives on relationships, trends and innovative strength, open dialogue among young leaders is an important building block for long-term success.

Representatives of the Next Generation PSI

The example of Kalfany Süße Werbung shows how young professionals become committed – not out of a sense of duty, but out of genuine interest, curiosity and the desire to move forward together. They are increasingly becoming a reflection of an industry that networks, learns from one another and actively shapes its future. The Young Professionals show that promoting young talent in the promotional products industry can be more than just personnel marketing. The young talents not only contribute to their own development, but also to the future viability of an industry that traditionally thrives on personal relationships and trust. This is also the basis on which PSI and the PSI network have grown. The fact that all Young Professionals come from PSI member companies also makes them representatives of the Next Generation PSI. <

Products related to enjoyment, organisation and supply are **used regularly and perceived positively**. Their quality, feel and design contribute directly to the brand image and promote emotional attachment.





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Alcohol-free and sparkling

The Secco Zero range of products from Römer Drinks makes alcohol-free enjoyment an integral part of modern dining culture. Secco impresses with 100 per cent flavour and 0 per cent alcohol, making it the ideal choice for conscious connoisseurs. Its intense bouquet of exotic, spicy fruit aromas and fine perlage with a creamy mousse ensure an authentic, distinctly wine-like taste experience. Fresh, lively and harmoniously balanced, Secco Zero offers a high-quality alternative to classic sparkling wines, making it perfect for corporate functions or other events. Manufacturer Römer Drinks offers this non-alcoholic alternative in a small 0.2 litre bottle. A 0.75 litre bottle with a practical screw cap is also available. For orders of 60 or 120 bottles, you can choose between a custom label or screen printing on the bottle.

Slàinte Mhath!

The Highland Whisky Glass Set from Anda Present is an elegant gift set presented in a gift box made of corrugated cardboard and consisting of a 250-millilitre whisky tumbler with a distinctive cut-style design. Three reusable stone ice cubes cool drinks without watering down the flavour: they are stored in a cotton bag and served with stainless steel tongs to enable a complete tasting ritual at home. Several decoration options support the premium branding of the entire set: pad printing on the lid of the box, engraving on the tongs and ceramic printing on the glass. This multi-layered presentation generates a high attention factor.



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Stylish enjoyment for every occasion

ADOMA offers a wide range of high-quality reusable cups for every occasion. The crystal-clear appearance of our plastic cups is almost indistinguishable from real glass and allows for stylish enjoyment even where glass is not permitted. Whether wine and champagne glasses, party cups, shot glasses or beer mugs in various sizes – all products impress with their elegance, durability and functionality. They are virtually unbreakable, dishwasher-safe and can be customised with individual printing. The range is complemented by high-quality bottle coolers and practical to-go solutions. For more information, visit: www.adoma.de

Harvest happiness for your home

The organic cress heart 'Harvest Happiness' from tobra combines sustainable table culture with the joy of harvesting your own produce. The FSC®-certified cardboard box contains a plant heart with over 500 organic cress seeds, embedded in peat-free soil and clay. The packaging can be transformed into a plant tray in just a few simple steps – without any repotting. The enclosed wax paper can be used for watering and growing. This allows you to grow fresh cress right at your table or on your windowsill – decorative, practical and enjoyable. The certified organic product is manufactured in Germany in-house using green electricity from our own photovoltaic system. A delicious gift with experiential value for conscious, sustainable table culture.



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Tasty highlights

If you're into tasty advertising messages, myfitmix has plenty of new tea highlights that combine top quality with stylish design: Seelenwohl (well-being for the soul) is a blend of soothing lemongrass and eucalyptus in an eco-friendly kraft paper tin. In addition to this statement of mindfulness, Matetee Orange is an invigorating pick-me-up in an elegant black stand-up pouch. Lavender herbal tea offers gentle relaxation in an elegant metal tin and makes a lasting impression as a premium giveaway. And last but not least, the combination of mountain tea and citrus is based on Greek tea with a refreshing citrus note. When freshly filled, the window box can be used as an exclusive advertising medium. Whether refreshing, invigorating or gentle, the diverse range of teas from myfitmix offers the matching advertising options with a feel-good factor for every taste.



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Hot or cold drinking experience

With a volume of 300 or 500 ml and double-walled vacuum insulation, hot drinks stay warm for up to six hours and cold drinks stay refreshingly cool for up to twelve hours in the Ceramug thermos mug from Troika. The high-quality Weilburger® ceramic coating on the inside prevents flavour transfer and makes cleaning easier. The leak-proof plastic lid with a slide closure provides reliable protection on the go, whether in the car or at work. The corrugated design ensures a secure grip and gives the mug a modern look. This functional, durable and stylish product is available in matt white.



“Green” tableware

When it comes to tableware and beverage consumption, details make all the difference. ROWE offers a collection for this sector that combines functionality, aesthetics and sustainability. These products are made from regenerated leather, a material obtained from the recovery and processing of leather waste. These promotional products embody the value of reuse and the circular economy by transforming industrial waste into durable, high-quality design objects. The Italian company can produce coasters, menu card holders and key rings for hotel rooms, which are ideal for creating a uniform look in different rooms. Thanks to digital printing, logos, graphics, patterns or images can be reproduced precisely and in vivid colours, allowing bars, restaurants and hotels to express their visual identity.

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www.rowe.it



PSI 42487 • Reflects GmbH
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www.reflects.com



“The best mug in the world!?”

Cologne-based promotional product specialist Reflects® is presenting its myNizza Ceramic mug under the Retumbler brand. The focus is on maximum customisation and exclusive in-house design: the 350-millilitre thermos mug is the result of an exclusive in-house development and offers a wide range of individual design options. Customers can choose from ten mug colours and configure the practical sliding closure of the optional plug-in lid in 18 trendy colours. This creates numerous colour combinations that make the mug a unique brand ambassador. The product has a double wall made of recycled stainless steel and a ceramic inner coating that ensures a genuine taste, is easy to clean and offers a high-quality look. The thermal function keeps drinks warm for up to four hours or cold for up to 24 hours. All components are dishwasher safe. Laser engraving, pad printing or UV printing on the cup body are available for logo finishing.

Stylish light blossom

The light blossom is the new, sustainable product from Caritas Werkstätten Niederrhein. The handmade glass blossom is available in ten different colours and, at 25 centimetres tall, is a real eye-catcher as a giveaway, on-boarding gift or birthday present. Weatherproof and sustainably made from glass, the product combines quality and social responsibility to create stylish promotional gifts and individual customer highlights. With various branding options around and on the light blossom, the manufacturer has the solution that perfectly suits the customer's company and brand.



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werbemittel@cwwn.de
www.cwwn.de





PSI 44954 • happyROSS GmbH
 Tel +49 4532 28050 • info@happyross.de
 www.happyross.de



Individual and sustainable

Felt coasters made from recycled PET are the ideal promotional products for brands with high standards. As custom-made products, they can be finished with the customer's logo at happyROSS using screen printing, sublimation printing, high-quality embroidery or even as an exciting cut-out motif. The size and shape can also be tailored to customers' requirements, whether round, square or as a creative special shape. Thanks to the wide range of standard colours available for the felt, the coasters can be adapted to the customer's corporate design and ensure a long-lasting, visible brand presence in everyday life.



PSI 42020 • MBW Vertriebsges. mbH
 Tel +49 4606 9402-0 • info@mbw.sh
 www.mbw.sh

A targeted approach

The tailor-made hotel and catering industry and theme box from mbw® offers promotional products distributors a carefully compiled selection of promotional and gift items that are specially tailored to the needs of hotels, restaurants, cafés and catering businesses. To match the product selection with the target group, the box is filled with popular gift and promotional products that have been selected through extensive research and industry knowledge to precisely match the tastes of customers. The box is also easy to sample: it can be used to present suitable samples to customers in a cost-effective and convenient manner, thereby generating new sales. The boxes can also be sent directly and neutrally to customers.



Real eye-catchers

The luminous mugs from Lumitoys GmbH are real eye-catchers. The individual all-over print makes the logo and the desired advertising message a perfect attention grabber. But the absolute highlight comes when you pour in the drink: when the mugs come into contact with the liquid, the integrated LEDs start to glow, making the mug the ultimate eye-catcher. Of course, they are reusable, the batteries can be replaced and the material is recyclable. The mugs are available sizes are 300 and 450 millilitres, and the LED colour can be changed on request.

PSI 46095 • Lumitoys-GmbH
Tel +49 2331 377545-0 • info@lumitoys.de
www.lumitoys.de



Professional tableware

The new Sento conference tableware series from Seltmann Weiden combines lightness with modern elegance in the office, at trade shows or at events. Sento includes a wide variety of cup and plate sizes as well as other additional items and is 100 per cent manufactured in Germany. Finishing touches are possible for orders of 300 or more. Due to the high product quality, the manufacturer guarantees lifelong dishwasher and microwave durability.

PSI 49025
Porzellanfabriken Christian Seltmann GmbH
Tel. +49 961 204-144
l.anzer@seltmann.com
www.seltmann.com


Seltmann
Weiden

Creative cocktails

What better way to end the day than with a delicious cocktail? Whether alcoholic or non-alcoholic, fruity or creamy, sweet or sour: EMF Publishing House (Edition Michael Fischer) offers refreshing recipes for happy hour at home in a tailor-made special edition from its diverse publishing programme. On request, a logo can be printed on the cover and, optionally, products and services can be placed on the inside pages. This allows you to create a customised product with a flexible number of pages, special features and your own corporate design.



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



PSI 41829 • Rastal GmbH & Co. KG
 Tel +49 2624 16-0 • brandnew@rastal.com
 www.rastal-promotion.com

Enhanced beer culture

Rastal is expanding its “Craft Master Taste” series: Following up on the award-winning 19 cl tasting glass, the manufacturer is adding five new sizes to its range. This now covers all sizes from 0.1 to 0.5 litres and offers a comprehensive solution for all areas of use. The glasses are optimised for sensory perception: the tapered chimney concentrates aromas, while the slightly flared rim ensures controlled beverage flow and an intense taste experience. The generous decoration area on the bowl offers plenty of space for customer logos and individual finishes. This makes each glass a brand ambassador, perfectly balanced, ergonomically designed and created for a beer culture that combines the highest standards with modern enjoyment.

