

# PS1

# JOURNAL

**PSI Journal**

International Magazine  
For Promotional  
Products

April 2026

Volume 65

Advert

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# PSI

# JOURNAL

**PSI Journal**

International Magazine

For Promotional  
Products

April 2026

Volume 65

## Product Guide

Bags, luggage, leather goods  
Ecological and sustainable  
products

## Joytex GmbH & Co. KG

Four decades of expertise  
in textile printing

## Halfar System GmbH

Haptic advertising  
in the digital age

## PSI Product Finder

Professional presentation  
through colour variations

**Modernised  
product liability law**

**Greater  
product safety  
in the  
digitalised world**

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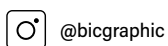


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**Editorial**

## **Lots of momentum, but questions remain**

**T**he promotional products industry has had an intense first quarter, yet a sense of optimism rather than exhaustion prevails. January to March are traditionally packed with events. The PSI trade show kicked things off in January as Europe's leading event and key meeting place. The mood there was clear: a noticeable sense of optimism and appetite for investment in haptic promotional products.

This was followed by national and international trade shows, industry gatherings and in-house exhibitions. Nobody can be everywhere, but the sheer number of events shows that the promotional products industry is in full swing. Customers want to feel brands, not just see them – this is where haptic advertising really demonstrates its strength.

However, a look at NielsenIQ's advertising metrics and other analyses reveals two things: first, promotional products are virtually absent from the spending categories. Secondly, digital advertising formats such as digital out-of-home, display advertising, programmatic advertising and social media are growing significantly. The question is therefore: how does a haptic promotional product hold its own in an increasingly digital advertising world?

Many of the answers are actually right in front of us: campaigns, best practices, impact studies – and the day-to-day intuition of distributors and agencies. Yet this experience is still too rarely pooled and properly integrated into market research and the advertising world.

This is precisely where the potential lies for the rest of the year. The key questions will be: Which trade show and events will we use to turn the current momentum into tangible results? Where will we deepen our dialogue with the digital economy? And above all: How will we combine promotional products with digital channels to create high-impact campaigns?

One key step is the initiative by several promotional products manufacturers and distributors, as well as PSI, to make their presence felt at the OMR – the leading event for the German-speaking digital, marketing and technology sectors. This is where the "new world" of marketing comes together. And this is precisely where promotional products must be present in order not to be lost in the competition for the ever-growing budgets allocated to digital out-of-home and display advertising as well as social media.

We've made it through the first quarter – now the real work begins.

On that note

A handwritten signature in blue ink, reading "Simon Dietzen".

**Simon Dietzen, Editor PSI Journal**  
**Your opinion: [dietzen@edit-line.de](mailto:dietzen@edit-line.de)**

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# Ready to JOE!

The Joe travel bag is your must have for weekend trips, business travel or as a high-quality promotional bag. Made from 525 g/m<sup>2</sup> strong cotton fabric, it impresses with durability, longevity and a modern, timeless design.

Sustainably produced from Organic, Fairtrade and OEKO-Tex-certified cotton, Joe offers huge storage and smart features: a large main compartment with zipper, a practical front pocket for small things and a high-quality interior lining inside. Long handles, an adjustable shoulder strap, and a luggage strap on the back offers maximum comfort.

Available in Natural, Black, and Stone, and perfect for screen or transfer printing, Joe provides the ideal platform for brands and statements.





## Focus: Greater product safety in the digitalised world

6

Anyone who suffers property damage or personal injury as a result of a defective product will in future find it easier to obtain compensation from the manufacturer. The modernised product liability law expands the circle of liable parties and the product groups affected and imposes new procedural requirements. What companies need to know.

## Product Guide: With style and responsibility

10+32

In our two product sections, we present new products in the areas of 'Bags, luggage and leather goods' and 'Ecological and sustainable items'. On the one hand, strong, mobile sales drivers with a wide reach; on the other, products made from recycled or certified materials – credible, emotional and image-enhancing.



## Full-service specialist for the extraordinary

52

Promotional product and merchandising specialist Kolibri will celebrate its 30th anniversary in 2026. Founded in 1996 by Heiko Ziegler, the one-man company has developed into an established full-service provider for promotional items, merchandising and customised special productions. Portrait of a self-confident company.