Energy-saving night light

Ideal for children’s rooms, hallways and stairwells, the NL04 LED night light from Indexa ensures that no one is left in the dark. The soft, warm white light creates a feeling of comfort and safety in any home. Thanks to its integrated twilight sensor, the light switches on automatically when it becomes dark and switches off again when it lightens up. The LED light has a particularly long service life and can be easily plugged into a socket. With its flat design, the night light fits in with any décor. The white casing and transparent light surface can be customised with an individual print. This is the perfect way to showcase your advertising message.



PSI 44531 • Indexa GmbH
 Tel +49 7136 98100 • info@indexa.de
 www.indexa.de





PSI 49729 • Condedi GmbH
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www.condedi.de



Refreshing combination

The bag clip with a filler from Condedi is a creative solution for keeping food fresh and making it easier to fill bags. The innovative combination of a clip and filling mechanism ensures that bags can be opened, filled and resealed quickly and securely. The product is available in modern white and anthracite colours, making the bag clip a perfect fit for any kitchen and bringing order to everyday life. It can be individually customised via printing on various spots. This and many other products in the range are in stock and available even in small quantities.

PSI 43332 • Maximex Import-Export GmbH
Tel +49 212 23065-0 • info@maximex.de
www.maximex.de



Take it easy

The new 2-in-1 tool from Maximex Import-Export GmbH makes it easier to open drink cans and then reseal them hygienically. Developed for the can market, which has been growing for years, the tool is particularly popular with young target groups and at sporting events, festivals and large events. The silicone key ring helps to open even hard-to-reach can tabs and protects your fingernails while doing so. The drinking opening can then be securely covered with a simple twist, protecting it from insects and contamination. Available in red, yellow, blue and green, special colours close to Pantone are possible for orders of 2,500 or more, optionally with printing, a snap hook and a key ring.

PSI 60161 • Greenverta by Media Sp. z o.o.
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 contact@greenverta.com
 greenverta.com



Useful, reliable, sustainable

The OVAL cosmetic bag is a practical promotional bag for everyday use and for increasing brand awareness. Its distinctive crescent shape combines modern design with functionality. The bag is available in two sizes and made from recycled foam fabric, a thick and textured spacer fabric that gives the product its shape. The material also serves as padding and protects the cosmetics stored inside, including glass containers and pens, from damage. Thanks to its durability and dimensional stability, the OVAL cosmetic bag is well suited as a long-lasting promotional product for campaigns in the household, beauty and lifestyle sectors. It is a useful and reliable choice for brands looking for a functional promotional accessory made from sustainable materials.

All-rounder with impact

Leonardo presents the Rigato To-Go glass cup, a new product that captures the spirit of the times. As a stylish, sustainable promotional item, the 500 ml cup combines design appeal with everyday practicality and brand impact. The product is made of high-quality, durable borosilicate glass. With its striking relief, the drinking vessel makes a design statement on the go. The cup is just as suitable for coffee creations and hot drinks as it is for cool refreshments. An attractive feature is the option of customisation with an engraving or imprint for orders of 500 or more. Leonardo will develop a tailor-made design proposal on request. The glass drinking straws for the to-go cup can also be customised in terms of colour and branding or name engraving. An individually designed cardboard box is also available on request.



PSI 49644 • Leonardo Pro c/o
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More than a cup, it's a story!

The social start-up "thamani" (Swahili for "valuable/dignified") offers ceramics (cups and bowls) handmade in Kenya and Cambodia, which are then individually painted by disadvantaged children in art workshops at schools. Each child also writes an encouraging letter. In addition, a photo of the child is taken together with the cup/bowl. Everything is presented in an attractive box. Each sold product finances one month's school fees for the respective child. "We want to empower and give dignity with our vision," say the initiators of thamani.



PSI 46311 • Troika Germany GmbH
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www.troika.de/business

Everything with one hand

The Infuse+ bottle with double-walled vacuum insulation from Troika keeps drinks hot for up to twelve hours or cold for 24 hours. With a capacity of 550 millilitres, it is perfect for on the go, in the office or during sports. The one-hand closure opens at the touch of a button, and the integrated strainer reliably filters tea bags, lemon or mint leaves while drinking. Ice cubes can be added easily thanks to the wide opening. The non-slip silicone base ensures stability and the double carabiner allows it to be attached to bags or backpacks. The leak-proof, robust container is made of high-quality stainless steel with a matt powder coating and is available in black, red, white or silver.





PSI 46596 • Polyclean International GmbH
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 sales@polyclean.com
 www.polyclean.com

Universal brand ambassador

Big cloth, big advertising: the name says it all with the universal cloth made from P-9000® micro-fibre from Polyclean. This versatile all-round product can be used wherever cleanliness counts: for car care, in the hobby room or around the house. Thanks to its extremely durable material, it cleans surfaces professionally, gently and efficiently in no time at all. The optimal material and printing properties guarantee perfect advertising printing of the product or service on the cloth.



A colourful mix

Things are getting colourful at marcolor: in addition to its tried-and-tested white tea towels, the marcolor printing company now also offers coloured towels in blue, red and black. The company continues to rely on the usual quality of 100% cotton. The 50 × 70 cm kitchen towels are also manufactured in Germany and screen-printed individually according to customer requirements. Compared to white towels, light printing colours in particular can appear less opaque on a coloured mottled background and appear darker overall than expected. For this reason, dark printing colours are particularly recommended in addition to white printing ink. The desired colour is mixed according to Pantone. On request, the tea towels can be finished with a printed paper sleeve, which offers additional space for advertising messages. The result is a high-quality tea towel set, 100% made in Germany. Production is possible starting in quantities of just 100.



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PSI 61027 • SAS Smart Apparel
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Stylish dining atmosphere

SAS Smart Apparel invites anyone interested to enhance their dining experience with the Luminous Bottle Cover. Made from innovative light-conducting fabric and soft cotton, it illuminates the evening with a magical, multi-coloured RGB glow and creates the perfect atmosphere for intimate dinners, garden parties, festive occasions or stylish venues. Powered by a 2000 mAh battery, it provides hours of soft light. The elegant, simple fabric can be combined with individual branding options and transforms any table into a fascinating highlight that makes every get-together unforgettable. The USB charger is included.

Long-lasting aroma

For over 150 years, Zwiesel Glas has been synonymous with quality and expertise in glass design. The top-selling Vivid Senses series allows you to enjoy wine in a modern way, regardless of the colour of the wine, with the focus on the aroma. The delicate Tritan® crystal glasses, which have been distinguished with the German Design Award, are the ideal promotional product for presenting a brand in a stylish and sustainable way. Delivered in high-quality gift packaging, the glasses can be individually refined to perfectly showcase the customer's advertising message. For maximum visibility and exclusive co-branding, a high-quality sticker can be applied to the box on request. The product is break-resistant, dishwasher-safe and made in Germany.



PSI 60997 • Zwiesel Fortessa AG
Tel +49 9922 98186
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www.zwieselfortessa.com

Space-saving storage

Made from high-quality tinplate, the new storage jar from Dosenspezialist combines timeless design with well-reflected functionality for everyday use in the home. The clear, cylindrical shape looks modern and tidy and allows space-saving storage of a wide variety of contents, from tea, coffee and biscuits to small household items. The integrated double lid reliably protects the contents from light and external influences and conveys a noticeable increase in value. Tinplate is robust, durable and completely recyclable, making it a material that credibly combines sustainability and quality. This makes the tin a lasting companion in everyday life and an advertising medium that is not only seen but also appreciated and used again and again.



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www.dosenspezialist.de



PSI 45753 • ANDA Present Ltd.
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 www.andapresent.com

That's my glass!

Available from Anda Present, the Cupperty glass marker set is a colourful twelve-piece assortment of silicone marker beads that allow guests to identify their drinks at a glance. Each marker can be easily attached to the stem or rim of a glass. The practical and colourful marker beads reduce mix-ups at busy events. The set, which can be customised with a logo, QR code or campaign message, comes in a compact storage box made from recycled PP. This way, it can be neatly stored between uses and easily transported to events, tastings or catering establishments. Its high suitability for everyday use makes it an attractive addition to the Anda collection. It is suitable for a variety of campaign themes, including summer events, food and beverage product launches, trade shows and gift packs with host essentials in combination with drinking vessels or bottle advertising.

Lanyard with a bottle holder

s'Fläschle Täschle from D&K ID Group is a polyester lanyard with an elastic bottle holder that is ideal for events, trade shows and sports. Bottles can be transported quickly and safely, offering a high level of comfort and always within easy reach. The Täschle (little bag) is comfortable to wear over the shoulder, offers optimum support for different bottle sizes and has a variable adjustable length. It can also be printed individually according to customers' demands and coloured based on individual PMS specifications, making it ideal for placing sponsors.



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PSI 42487 • Reflects GmbH
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www.reflects.com



Attractive salad servers

Reflects® is complementing the Cutla cutlery set, winner of the RED DOT AWARD 2025, with the versatile RE98-Cutla salad servers. It is an exclusive in-house product development with functional details and a clear, modern design, specially created for flexible use when serving. The clever silicone holder allows for different types of use: as a tray, stand or practical serving tongs, it keeps the table tidy and makes serving easier. The cutlery is made of high-quality, recycled 304 stainless steel, is durable and dishwasher-safe, easy to care for and sustainable. The cutlery can be laser engraved to individually showcase brands. RE98-Cutla-Salad comes in high-quality 1C gift packaging.



Wipe it away

The original Swedish Dishcloth sponge cloths from Teko Tryck can be custom-printed. The sponge cloths are made from natural materials and are practical promotional products for the home, office and catering industry. They can be printed with company logos, full-colour designs or Pantone colours and are suitable for long-term daily use. The products are washable and reusable and can help reduce the use of disposable paper towels. They are manufactured in Europe in low minimum order quantities, making them ideal for promotional campaigns.



PSI 47879 • Teko Tryck AB
Tel +46 456 13253 • info@tekotryck.se
www.tekotryck.se

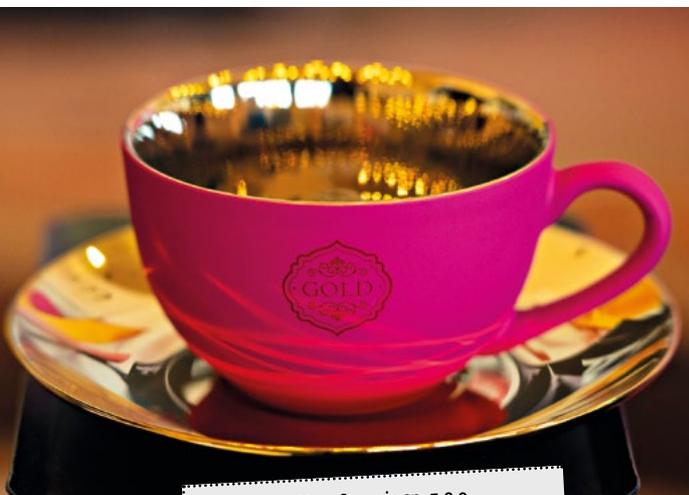
Luxurious cashmere feel

The incredibly soft, durable cashmere feel pillow from Gözze's range of elegant home products is a must-have for anyone who values the highest quality and comfort. The ZEGO textile finishing centre enables this pillow, which is perfectly suited for personalisation, to make an individual statement according to the customer's wishes. Whether for hotels, office furnishings or wellness centres, customers benefit from tailor-made solutions that are enhanced by textile printing or embroidery. Creative ideas using your own logo or motif give this luxurious product a special look. The service provided by the ZEGO Textile Finishing Centre turns a high-quality product into an eye-catching brand experience.

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

It's tea-time

Afternoon tea tastes best from elegant porcelain. The Olivia cup model from Mart Ceramic combines a classic shape with a remarkable surface. The shiny golden surface of the saucer forms an exciting contrast with the matt surface of the cup. The traditional shape of the set combines timeless aesthetics with a unique colour combination. The Olivia cup is not only available in classic white, but also in up to 28 standard colours, including a gold metallic version. For demanding customers, the set can be painted in any colour in a matt or glossy finish. In the gold version, Olivia is ideal for special occasions and ensures moments of pure enjoyment.



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 www.multiflower.de

Mocktail-Trio

The three exquisite teas available from Multiflower – green tea peach, black tea tropic and rooibos – form the aromatic basis for refreshing iced tea enjoyment. This allows you to create colourful mocktails according to your own imagination. The card and banderole stylishly showcase the desired advertising message. Individual designs are possible for orders of 250 more. Each pack contains approximately three grams of Green Tea Peach and Black Tea Tropic and approximately four grams of Rooibos tea blend. Ingredients include apple pieces, lemongrass, citrus peel, papaya pieces, flavouring, sunflower blossoms and stevia leaves, papaya pieces, citric acid, coconut chips and much more. The advertising space measures 40 × 40 millimetres on the standard motif banderole. Alternatively, a 134 × 45 millimetre advertising space is available on the banderole for your own design. You can also design your own card.

Pouring it elegantly

Whether at home, at family dinners or as an eye-catcher on the table, the Silika carafe from Römer Lifestyle combines design, functionality and high-quality materials in one product. With its modern look, it adds an elegant touch and turns soft drinks into a stylish experience. The carafe holds one litre and is made of robust borosilicate glass, combined with silicone and stainless steel elements. The automatically opening and closing rocker lid with an integrated strainer ensures that drinks can be served and filtered at the same time. This makes the carafe ideal for fruit juices, iced tea or flavoured water. Thanks to its temperature-resistant and dishwasher-safe glass, the carafe is particularly easy to care for and durable. The manufacturer can apply the customer's desired design starting in quantities of 60 or more using various finishing techniques, such as laser engraving.



PSI 43892 • Römer Lifestyle
 by Römer Wein und Sekt GmbH
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The newly established FARE sales team from left to right: Patrick Leubner, Franz Hörl, Günter Schmidt and Dominik Dell. Photo: Fare

Closer integration of sales and marketing

By restructuring its sales department, advertising umbrella specialist FARE is setting the course for continued close, personal cooperation with the promotional products industry and for the future-oriented development of the brand. Patrick Leubner will continue to serve customers in the north as usual and remain the first point of contact for distributors and partners there. Franz Hörl is new to the team. He joined FARE at the end of last year and will be active in southern Germany, Austria and Switzerland. He will visit numerous distributors in these regions, conduct product training and support FARE at in-house exhibitions. This enables the company to establish closer ties with the market and strengthen its personalised customer service in these regions.

Dominik Dell, who has been responsible for sales in southern Germany, Austria and Switzerland for around ten years, will also take on additional marketing responsibilities. In this new role, he will act as the interface between sales and marketing. The aim is to incorporate sales experience even more closely into strategic marketing themes and to take market requirements into account at an early stage in communication, product positioning and campaign development. Dominik Dell will continue to personally serve key account customers in his previous territory in close coordination with Franz Hörl. Günter Schmidt will continue to manage sales as authorised signatory. The clear structure, short communication channels and close coordination within the team thus remain central components of the sales organisation.

“In our highly personalised industry, proximity, reliability and local presence are crucial,” explains Schmidt. “With the newly established sales team, we are ensuring that we can continue to live these values in the future, while at the same time creating space for new ideas and further development.” FARE reports that it considers itself well positioned for the coming years with this structure and looks forward to continuing its close and cooperative partnership with its distributors.

www.fare.de

EcoVadis Bronze medal for Pagani Pens

Pagani Pens has been awarded the EcoVadis Bronze Medal 2025 – one of the world’s most prestigious ratings for corporate sustainability. With a score of 84 out of 100, just one point below the silver medal, Pagani Pens considers the award to be a “significant milestone in its ongoing commitment to responsible business practices, as well as their goal for the coming year”. The EcoVadis assessment is based on 21 environmental, social and ethical criteria in four key areas: environment, labour and human rights, ethics, and sustainable procurement. For Pagani Pens, this recognition follows the achievement of the ISO 9001, ISO 14001 and ISO 45001 certifications, as well as the successful Sedex Members Ethical Trade Audit (SME-TA) – proof of compliance with global standards in quality, occupational health and safety, and environmental management.

Founded in 1961 in Ticino, Switzerland, Pagani Pens combines traditional craftsmanship with innovative micromechanics to produce elegant, reliable and sustainable writing instruments. Through its brands Prodir, Premec and Pagani Works, as well as its three production facilities, the company manufactures all components in-house with a skilled team to ensure the very best quality. www.paganipens.com



Pagani Pens

SL BAGS, the brand bag manufacturer behind the VASAD and Recycle Bags collections based in Zutphen, Netherlands, presents its new Digital Product Passport (DPP), which gives customers complete transparency on the origins of their bag – from raw materials and production to CO₂ emissions.

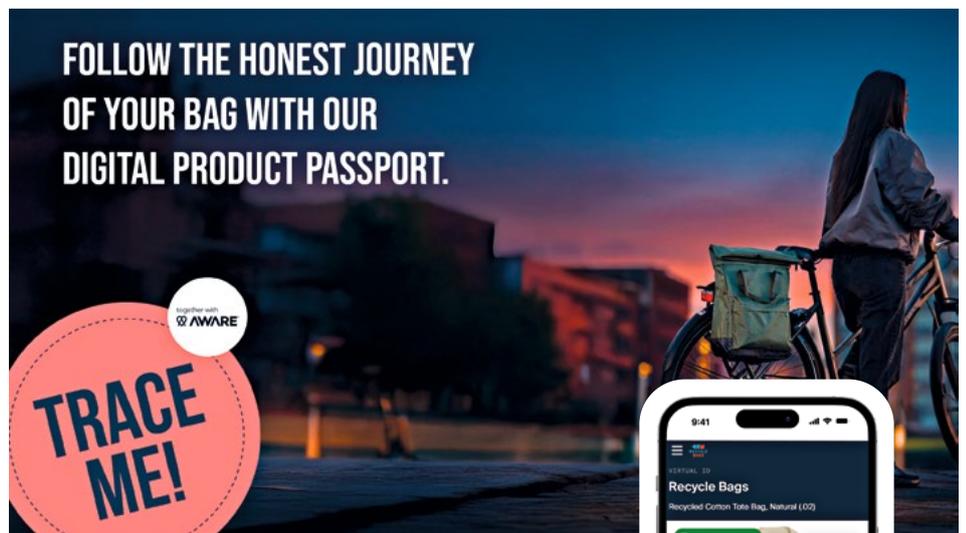
SL BAGS introduces the Digital Product Passport

New standard ensures transparency

Peter van der Sandt, CEO and owner, explains, “As a family business, we would like to pass our world on to the next generation in good condition. Some call this sustainable. We simply call it honest. At VASAD and Recycle Bags, every bag is manufactured with integrity, and customers can see exactly how responsibly it has been produced. Each bag is made using materials, partners and processes that respect people, the environment and society.” This commitment earned SL BAGS a platinum rating from EcoVadis in 2025, placing the brand among the top 1 per cent of companies worldwide assessed by EcoVadis in terms of sustainability.