## Anniversary for the carrier bag specialist

54

Joytex will celebrate its 40th anniversary in 2026. Since its foundation, the company has continuously developed and is now an established specialist for high-quality screen printing on carrier bags. The anniversary marks four decades of craftsmanship, technical progress and successful focus on textile advertising materials.



**Holiday feeling with Italian spices**

This exquisite taste of Italian spices takes you on a delightful journey through the aromas of Italy. It awakens memories of sunshine, enjoyment and joie de vivre, bringing holiday memories or anticipation for the holidays right into the home.

**Multiflower GmbH**  
[www.multiflower.de](http://www.multiflower.de)  
 PSI 45974



# Small products

## with a big effect

Small but mighty – this saying is entirely justified, as it is often the little things that catch our eye: an inconspicuous object on our desk, in our bag or on our key ring. And suddenly a brand is present, without any intrusive advertising message. Small promotional products with a special wow factor impressively prove that it's not the size that counts, but the idea behind it.

Their appeal lies in the element of surprise. A promotional product that is useful in everyday life and at the same time brings a smile to people's faces will not be put away, but used. This is precisely where its effect unfolds: repeated use ensures repeated brand awareness in a subtle, appealing and lasting way.

The real advantage lies in the emotional connection. People who not only receive a promotional product but also enjoy using it associate positive characteristics with the brand behind it: clever, thoughtful, useful. A well-designed mini-product therefore says more about a company than any large-format advertisement.

**Bees and nature will rejoice**

With five colourful flower marbles made from a mixture of clay, soil and high-quality seeds, you will not only make bees and other insects happy, but yourself as well.

**TDJ Stadtgärtner GmbH**  
[www.diestadtgaertner.de](http://www.diestadtgaertner.de)  
 PSI 49090

**Environmentally conscious privacy protection**

With this paper webcam cover, users opt for an environmentally conscious solution that is both practical and secure. The cover saves on plastic and can be printed over its entire surface. Packaged in an environmentally friendly tea bag, it also does without conventional plastic packaging.

**tobra GmbH & Co. KG**  
[www.tobra.io](http://www.tobra.io)  
 PSI 47317





***JN796 – SIMPLY DAIBER.***

[www.daiber.de/en](http://www.daiber.de/en)

*daiber*

In the future, anyone who suffers property damage or physical injury as a result of a defective product will find it easier to obtain compensation from the manufacturer. The modernised product liability law expands the circle of liable parties and the product groups affected, and imposes new procedural requirements. This is what companies need to know:

## Modernised Product Liability Law

# More **Product Safety** in the Digitalised World

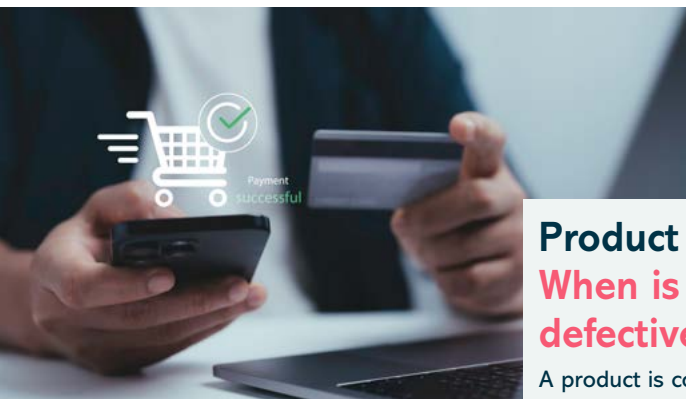




The new product liability law significantly broadens the definition of a product and thus the group of liable parties.



Software, AI systems, digital construction plans, and smart technology will also fall under product liability in the future.



### Product liability: When is a product defective?

A product is considered defective if it does not provide the level of safety that can be expected or that is required by EU or national law. An assessment of defectiveness includes...