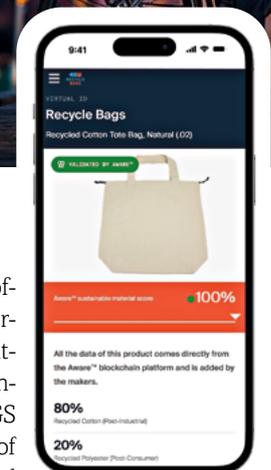
Trace Me!: complete traceability

SL BAGS describes itself as a “pioneer in the use of Digital Product Passports,” which give customers complete transparency on the origins of every VASAD and Recycle bag – from the sourcing of raw materials to the factory where the bag is manufactured to the CO₂ emissions generated during production. This transparency is made possible by “Trace Me!”. By scanning the QR code on the bag, customers gain direct access to the Digital Product Passport and can explore the origin, materials and impact of their bag for themselves. In this way, SL BAGS makes sustainability claims verifiable. “Responsible production is no longer a promise, but a verifiable reality that gives customers the honest story behind their purchase and the confidence to make a truly responsible decision,” comments Peter van der Sandt.



Carbon footprint is calculated

Since 1 January 2026, SL BAGS has been an official partner of IPPAG (International Partnership for Premiums and Gifts), thereby committing itself to sustainability, transparency and innovation. “In collaboration with IPPAG, SL BAGS has accurately measured the carbon footprint of each bag. This data is integrated into the digital product passport and gives customers clear insight into the brand’s efforts to responsibly manage and minimise emissions,” says Peter van der Sandt. The carbon footprint is calculated according to IPPAG’s ISO-certified methodology, ensuring reliable and verifiable data. Customers can access this information via the QR code on all new VASAD and Recycle Bags products. SL BAGS also ensures that all recycled materials are GRS certified and that partner factories fully comply with CSR standards. <



Adrian Rigoni takes over as managing director

Heri-Rigoni GmbH is celebrating its 65th anniversary in 2026 and at the same time setting the course for the future with Adrian Rigoni taking over the position of managing partner. With him, responsibility for the family business founded in 1961 passes to the third generation. Adrian Rigoni is the grandson of the company's founder and son of Armin Rigoni, who has led the company as managing partner for over 40 years and had a decisive influence on its development. The generational change marks a clear transition and is deliberately scheduled to coincide with the anniversary year. For decades, Heri-Rigoni has been synonymous with innovative product solutions made in the Black Forest. The company set standards early on, including with the development of the first ballpoint pen with an integrated stamp function. Since 2016, its range has been continuously expanded with products from the emotion factory brand. With Adrian Rigoni, a new generation is now taking over strategic and operational responsibility. His focus is on the further development of the company, strengthening existing brand areas and aligning with future market requirements. www.heri.de • www.emotion-factory.com



Heri-Rigoni

Adrian Rigoni. Photo: Heri-Rigoni GmbH

AI Editor from mbw sets new standards



Picture: mbw

mbw

Mbw, the Northern German specialist for feel-good products, has added a new AI-powered Editor to its online portal, which is an innovative solution for visualising products. Several AI models are bundled in one system and generate mood imagery for promotional products with a logo. AI automatically creates appropriate scenes, which feature products and logos. The presentation showcases the product itself, such as 'Schrauber Bert' (Bert the repair man) at a car repair shop, and an uploaded logo if it can be attributed to an industry.

Getting started is very easy: Logos can be directly placed on the product using the Editor feature, even without optional logo data. Colours can be adjusted directly. Clicking on the AI models starts the image generating process, and results are available in a short amount of time. This process can be repeated as often as you want so that you can recreate new mood images with the same product. "This is how visual inspirations are created without making much effort for the design or prior creative experience, making them ideal for presentations, tender negotiations or internal coordination. The new tool offers clear added value for marketing and sales," stated Managing Director Jan Breuer. www.mbw.sh

uma once again named one of the TOP 100 innovators

uma Schreibgeräte Ullmann GmbH has once again been named one of the TOP 100 innovators among German SMEs in 2026. uma continuously develops its products and processes, focusing on the requirements of customers and markets. Innovation is an integral part of the company's work. "This renewed award confirms this approach and is an incentive for uma to continue on the path it has chosen," comments Managing Director Alexander Ullmann. www.uma-pen.com

uma Schreibgeräte Ullmann



uma Managing Directors Alexander, Jochen and Peter Ullmann (from left) with the collected TOP 100 Innovator trophies. Picture: uma

With record visitor numbers, a great atmosphere and trend-setting innovations, this year's "PROMOTIONAL PRODUCT SHOW" at Nuremberg Airport on 22 January made a strong impression in the promotional product sector's series of in-house exhibitions.

In-house exhibition attracts record number of visitors

“Take off” for top promotional products



“Ready for take-off”: The Schuelbe Promotion Service GmbH team waiting for their guests.

Organised by Schuelbe Promotion Service GmbH, this established event took place for the 32nd time at the Nuremberg Airport conference centre, once again confirming its place in the diaries of buyers and marketing decision-makers. A total of 320 visitors from 160 companies attended the show, setting a new record.

Promotional items “Create a Smile”

The construction of the exhibition stands and the evening get-together for organisers and exhibitors set the mood for the trade show, when the high visitor numbers and overwhelmingly positive atmosphere ensured a dynamic event. Under this year's motto, “Create a Smile”, exhibitors presented numerous new products and innovative trends. The particular focus was on new finishing techniques that give promotional products an even more custom look, smart electronic gadgets, modern corporate wear from head to toe, and new trendy colours that add fresh accents.

Discover, test, engage

One of the highlights was the keynote speech by Julian Knorr (ONESTOPTRANSFORMATION AG) on the topic of “AI skills for the future”, which gave a practical demonstration of the future role of artificial intelligence in marketing and business. The numerous special promotions offered by the exhibitors also contributed to the trade show's appeal and invited visitors to discover, test and engage. Both exhibitors and visitors praised the organisation, the high-quality exhibitor portfolio and the practical location of the airport. “The PROMOTIONAL PRODUCT SHOW at Nuremberg Airport once again proved to be a successful platform for inspiration, personal encounters and business development – and a dynamic meeting place for the sector that sets the tone for the coming year of creative promotional products,” concluded Managing Director Kathrin Harris.



There was constant traffic at the stands of the exhibiting suppliers and manufacturers.

On 27 January, the German Promotional Products Association (GWW) kicked off its year of events with the TREND trade show for specialist distributors at the Forum in Messe Frankfurt. The first academic work on the subject of promotional products was presented at a press conference at the start of the event.

Start of the GWW event year

TREND show accompanied by book presentation



Prof. Dr. H. Dieter Dahlhoff
presenting the main content
of the first academic reference
book on promotional products



The press conference focused on the presentation of the new reference book “Werbeartikel: Grundlagen, Formen und Wirkungen” (Promotional Products: Fundamentals, Forms and Effects) by Prof. Dr. H. Dieter Dahlhoff, President of the German Advertising Science Association and coordinator of the project. He summarised the key content of this world-first analysis and overview of all globally available and relevant research and studies on promotional products at the University of Kassel. This includes, among other things, a study on the acceptance of promotional products among young consumers in Germany, the so-called “Generation Z”, which comes to consistently positive conclusions.

First academic work on promotional products

The work of authors Andreas Mann, Greta Sofie Möller and Ann-Catrin Pristl from the University of Kassel provides a foundation for future teaching in academic marketing at universities and applied sciences universities that is available for the first time. It now also brings promotional products, which have been neglected there in favour of other forms of advertising, into the spotlight of academic research. The publication is additionally intended as an argumentation aid for advertising practitioners and managers, as it compiles well-founded and up-to-date facts on the effectiveness of haptic promotion in 160 pages.



Speakers at the press conference (from left): Oliver Spitzer, Prof. Dr. H. Dieter Dahlhoff, Moderatorin Katrin Seifarth, Dr. Bernd Nauen and Dr. Markus Preißner.



GWW Chairman Frank Jansen welcomed the participants to the press conference.

Numbers and emotions

Other speakers at the press conference were Dr Bernd Nauen, Chief Executive of the German Advertising Association (ZAW), Oliver Spitzer, Managing Director of the market research institute september, and Dr Markus Preißner, Scientific Director at the Institute for Retail Research (IfH Cologne). Markus Preißner presented initial figures and statements on the annual WA Monitor published by the GWW (which is not yet final), while Spitzer focused on the significant emotional components of the haptic and sometimes multisensory advertising medium identified by a study conducted by his institute. Nauen attested to the important role of promotional products in the marketing mix, but pointed out that this has so far only been substantiated by a small amount of valid data. Against this background, he welcomed the first scientifically independent publication on the subject.

A long road to persuasion

Until the importance of promotional items – also in comparison to other ‘traditional’ forms of advertising – can be permanently anchored in the broad consciousness of advertising companies and institutions as well as in the political arena, there is still a long way to go in terms of persuasion, because despite a broad media invitation list and renowned experts on the podium, only representatives of the trade press were present at this presentation.

Cautious start in Frankfurt

The start of the GWW trade fair season with TREND, which is reserved for the promotional products trade, was rather quiet on this day – perhaps due to the winter weather. Just two and a half weeks after the PSI trade show, 80 exhibitors once again presented their latest collections to a moderate number of visitors. One day later, at the first NEWSWEEK event of the year, the inviting promotional product companies welcomed far more visitors from their customer base and, together with their exhibiting suppliers, convinced them of the effectiveness of promotional products in the marketing mix.

Further stops

The following week, NEWSWEEK visited the Cruise Centre Steinwerder in Hamburg, Bielefeld City Hall and Dortmund Exhibition Centre. Further stops on the tour will be the Hanns-Martin-Schleyer Hall in Stuttgart on 24 February, followed by Berlin on 10 March and Dresden on 11 March. Further information and registration details are available at: <https://gww.de/messen-events>



Despite moderate visitor numbers, there was considerable interest in the exhibitors' latest collections.





The promotional products in this category are **reliable companions during work** processes and stand for structure, reliability and professionalism. They ensure that brand messages are present every day – discreetly but effectively.





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 www.myrix.de



Readily Available Flexorite Designs

With the MYRIX® M9, the specialist for customised notebooks and calendars is launching a successful product concept as an in-stock article for the first time, previously only available as a custom-made product. The basis is the tried-and-tested FLEXORITE concept, which includes a high-quality PU cover, a wide selection of colours and distinctive decorative stitching that lends notebooks a hand-made, modern touch. The interior and exterior colours are harmoniously coordinated and will help create a colourful brand presentation. The decisive advantage: The M9 is available at short notice and can be ordered for a minimum order of just 50 units, making it ideal for events, campaigns or spontaneous marketing events.

Short and Practical

The short pencils from [DerHauser.] are practical classics for fast note-taking on golf scorecards, in hotel guest books or at events, among other uses. The company from the Franconia region in Southern Germany sells short pencils measuring 105 millimetres long that come with HB lead and an eraser. The product can have either a round or hexagonal design, and a selection of 36 standard colours is available for a minimum order of 500 units. Alternatively, for a minimum order of 1,000 units, it can come in the client's preferred Pantone colour. Alternatively, the pencils can come in solid black. The wood is made from sustainable European forestry. Customers can choose between lacquered pine or natural linden wood, which can also be FSC-certified upon request. The manufacturer from Southern Germany finishes the pencils using screen or pad printing. They are delivered in a box containing 144 pieces within 14 days.



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PSI 42938 • Reidinger GmbH
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www.reidinger.de



Timeless Advertising

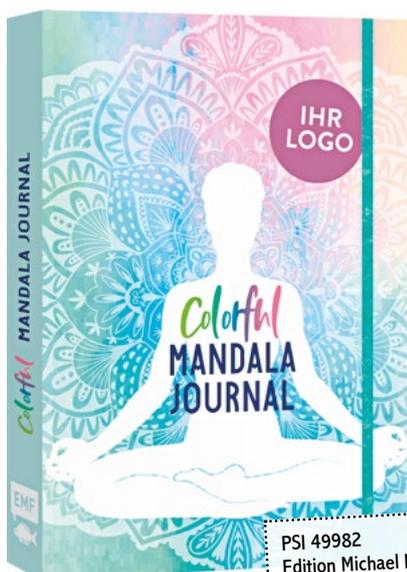
A pencil is timeless, has a long lifespan and is used every day. The custom pencils from Reidinger do just this when used as a promotional product. They win people over with their FSC®-certified wood, short shipment routes, and their overall design options. Numerous shapes, colours and finishing options turn each Reidinger pencil into a tailor-made brand ambassador. Everything is possible, from a discrete logo to bold brand statements. Reidinger turns an everyday utensil into an advertising messenger that communicates boldly and writes, too. And that is exactly why the messages will stick in your memory. Because time is money, the advertising messenger can be designed to include a label confirming a company's financial contribution to the climate directly in the configurator on the reidinger.de website.

Pens Remain in People's Memories

Lumitoys-GmbH focuses on one effect for ballpoint pens that really catches people's attention: light. The Promo-Pen features a stylus and a recessed logo illuminated by a single-colour LED, making it an eye-catcher, especially in dimly-lit rooms or at events. The pen has a new feature: The front part can be removed to use the small light, which is a real added benefit. The Beamer Pen is also just as spectacular as it enables a customised logo to be enlarged and projected onto a wall or desk, thereby turning the classic pen into a showpiece. Both models can feature a customised barrel design or can come in basic versions with printing.



PSI 46095 • Lumitoys-GmbH
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PSI 49982
Edition Michael Fischer GmbH - EMF Verlag
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www.emf-verlag.de

Bullet Journal for More Mindfulness

With a specially designed bullet journal, the publisher EMF-Verlag (Edition Michael Fischer) focuses on greater balance and inner peace without losing sight of the organisational benefits. Weekly overviews, lists, and trackers help people lead structured, stress-free everyday lives and, at the same time, offer inspiration for more mindful working. The journal is also a flexible communication space for companies. The content and design of the journals can be tailored to specific target groups and brands, including the format and page count. Upon request, a logo can also be placed on the cover, turning the book into a customised print product with high everyday visibility. EMF monitors the process in line with its positioning as a full-service partner, from conceptualisation to delivery.



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

Multifunctional Work Light

With the REEVES-Strogan light, REFLECTS® is presenting a compact, rechargeable work light that is versatile to use because it features an adhesive magnet and a flexible, detachable tripod. The LED lights on both sides provide practical lighting options. The main light with a COB LED delivers up to 450 lumens, is dimmable, and offers three light modes with different light temperatures. On the back side, there is a second LED light with 20 lumens that runs as either a white light or a red signal light with SOS mode. The light can be rotated horizontally in increments of up to 180 degrees to direct the light precisely where you want. When used while you are out and about, it can be attached to your belt or rucksack with a clip.

Blooming Inspiration

With the Wildflower Edition, Stabilo Promotion Products brings selected bestsellers to the market in an exclusive, trend-inspiring array of colours. They feature four expressive colours inspired by blooming wild flowers: grey violet, burgundy red, ultra marine blue, and rouge. These colours add an emotional touch and open up new opportunities for striking brand communication. The Stabilo Boss Original in the Wildflower Edition is an iconic classic with an emotional colour effect, making it the ideal promotional product for desks or for use while out and about, as it is high-quality, always present and customisable. The wedge tip with two line widths makes this writing instrument suitable for underlining and highlighting. The water-based ink ensures easy handling, while the Stabilo anti-dry-out technology ensures precise working and prevents the pen from drying out – for up to four hours without a cap. The characteristic form prevents it from rolling away and ensures the advertising message will always stay in the recipient's line of vision. Large print areas on both sides of the shaft are perfect for customisation, and there is space on the cap for advertising as well. Advertising is placed on the product using screen or digital printing on the shaft or using pad printing on the cap.

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 Tel +49 911 5673455
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 www.stabilo-promotion.com





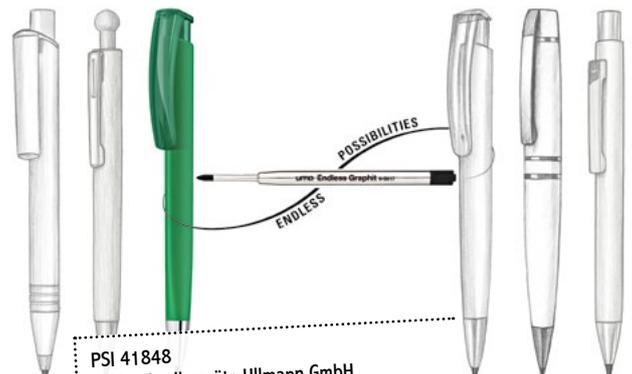
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Wellness & Care GmbH & Co. KG
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www.roemer-wellness.de

4-in-1 Mousepad

The practical, customisable 4-in-1 mousepads from Römer Wellness measure 20 × 23 centimetres and offer optimal space for your mouse. They win people over with their four practical features that make every-day work on the computer easier for employees. The mousepad has anti-slip knobs that keep it in one place on your desk. Moreover, it serves as a practical cleaning cloth, as it is made from microfibre material. The fine microfibres easily pick up dirt, dust, and fingerprints. It can be used to clean eyeglasses and to protect a laptop when placed on a laptop keyboard before it is closed. It keeps displays free of dust, scratches and fingerprints. Last but not least, the cloth can be customised using digital printing and thus is a great advertising space for a small budget. Due to its versatility, this giveaway is often used in offices and home offices, making it the perfect advertising medium for customers, employees or business partners.

A Pencil Feeling Without Sharpening

With the Endless Graphite refill, uma provides an alternative to the classic pencil that is durable, practical and made for everyday office use. The refill consists of a metal alloy mixed with graphite, which oxidises when writing on paper, creating a fine, erasable line. The degree of hardness is comparable to H, and the width of the line is approximately 0.5 mm. The pencil does not need to be sharpened, which makes it especially convenient for frequent note-taking. Another benefit is its compatibility with nearly all of uma's other writing instruments that feature the uma TECH refill.



PSI 41848
UMA Schreibgeräte Ullmann GmbH
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www.uma-pen.com

USB Cable Bets on Speed

The REEVES-WATTULA USB cable from REFLECTS® focuses on speed and organisation: The USB-C to USB-C cable delivers up to 240 watts and helps transfer data, as it is compatible with the latest notebooks, tablets and smartphones. It has a special feature: the integrated cable management system. The cable organiser keeps the cable tidy and ready to use at any time. The two plugs are released from a magnetic holder, and the cable can then be pulled evenly to the desired length at both ends. It automatically locks into place in four stages up to 90 cm. After it is used, a small tug is enough to make it slide back into the housing on its own.



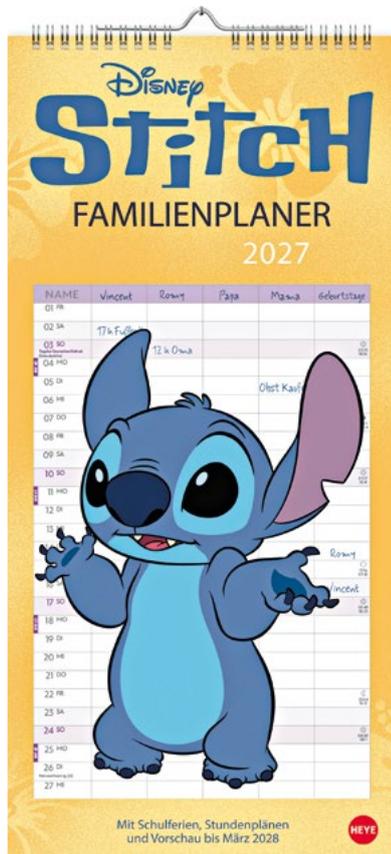
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www.reflects.com

Classic Haptic Experience

Promotional calendars are classic examples of haptic advertising messengers that remain popular year after year. With the high-quality brand calendar from Athesia, a company advertising itself is guaranteed to stay in its customer base's line of sight for 365 days. For 2027, the publisher is presenting calendars featuring artwork, trends, exclusive licences and spectacular photos. For example, there is the practical family planner, Stitch, sold under the Heye brand, which has a 21 x 45 centimetre format. It is an organisational aid with five columns that indicates holiday breaks and schedules. It is a wonderful family planner that is as unique as each family member is. With Stitch around, everyday family life becomes easy to manage. Advertising can be placed on it for a minimum order of 50 units, and the family planner can be fully customised for companies for a minimum print run of 500 units.