- ... the presentation and characteristics of the product, including its labelling
- ... the impact on the product of its ability (software, AI) to continue learning or acquire new functions
- ... the reasonably foreseeable impact on the product of other products that are likely to be used together with it

The EU is fundamentally modernising product liability legislation. The new Product Liability Directive (EU) 2024/2853 aims to better protect consumers in a digital world. Germany must implement the requirements by 9 December 2026, two years after the EU directive comes into force. To this end, the Federal Ministry of Justice and Consumer Protection (BMJV) presented a draft bill on 11 September 2025, followed in mid-December 2025 by the draft law on the modernisation of product liability law, which essentially implements the new, fully harmonised EU Product Liability Directive 1:1. The changes are intended to bring product liability into line with the demands of digitalisation, the circular economy and global value chains. The new regulations envision the creation of a solid framework for claims for damages caused by defective products and offer greater legal certainty to all parties involved. They apply to all products, from conventional household items and digital products to cutting-edge technologies such as robots and smart home systems. Experts expect the willingness to take legal action to increase in the future.

### Regulations modernised and strengthened

The revised directive, which will now be transposed into national law across Europe by the end of 2026, modernises and strengthens the rules on compensation for personal injury, property damage or data loss caused by unsafe products – from garden chairs to modern machinery. The directive ensures fair

and predictable rules for both businesses and consumers. It also takes into account the growing number of products on the internal market that are manufactured outside the Union. It stipulates that manufacturers must always designate an economic operator in the EU from whom injured parties can claim compensation. This also applies to products sold online. In the course of implementing the directive, German product liability law is being comprehensively reformed for the first time since 1989 and brought up to date by adapting product liability to digitalisation, the circular economy and global value chains. As companies in the promotional products industry place articles from a wide variety of product groups on the market, product liability legislation is also relevant to the industry.

>>



**If a manufacturer abroad is not available, liability can also be extended to importers, manufacturers, fulfillment service providers, and suppliers.**

### >> Product liability for software as well

In the future, not only traditional goods will be considered products, but also software, AI systems, digital blueprints for 3D printers, smart devices and related services. Companies that were not previously affected will also be liable, such as software providers, online platform operators, fulfillment service providers and companies that recondition products. Software will generally be included in product liability in the future, regardless of how it is provided and used. Thus, digitalisation is taken into account. AI systems in particular will be covered by product liability. If artificial intelligence – for example, in the control of autonomous vehicles or machines – causes bodily injury or property damage, this will also be covered by product liability in the future if it is due to a product defect. The new product liability law thus takes into account that manufacturers often continue to exercise control over their products even after they have been placed on the market, for example through software updates or connection to digital services. This means that they are still in a position to prevent defects after the product has left the manufacturing process. This will have to be taken into account in the future when assessing defectiveness. Open-source software developed or provided outside of a business activity remains exempt from product liability as before.

### Manufacturer liable for upcycling

In order to adapt to the circular economy, the new product liability law contains provisions on products that are significantly altered after being placed on the market. If a product is redesigned after being put on the market in such a way that it is significantly altered (e.g. through “upcycling”), the redesigning manufacturer will be liable as the manufacturer in the future. For example, upcycling can redesign products in such a way that they have a changed risk profile and, as a result, are to be regarded as new products in terms of liability law. In this case, it is reasonable and conceivable that the manufacturer who places the significantly altered product on the market is liable. They can be released from liability if they prove that the defect that caused the infringement of legal rights is related to a part of the product that is not affected by the change.

### Global value chains: Further parties liable

In times of global value chains, products are increasingly available on the EU market whose manufacturers are based outside the European Union. This can make it difficult for injured parties to enforce their claims. If a product manufacturer is based outside the EU and cannot be reached, other parties may also be liable under certain circumstances.



**In future, anyone who suffers damage as a result of a defective product will find it easier to claim compensation.**

es: importers, manufacturers, fulfilment service providers and suppliers. The same is supposed to apply to online platform providers if consumers can assume, based on the presentation of an offer, that the product is provided either by the online platform itself or by a user under its supervision.