PSI 44546 • Athesia Kalenderverlag GmbH
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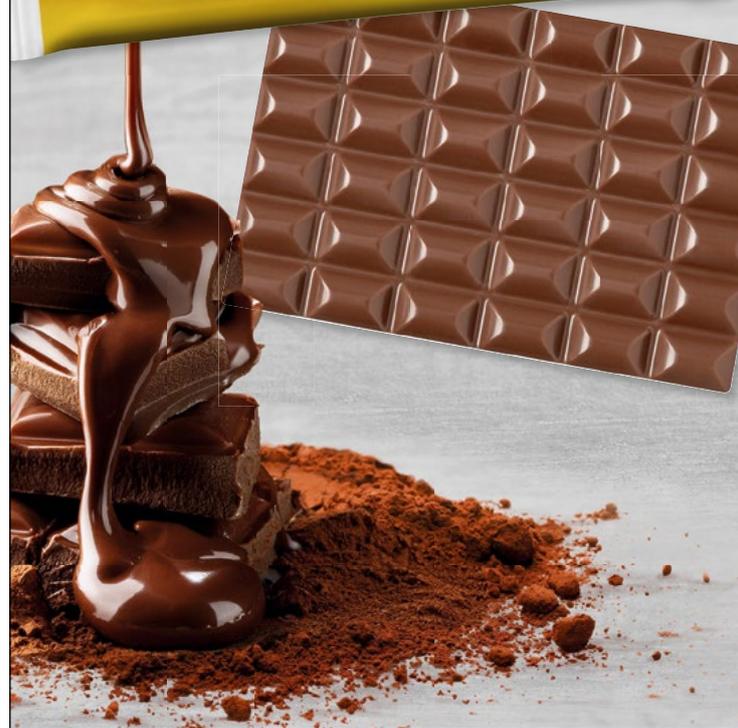


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www.roemer-praesente.de



Business-Class for the Office

With the elegant business set from Römer Präsente, writing culture is being taken to a new level. The set combines a high-quality Lamy pen with a matching notebook, which looks elegant during meetings and business trips. It is perfect for everyone who highly values quality, style and functional luxury. The set is rounded off by a 0.75 litre bottle of Bordeaux Château Haut-Mouleyre featuring a premium tin label: It creates a harmonious blend of enjoyment and professionalism. Packaged in an anthracite-coloured, structured box, this striking set makes for an ideal gift for business partners, customers or special occasions.

Step by Step into the Future

The Ackermann calendar Stairs 2027 reflects a mix of form, light and perspective. The product is a photographic homage to architectural masterpieces and their unique details. This promotional calendar comes in an unusual landscape format, which makes it really effective. Each image invites recipients to discover the one-of-a-kind dynamics of different structures, which include spiral-shaped, monumental or minimalist designs, an ordinary pedestrian staircase, a grand spiral staircase, and a roller coaster-like large sculpture. Like all Ackermann calendars, this calendar is printed exclusively in Germany on paper sourced from responsibly managed, FSC®-certified forests and other monitored sources. The cooperation with the climate partner NatureOffice stands for transparent CO₂ compensation, which has been proven to reduce greenhouse gas emissions and to promote the local environmental conditions and the needs of the population. Advertising prints are possible for a minimum order of 50 units.



PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273
info@ackermann-kalender.de
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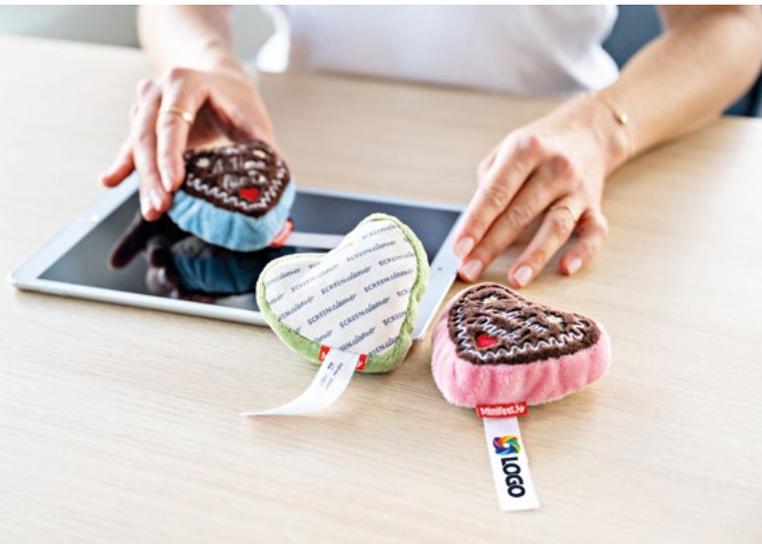


PSI 42020 • MBW Vertriebsges. mbH
Tel +49 4606 9402-0 • info@mbw.sh
www.mbw.sh



A Loveable Everyday Helper

The Schmoozies® display cleaner from mbw®'s MiniFeet® family is getting several new family members: Cupcake, pizza slice, sloth, fox, raccoon and parrot are bringing even more fun and spunk to every desk. The Schmoozies® heart-shaped gingerbread is also a charming eye-catcher for seasonal campaigns. And messages literally take on another dimension when paired with globes, Saturn, stars or aliens, making these products ideal for creative campaigns, educational topics or future-oriented brands. Thanks to the microfibre underside, all Schmoozies® can reliably clean displays and screens. The printable advertising tag ensures a desired message is very visible. Schmoozies® are sweet, practical and have a long lifespan. What is more, their effective advertising impact makes them a creative giveaway, trade show highlight, or employee gift with a smile.



SIMPLY NATURAL.

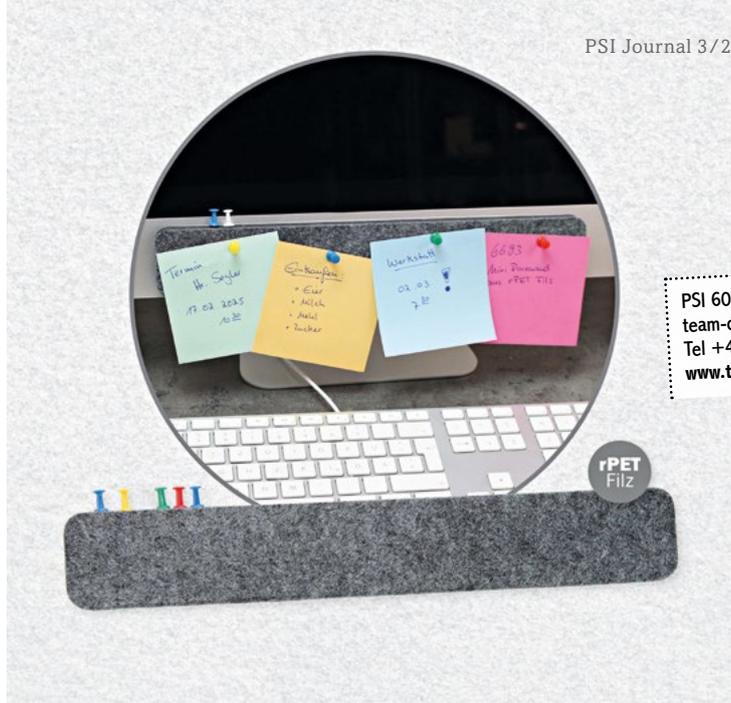
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Mini Felt Pinboard

The self-adhesive mini felt pinboard from team-d is a space-saving solution for notes, reminders and small organisational tasks in the office or at home. Its compact size of $33 \times 5 \times 1.2$ cm enables it to fit into narrow spaces, such as doorways or wall panels, and to be used in areas that otherwise would go unused. The set includes six pins so that the pinboard can be used right out of the box. The packaging is also practical. The pinboard comes in a polybag, which makes it easy to ship or use as a giveaway. When it comes to the material, team-d relies on recycled polyester felt, which is also OEKO-TEX-certified.

A 4-in-1 Ambassador with a Grip

The GripCleaner® from Polyclean is at home where ever advertising has an impact: directly in a target group's line of vision on their desk. The 4-in-1 multi-talent combines a mousepad, a cloth for cleaning glasses and displays, and a display protector into one product, creating a practical product for everyday use with a permanent brand presence. Thanks to an anti-slip layer consisting of thousands of micro-dots, the GripCleaner® adheres securely to almost any surface and remains easy to grip even when used as a cleaning cloth. This mix of functionality and visibility makes it an ideal giveaway for the modern working world.



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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.

Drinks with a Design Factor

Walter's MIXART cocktail calendar turns 12 months into an enjoyable, creative programme: The exquisitely illustrated cocktail and mocktail recipes walk you through the steps for making trendy drinks – sometimes fruity and fresh, sometimes spicy and warm. High-quality illustrations, clear ingredient information and an inspiring design combine to create a decorative eye-catcher for kitchens, bars and offices. One of the charming aspects of this calendar is that all of the recipes can be made without alcohol, which means it can work with a really large target group as a lovely companion for their daily routine. At the same time, the format provides appealing advertising spaces.

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Targeted Advertising

Mbw's® tailor-made industry and topic box, designed especially for banks and insurance companies, provides promotional product distributors with a targeted selection of high-quality promotional products and giveaways specifically tailored to the expectations and requirements of financial services providers. The box includes clever promotional products that offer added value, are charming, high-quality and reliable for banks and financial institutions, insurance companies and financial consultants. It is ideal for consultations, customer giveaways or addressing new target groups. Customers can use the box to present suitable samples. The company from Northern Germany can ship the boxes in neutral packaging directly to end customers upon request.

Elegant Set

The Bidarray Stiftset pen set from Anda Present includes a metal pen and a roller-ball pen. The set is an elegant combination with a warm wood character, and the shiny gunmetal details give it a high-quality, modern look. The set is presented in an elegant two-coloured gift box, which ensures a grand unboxing experience, and the pen comes with a blue refill included, so it is ready to use straight away. The combination of heavy metal and natural wood gives it a striking appearance, setting it apart from conventional writing instruments and making it a top choice for quality-oriented product ranges. With its natural wood components, it is also part of Anda's responsibility-conscious, Go Green product family. As an André Philippe brand-name product, it is especially suitable for work-related events, such as introduction kits for managers, signing contracts and VIP gifts at conferences.

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PSI 49957 • Holz Frank GmbH & Co. KG
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www.holz-frank.com

Naturally Distinctive

The pen from Holz Frank, made from hazelnut bark, is rustic, authentic and guaranteed to be one-of-a-kind. It brings the aesthetics of nature directly to your hands. Every pen is unique due to the grain and structure of the bark, which conveys an honest statement of individuality and sustainability. With a length of around 15 centimetres, it rests comfortably in your hand. It has a replaceable refill and is suitable for everyday use, whether in the office, at trade shows or as a specially selected customer gift. Laser engraving is used to place advertising messages on the version with long grooves.

PSI 61141 • dothat
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https://dothat.pl

Personalised Calendar Windows

The personalised Dothat date indicators are a simple way to make calendars stand out visually. They can be customised to have their own shape and feature freely selectable colours and high-quality prints with soft colour gradients. The shape and size depend on a client's concept and technical parameters, such as the width of the calendar rows or the size of the date information. The standard maximum size is 45 × 45 mm, but larger formats are possible for special projects. Dothat offers customers full creative freedom. The calendar date indicators can be ordered individually or as a set for wall or table calendars. All in all, it is a well-rounded product, ready for distribution. More information is available at: dothat.pl/en/date-indicator-for-calendar



A Small Flower with a Big Impact

Multiflower has a charming giveaway that gets to the point: the "Bunten Blumengarten" (colourful flower garden), a decorative flower made from coconut fibres and the seeds of a colourful mix of flowers. The set is both an eye-catcher and ideal for the office, embodying a small piece of nature with nice advertising appeal. It includes a flower-shaped soil tab and a mix of seeds, packed in a compact format (80 × 110 × 13 millimetres) and weighing only 15 grams. Advertising is placed on the inlay. The size of the standard motif is 75 × 25 millimetres, but a custom design up to 80 × 105 millimetres is also possible for a minimum order of 250 units.



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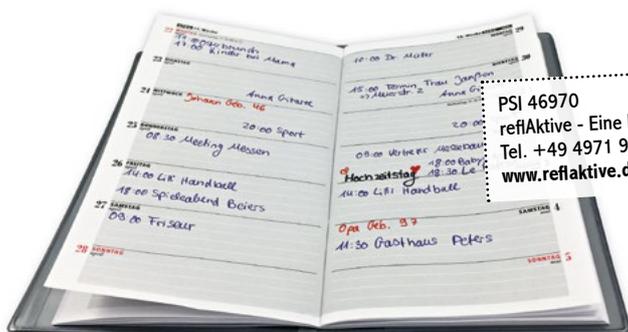
PSI 41848
 UMA Schreibgeräte Ullmann GmbH
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 www.uma-pen.com

Pens Made from Bottles

The RECYCLED PET PEN CORE from 'uma' combines the topic of recycling with a product that works reliably in day-to-day life. This pen is made from recycled PET obtained from European PET bottles. The material is processed in Europe and the pen produced there as well. It has also been certified by ClimatePartner, which is a compelling argument for companies that want to make their sustainability mindset visible without sacrificing comfort. The CORE pens come in several different versions: with or without a metal tip and with a matte or rubber surface. The wide selection of colours open up new possibilities for creative combinations and brand colours. The modular setup is especially practical: The writing instrument can be individually configured and adapted flexibly to different requirements, ranging from the classic giveaway to coordinated corporate design products.

Pocket Calendar as a Backup

For more than 25 years, safeReflex GmbH has been producing pocket calendars and combining high-quality products with customisation services. For a minimum order of just 250 units, the calendars can be printed in several colours or finished with hot foil stamping – in gold, silver or copper. Different foil colours offer additional design freedom, including the ability to customise calendars to meet individual requirements. The benefit remains clear despite digitalisation: Many people continue to rely on pocket-sized calendars as a backup for quick note-taking and to protect themselves against forgetfulness, hacker attacks or empty batteries.



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Showcasing Stylish Packaging

The elegant packaging available at Dosenspezialist is made from high-quality metal and showcases writing instruments in style, a striking combination of a protective container, functionality and design. The thin long form is perfectly suited for pens and conveys a high-quality look as soon as it is opened. The stable design reliably protects pens, fountain pens or pencils from external influences and makes packaging much more than just a covering. Thanks to its durability and reusability, the tin will remain on a desk, in the office or be frequently used while out and about. The smooth surface provides the ideal prerequisites for custom finishing and brand messages. It is a great example of how packaging can also serve as a sustainable brand messenger, conveying high quality, while being useful in everyday life.

Leather Look with a Green Conscience

With PAPELIN, the company 'igro' sells a product that resonates with creative brand strategists: a tablet cover made from washable paper that combines leather-like optics with a consistent ecological footprint. The material is tear-resistant, vegan and impressive with its distinctive haptics that get people talking straight away. Thus, it is ideal for campaigns that not only want to look good but also want to show a bit of attitude. PAPELIN scores points with its interior, which features a well-thought-out design. It is a stylish office tool that embodies functionality and design.

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A Sustainable and Clear Look

The camarc® ECOaluPen translates sustainable design into a modern, minimalist pen, which is just as impressive in day-to-day use as it is as a brand ambassador. Recycled aluminium provides the basis and is enhanced by a natural wood push button and a clean metal clip, making it a combination that conveys tangible value. The long-lasting blue-tinted refill makes the pen a reliable companion in meetings, mailings or at reception desks. A tasteful way to personalise the pen is to use laser engraving on the right side of the clip, adding a precise accent without any shrill branding. The pen feels comfortably light in your hand as it is very lightweight and only 145 mm long. The ECOaluPen comes in a wide selection of colours, from anthracite to turquoise.

Keeping Your Keyboard Clean

The keyboard brush “Crumb Away” from Frank Bürsten is an inconspicuous helper that has an immediate effect: With its handy 95 × 25 mm format, it removes dust and stubborn crumbs that get stuck between keys – whether in the office or working from home. The natural wood body is made from regionally sourced Black Forest beechwood, which stands for solid workmanship and a high-quality feel. Natural brush hairs ensure fast, effective cleaning and put an end to the typical “between the keys” problem many workplaces face. At the same time, the brush is suitable for everyday use as a sustainable advertising medium: Logos and messages can be printed directly on the brush by the manufacturer upon request.

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Colourful Fun

Emotion Factory from Heri-Rigoni has added a colouring sheet set to its product range, which can be used as a promotional product that cleverly combines engagement, creativity and branding. The set has six large colouring sheets with different motifs, including a farm, fire brigade, hotel, mandala, and themes such as 'Come out and play' and 'Relaxation for Mama'. Thus, the set is appealing to children and adults alike because it playfully encourages concentration and collaborative creativity. It can be used for many different purposes and has a practical promotional effect, as each of the six sheets can feature individual branding. It comes packaged with an enclosed box of six coloured pencils so the set is ready for immediate use.

Stamping Fun for Kids

The DIY Marky textile and school marker from the Austrian-based company, Colop, is available at Staedtler. It is a modern, kid-friendly stamp that makes everyday life of families, schools and pre-schools easier. Developed for fast and easy labelling of personal items, DIY Marky ensures that clothing and school materials do not get mixed up or lost. The stamp, which is available in three pastel colours, comes with a special dermatologically tested textile ink that adheres permanently to textiles, paper, cardboard and many other absorbent surfaces. For dark fabric, the set includes a thermal, iron-on tape, and dishwasher-safe labels that make it easy to label sandwich boxes, bottles and other everyday items. The stamp can be customised with a typeface with letters, numbers and child-friendly pictograms. Moreover, the stamp's cover can be printed in four colours, which makes DIY Marky the perfect advertising medium in a family environment.

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Fruit of the Loom is launching two new sweatwear lines in 2026: Iconic Premium and Iconic 250 Sweats. Both collections set new standards in textile finishing: CiCLO[®], a nature-based technology, is used in the polyester content of both lines to reduce the long-term particle residue of synthetic microfibres in the environment.

Expertise in sweatwear 2026: two lines, one sustainable appearance

For perfect, long-lasting finishes

Fruit of the Loom



lightweight balance for year-round wear with a gently brushed inner fleece for perfect comfort. Iconic 250 also scores with a best-in-class price-performance ratio in the lightweight segment.

Product quality meets sustainability

Both lines feature a smooth exterior made from 100 per cent combed, ring-spun cotton, which enables high-quality and hassle-free printability. A wide range of sizes and pre-tested fits round off the range. In-house production in Morocco increases cost efficiency and sustainability through short transport routes and consistent production quality. Fruit of the Loom's Iconic Premium and Iconic 250 sweatshirt lines incorporate CiCLO[®] technology to combine high product quality with sustainability.