### Easier to assert claims for damages

In the future, it will be easier for anyone who suffers damage as a result of a defective product to assert claims for damages. For example, the causal link between a product defect and an infringement of legal rights will generally be presumed if a product defect has been established and the infringement is typically attributable to this defect. In addition, companies must disclose evidence at the request of a court called upon by the injured party. In doing so, an appropriate balance between the interests concerned and effective protection of business secrets must be ensured. The directive stipulates that both parties have the right to request access to the evidence necessary to substantiate their claims. The amendments are a response to the increasing complexity of modern products such as networked devices and software. Companies are liable for their defective products for a period of 10 years after the product is placed on the market. The 10-year limitation period is

extended to 25 years if the personal injury occurs gradually (latent damage to health). Victims have three years to bring a claim for compensation before a national court.

With the Product Liability Act, the Product Safety Regulation and the Supply Chain Act, a clear line is now emerging that should lead to greater manufacturer responsibility, product safety and consumer protection overall. It is understandable that companies view the EU's legislative proposals critically, just as it is understandable that only safe products should be placed on the market. <

## An overview of the new product liability law

The EU is fundamentally modernising product liability legislation. The new Product Liability Directive (EU) 2024/2853 aims to better protect consumers in a digital world. Germany must implement the requirements by 9 December 2026. To this end, the Federal Ministry of Justice and Consumer Protection (BMJV) presented a draft bill on 11 September 2025 and a draft law in December 2025. What does this mean?

**In the future, not only traditional goods will be considered products,** but also software, AI systems, digital blueprints for 3D printers, smart devices and related services. Companies that were not previously affected will also become liable, such as software providers, online platform operators, fulfilment service providers and companies that recondition products.

**Financial limits are being removed:** the previous excess of €500 and the liability limit of €85 million are being abolished. This means that injured parties will be able to claim full compensation for damages in the future. In addition, an increased risk of class action lawsuits is to be expected.

**Disclosure requirements are also new:** in liability proceedings, companies must submit relevant evidence such as design data or findings from product monitoring to the plaintiff upon request. Anyone who ignores this obligation is at a disadvantage, as the directive provides for a legal presumption: if the plaintiff plausibly substantiates their claim for damages, the product is presumed to be defective.

**To protect business secrets,** companies may request that certain documents be treated as confidential. If the court grants the request, it may impose penalties if the plaintiff uses these secrets outside of the proceedings.

**For companies, this means** that they must review and adapt their processes, documentation and IT security.

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

## Bags, luggage, leather goods



Today's promotional products have to do more: **they should inspire, bring brands to life** and create measurable added value. This product group meets precisely these demands – and is therefore a strong sales driver.



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www.dosenspezialist.de



## Ideal accessory

Dosenspezialist's aluminium soap box is the ideal accessory for any travel adventure. Whether in a suitcase, backpack or hand luggage, this product reliably protects solid soap from pressure, moisture and dirt. The high-quality aluminium is particularly light, sturdy and rust-free. It can withstand even intensive use and is also fully recyclable, making it a sustainable alternative to plastic products in the bathroom and on the go. The integrated drip tray ensures that excess water can drain away. This keeps the soap dry, hygienic and economical for longer. Thanks to its compact size, the tin fits easily into any bag and supports a plastic-free, conscious care routine when travelling. Practical, durable and well thought-out down to the last detail.

## Super-lightweight umbrella

At Fare, anyone on the go can find the perfect umbrella for travel or everyday use. Their practical 2-in-1 products shield you from rain and sun, with a UPF 50+ sun protection factor. One of these is the new super-lightweight Fare® Carbon UltraLight guest umbrella. Weighing just 220 grams, it is surprisingly light for a stick umbrella: It can even be balanced on a fingertip. And that's with a diameter of 130 centimetres, ideal for two people. The extra-light and flexible carbon frame and carbon stick make it a real featherweight and give it an elegant appearance. And the cover made of recycled plastics with a UPF 50+ sun protection factor not only provides a reliable shield from rain, but also from the sun. The pleasantly soft handle fits comfortably in the hand, rounds off the overall look, and has space for promotional branding. The product is available in navy and black.