Nature-based technology

Textiles manufactured using CiCLO[®] technology support natural biodegradation and reduce the burden on the environment. Nature-based CiCLO[®] technology reduces the impact of synthetic microfibres released from clothing: When polyester or nylon fibres with CiCLO[®] technology enter the environment, under suitable conditions they behave more like natural fibres – such as wool – and can be biodegraded. This prevents

Fruit of the Loom's two new sweatwear lines, Iconic Premium and Iconic 250 Sweats, feature both fashionable chic and sustainability.



iCLO[®] technology supports the natural biodegradation of synthetic fibres and prevents them from remaining in the environment forever. With a weight of 300 g/m², the Fruit of the Loom Iconic Premium Sweats are pleasantly soft to the touch with plenty of substance, an even surface and maximum durability in everyday use. The Iconic 250 line, with 230/240 g/m², delivers



The Iconic Premium line is designed with high-quality materials and perfectly customisable print areas. Here is the Iconic Premium Hooded Sweat Jacket.



The Iconic 250 Set-In Sweat model.



Iconic 250 offers lightweight balance for year-round use, perfect even for warm days.

them from remaining in the environment forever. CiCLO® polyester shows significantly higher degradability than conventional polyester in various environmental scenarios: In seawater, CiCLO® polyester achieves approximately 94 per cent biodegradation within around 3.7 years, while conventional polyester only achieves low single-digit figures. Similar results were also seen in tests under various soil and landfill conditions.

Iconic Premium: Clear look, strong colours

The Iconic Premium line is designed for high-quality materials and perfectly customisable print areas. With 300 g/m² and a material mix of 70 per cent cotton and 30 per cent polyester (CiCLO® technology in the polyester content), it combines durability with a pleasantly soft feel. Brushed fleece on the inside ensures comfort. The 100% cotton outer provides a smooth, perfect finishing surface – ideal for transfer, screen printing, DTG, DTF and embroidery. 1x1 rib with Lycra supports shape retention, tear-off labels facilitate relabelling. Concealed zips on zip styles create smooth print zones. The colour line-up includes basic and accent shades. Sizes: S–4XL, 4XL in selected basic colours. The range covers the key styles in team and corporate wear: crew, hoodie, zip hood, zip neck, sweat jacket and jog pants with cuffs.

Iconic 250: Lightweight and versatile

Iconic 250 provides lightweight balance for year-round use, perfect even on warm days. The 80/20 blend (cotton/polyester with CiCLO® technology) combines ease of care with everyday practicality. On the outside, 100 per cent combed, ring-spun cotton ensures a clear surface, while on the inside, brushed fleece provides absolute comfort. With a classic fit and sizes from S to 3XL, the collection is ideal for comprehensive team and corporate wear. The harmonious colours also work perfectly for corporate wear and promotional use. The line-up focuses on the essentials: set-in crew, hoodie, open-hem jog pants and shorts. All pieces are visually and haptically coordinated, making them easy to mix and match.

Production, certification and finishing

Both lines are manufactured in Morocco in the brand's own production facilities in accordance with "The Fruit Way" ethical principles. The brand not only guarantees consistently high quality and colour durability in its textiles, but also ensures that they are manufactured with respect for people and the planet. All models in the collection are Oeko-Tex® Standard 100 certified and are delivered in plastic-free packaging with zero-waste production and no landfill waste.



Sweets – perfect for trade fair appearances

Whether as a charming giveaway at events and trade fairs, as a sweet thank you for customers or as a small token of appreciation and motivation for the team – sweet promotional items are well received by all target groups. **The CD-LUX range includes fresh product ideas:** from individually printed premium chocolates and promotional drinks to vegan and sustainable promotional products. The popular duplo products are a highlight of the year-round programme. They guarantee sweet appreciation with a personal message and impress with their particularly high appeal. Ice-cold refreshment is available for ice cream lovers and anyone who wants to enjoy the summer: CD-LUX presents the new Bussy promotional ice cream. The refreshing flavours are a real treat, known for generations and available in individually printable promotional packs. Of course, the popular oat bars are also a must: the soft CORNY oat bar is the perfect snack for when you're feeling peckish. The highlights from CD-LUX combine taste with impact – short delivery times, attractive offers and a free layout proposal included.

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Multifunctional for emergencies

With their Emergency Tool Huntsman Lite, Victorinox has created a pocket-sized multi-tool that is tailored to crisis situations – while remaining suitable for everyday use. A total of 23 functions ensure that you are **well prepared for emergencies**, such as power failures, natural disasters or unreliable infrastructure. Special extras: An integrated LED light, a whistle to signal your position and a handle that glows in the dark, making the tool easier to find. For maximum independence, a fire steel and tinder are integrated so that a fire can be lit even without electricity or gas.

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Spicy advertising ideas

The Promotion Stick S and M and Spice Tube S and M products from JUNG Promotion add the right spice to any advertising message. As high-quality and eye-catching giveaways, they not only appeal to the palate, but also make a visual impact. **Filled with selected DeWi spice blends**, such as steak pepper or Italian herbs, the products impress with their quality and design. The spices are vegan and presented in stylish test tubes. The Promotion Stick S and M variants offer generous advertising space thanks to a customisable folding box with a viewing window. Two different packaging sizes allow for flexible adaptation. Less packaging, clear message: Spice Tube S and M deliberately focus on reduction. Here, the classic advertising packaging is omitted and the message is placed directly on an individually printable label instead. The label ensures that the brand message is visible again and again in everyday life, whether in the kitchen or in the office. And best of all, once the spice is used up, the sturdy glass can easily be reused for other purposes. The result is a durable advertising medium with added value. The ideal gift for true gourmets.



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Mail for dog lovers

The Paw Mail from Heri-Rigoni's emotion factory relies on a simple but effective principle: Win over dog lovers to win hearts fast. A DIN A5 envelope is delivered, the front and back of which can be custom printed, offering **plenty of space for information**, offers or personal messages. Inside is a pack of dog treats weighing around 20 grams, made in Germany. This creates an emotional door-opener for the brand. Paw mail is particularly suitable for the hotel industry, tourism, retail and events.

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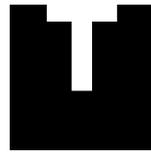
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The European economic news these days is encouraging – and it fits in with the positive mood we experienced at the beginning of the year at the PSI 2026 in Düsseldorf. Who would have thought a few weeks ago that incoming orders for German industries would increase? This growth came as a surprise even to experienced economic experts. It will certainly take patience for these orders to translate into turnovers, but the mere fact that many companies' order books are filling up again is a strong signal. When other industries are doing well, we in the promotional products industry also benefit.

This tailwind is not only evident in Germany. There are also positive signs across Europe. According to the ifo Institute, the construction industry on our continent will shift "from idle to the next gear" in 2026. It is also worth taking a look at southern Europe: while the region was still considered a crisis hotspot ten years ago, countries such as Spain, Portugal and Greece are now among Europe's growth engines.

All these positive signals are reflected in the mood within the industry. The PSI 2026 was characterised by confidence, openness and impressive innovative strength. In particular, the personal encounters and intensive exchanges with you, the members of PSI, demonstrated how valuable our network is. The PSI trade show serves as a seismograph – not only for our industry, but for many other sectors and industries as well.

A breath of fresh air is blowing through the promotional products industry with the upcoming move to Cologne. The new environment offers space for new ideas and strengthens our role as the home and network of the European industry. We will be present at numerous in-house exhibitions and events in the coming weeks and look forward to many inspiring discussions with you. Let us carry on the positive spirit of the start of the year together – for you as entrepreneurs, for PSI and for the entire European promotional products industry.

I look forward to a personal and open exchange of ideas with you. And I am certain that we will see each other at the PSI 2027 at the new location in Cologne at the latest. Things are looking up – and we are embarking on this path together.

Yours truly,

Petra Lassahn
Director PSI

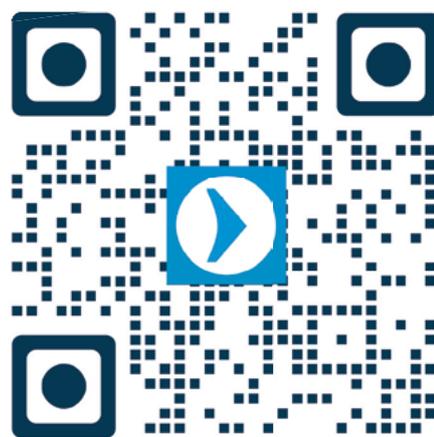


PSI MEDIA GUIDE

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SCAN ME



With style and responsibility

Promotional products have to do more nowadays: they should inspire people, bring brands to life and create measurable added value. Bags, luggage and leather goods meet precisely these demands – and are therefore strong sales drivers in distributors' and agencies' ranges of products. High-quality materials, modern design and practical functionality ensure that these products are not only handed over, but used every day. Using them means visibility, appreciation and a lasting reminder of the brand for the end customer. The offer is particularly resounding when combined with ecological and sustainable promotional items. Products made from recycled or certified materials strike a chord with companies that want to show their stance and communicate their responsibility. Sustainability has thus become a selling point – credible, emotional and effective in terms of image. For distributors and agencies, this opens up additional cross-selling potential and enables a clear differentiation in talks with customers. The result is promotional products with high margins, strong stories and a long-term impact. You are not just selling products, but also values – and turning customers into real brand fans.

Please already start thinking now about your product presentations for the May 2026 issue of the PSI Journal, which is dedicated to the themes “Fashion, Workwear, Caps and Accessories” as well as “Express and Last-Minute Products, Giveaways” and send your product suggestions (image and text) by 20 March 2026 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

How printed textiles last longer



Finnish textile manufacturer Pure Waste has acquired the German start-up company Re-Shirt. The company has developed and patented an innovative screen printing ink that can be washed out at 40 °C, making the textiles suitable for reuse or reprinting and thus extending their service life. This opens up new possibilities.

Colourful, appealing, varied



Our “Trends & Brands” segment introduces readers to the world of promotional products in a smart way. Colourful, appealing, varied in design and at the same time informative, entertaining and clever, the segment presents the latest developments, trends and the products represented by them: original and stylish promotional items as well as brand and design products.

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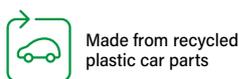
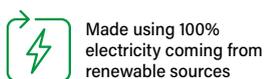


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