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www.fare.de





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patrick.doering@myrix.de  
www.myrix.de



## Versatile presentation tool

Myrix® is a specialist in customisable notebooks and calendars. Following the successful launch of the Myrix® XPND paper bag concept, the company is continuing to expand this product line. Introduced last year, the concept has established itself as a versatile, high-quality tool for brand presentation. The bags represent a trendy combination of design, function and brand impact and are used at trade shows, events, in the field and in retail. The positive response confirms that XPND is a unique bag range for professional promotional purposes. The three lines, XPND Exclusive, XPND White and XPND Eco, cover different requirements in terms of design, materiality and sustainability. While XPND Exclusive focuses on a particularly high-quality appearance with satin handles and matt lamination, XPND White has a clear, minimalist look. XPND Eco complements the portfolio with sustainable grades of recycled, grass and kraft paper – each combined with sturdy handle options. Large promotional areas, customised printing options, all-over designs and custom colours enable eye-catching brand presentation. The company offers tailor-made options for business customers who value environmentally conscious brand presentation. Production in Germany and Europe ensures short delivery times and top quality.



## Smart security

Troika's suitcase lock with Apple® Find My function combines security with smart location tracking. Ideal for air travel, the customisable number code protects against unauthorised access, while the TSA system allows authorised personnel to open the lock without damaging it or the suitcase. With the integrated tracking function via the Apple® Find My app, luggage can be located at any time using an Apple®-compatible device. A standard battery is sufficient to power the smart technology. This smart product is made of ABS and metal and comes in black. Thanks to the customisable number code, your luggage is protected against theft and unauthorised opening of the backpack lock. Opening without the number code is only possible by authorised persons such as customs officials. The battery is replaceable.



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## Weatherproof transport aids

Joytex now carries the Atlanta bag and Chicago backpack in blue, grey and black. Both models are made of 130 g/m<sup>2</sup> 300D polyester. What makes 300D polyester so special is its balance of lightness and durability, achieved through the dense Oxford weave and a finish that makes the material water-repellent, dirt-repellent and robust. Joytex has combined the technically sophisticated textile material used in the long-handled Atlanta bag with a YKK zip, which is also ideal for wet days. Whether packed with shopping or leisure items, Atlanta keeps contents safe from wind and weather. These same features also apply to the Chicago backpack. With its zippered interior compartment, it is an ideal promotional medium for sporting events.



## A touch of summer

In 2026, Kalfany Süße Werbung will once again launch a tasty highlight inspired by sun, sea and tropical vibes. The new Blue Coconut variety combines fruity diversity with a creamy coconut flavour, making it perfect for brands looking to stand out for all the right reasons. Inside the bag, customers will find a summery mix of blue fruit gum palms in cassis, blueberry, plum and blackberry flavours, combined with white fruit gum coconuts that delight with their delicate coconut aroma. Packaged in individually printable 20-gram promotional bags, available in glossy or matt laminated, transparent or white versions, the products are ideal as summer mailings, event snacks or strong brand giveaways. Delivery time is approximately 15 working days after print approval.

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RFID)))  
credit cards slots

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## A safe place for your money

Small but impressive, the Slim Wallet from Zito Lifestyle combines proven design with high functionality and new RFID security. The flat leather wallet fits easily into trouser or suit pockets without bulging, yet still has space for all your essentials. Banknotes can be stored unfolded, while an additional inner zipped compartment has space for even more items. The two-part note compartment and integrated RFID protection provide additional security against data misuse. PSI dealers benefit from special discounted prices. Customised embossing can be used to enhance brand image.

## In perfect order

Blue Cycle Tech 2 Go is the name of Troika's cable bag for electronic accessories, made from recycled marine plastic. This cable bag, made from 100% recycled marine plastic, keeps your technical accessories organised. The clever interior layout is sustainable and well thought-out, featuring a main compartment that can be folded down into two levels, six slip pockets, a mesh pocket with zip, a pen loop and a front pocket for a smartphone or notes. When open, everything remains clearly arranged and within easy reach, making it perfect for working on the go. Whether you need to store a power bank, cables, a mouse or business cards, everything has its place in the cable bag. Equipped with a trolley strap and handle, it's ideal for travelling. The product stands for stylish design and clear environmental awareness and is perfect for anyone who values sustainable materials.



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## Comfort on the go

CreaNap is a custom-made, inflatable travel pillow manufactured in Europe and available from Anda Present. The pillow is designed for comfortable use on the go, from short business trips to long-haul flights. Its soft feel comes from a microfibre cover with a zip, while the brand effect is achieved through full-surface, full-colour sublimation printing. From a campaign perspective, it fits well with travel-themed promotions, premium onboarding and employee care packages, conference kits, collaborations with airlines or mobility partners, and seasonal campaigns where comfort and well-being are part of the message. The Go Green attribute is a clear strength of CreaNap: The cover fabric is made of 92 percent rPET polyester and supports responsible material selection through the use of recycled raw materials. In addition, the cover fabric features a high-quality feel and long-lasting everyday usability. For brands looking to communicate sustainability without compromising on design freedom, CreaNap combines a credible story about recycled materials with a large creative space for art-oriented campaigns.

## Customisable on both sides

marcolor produces luggage tags made of flexible plastic that can be printed on both sides. These tags are made of high-quality white polypropylene film, are virtually tear-proof, as well as water resistant and unaffected by temperature. They are also easy to write on. The luggage tags are printed using screen, UV digital or UV offset printing. In addition to standard shapes, customised designs can also be produced. The minimum order for these tags, which are manufactured entirely in Germany, is 500 pieces, with delivery within 10 to 15 working days.

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 Tel. +49 6021 590920 • info@zego-tvz.de  
 www.zego-tvz.de

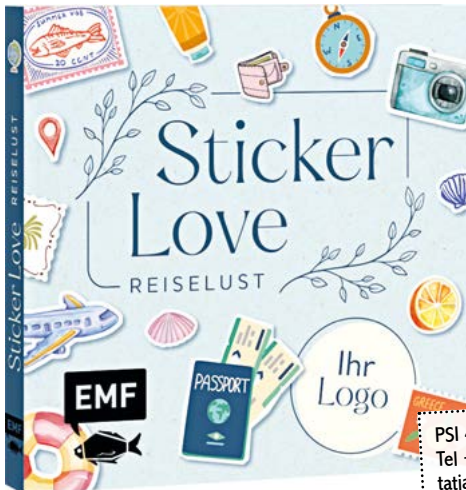
## Trendy travel accessories

A particular highlight from the Zego Textile Finishing Centre range is the ki mood 600D polyester cabin trolley, perfect for hand luggage. This model offers innovative finishing options with special zip pockets, ideal for custom designs and logos. The semi-rigid structure with relief reinforcement and plastic feet ensures stability and protection. With a user-friendly carry handle and a generous volume of 27 litres, the trolley is both practical and stylish. Environmental certificates underline the company's commitment to sustainability.



## A must-have for travel enthusiasts

These numerous stickers and labels are perfect for personalising and decorating photo albums and travel journals. They also make souvenirs and postcards something truly special. EMF-Verlag (Edition Michael Fischer) offers a tailor-made special edition from its diverse publishing range. On request, a logo can be placed on the cover, and products and services can be featured on the inside pages. This allows you to design a completely 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

## Carefree travel

Carefree travel is guaranteed with the high-quality travel accessories from D&K ID Group. Whether it's a sturdy suitcase strap made of woven material or a durable luggage tag with a name plate, this practical duo ensures that your luggage can be reliably identified at all times. The aluminium luggage tag can be customised with your choice of colour and is attached with a sturdy metal loop. Engraving or printing as desired is also possible for a minimum order of 300 pieces. The Baden-Württemberg-based company offers suitcase straps in various versions: with metal buckles, combination locks, plastic fasteners or made from sustainable rPET material. The minimum order quantity is 300 pieces. Colours can be customised according to Pantone, and custom printing is also possible.

PSI 45649 • D&K ID Group  
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PSI 45666 • Halfar System GmbH  
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www.halfar.com



## Always ready for action

With their new Solid series, Halfar® is expanding their bag range with products that are clearly designed for mobile and flexible use. The Solid laptop backpack combines a minimalist, modern design with high functionality and reliable carrying comfort. The recycled outer fabric gives the backpack a contemporary look. Inside, a light-coloured lining provides a good overview. The fully padded main compartment with a three-sided two-way zip allows for comfortable packing and reliably protects your notebook and work materials. The large, padded front pocket with insulation is ideal for a lunch box or sensitive contents. The features are complemented by additional flat zipped compartments on the front and lid, as well as two zipped pockets on the sides. Inside, a padded notebook compartment with fastening strap, a concealed AirTag compartment and a zipped mesh compartment keep everything tidy. The ergonomically padded carrying straps with a height-adjustable chest strap offer a high level of comfort, while the rear loop for attaching to trolley handles make the backpack a practical travel accessory. Available in beige, green-grey, navy and black.

## Practical beach towel holder

The practical beach towel holder from happyROSS keeps towels securely in place in windy conditions, making it the perfect holiday accessory for your next cruise, the pool, beach or even at home on your balcony. The elastic material makes the towel holder very stretchy, allowing it to fit snugly around your chair. The strap does not need to be tied, making it quick and easy to attach. The elastic straps can be manufactured in different widths and lengths. The logo is applied using sublimation printing, providing a large area for promotional messages.



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 www.holz-frank.com

## Natural brand ambassador

Holz Frank's compact travel shoehorn is made from FSC®-certified European oak or beech wood and is a stylish accessory on the go. With a practical leather strap, available in various sizes and shapes, it fits perfectly in a suitcase, sports bag or hotel room. Custom laser engraving adds a lasting, high-quality finish to the natural wood, making the product a useful promotional item or employee gift. Sustainably produced, durable and suitable for everyday use, the Holz Frank travel shoehorn is an elegant brand ambassador with real value.



## A polished matter

Frank Bürsten's Däumling mini shoe-care set is the ideal travel accessory. It needs little space and is always handy when you're on the go. In just a few steps, smooth leather shoes are restored to their former shine. Regular care is particularly important for leather shoes in order to extend their life. The high-quality neutral shoe polish is applied to the shoes with a brush. The soft cloth is used to buff the shoes and remove any excess polish. The practical shoe care set is stored in a cotton bag with a drawstring. With its handy size, the Däumling fits in any bag or suitcase when travelling and ensures a well-groomed appearance in no time at all. On request, Frank Bürsten can customise the brush or cotton bag with a company or promotional logo.



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## Functional and durable

This lanyard, designed by Brand New Lab from Portugal, adds a sophisticated touch to everyday branding. Made entirely in Portugal, it combines durability with natural leather character in the customisable area, creating a thoughtful and authentic product. The soft texture of the leather gives it warmth and depth, turning a simple accessory into something more meaningful. It is a functional object that has been carefully designed to be worn, used and cherished.

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## Organise your luggage

Greenverta's Dirty and Clean sorting bags by Media Sp. z o.o. in Poland guarantee intelligent organisation and long-term brand visibility. These products bring order to any suitcase and ensure strong brand visibility on everyday trips. They are made from recycled mesh fabric and close with a drawstring or flat zip. The bags are also lightweight, practical and suitable not only for travel, but also for business trips or spontaneous shopping at the market. Dirty and Clean provides marketers with a tool that attracts a lot of attention. Sublimation printing enables vibrant colours, detailed graphics and creative freedom without compromise. In addition, these reusable bags can be custom printed.



## Stylish and reliable

For stylish and reliable luggage security, look to the Mister Lanyard range from the Netherlands. For example, the promotional product specialist offers full-colour, sublimated luggage straps made from recycled RPET. These are not only robust and durable, but also eye-catching and attention-grabbing thanks to their colourful design. These environmentally friendly promotional products are perfect for sustainable travel branding.



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www.penlights.de

## Spot on!

Richard Cermak's Spotlight torch is the perfect travel accessory thanks to its size and extremely bright LED light, and should be a staple in any travel bag. The mini torch is made in Germany and shines extremely brightly thanks to its white LED. Its focused lens provides concentrated light wherever needed. In addition to the use of innovative chip technology, its highlights include high-quality aluminium housing, an elegant finish, a solid push button with an integrated steel ball, and its compact size, which makes it ideal for travel.

## New on the market

Joytex's Bremen and Leipzig bags are new on the market: At first glance, these two bags don't look revolutionary, but they totally are. If it weren't for the "Made in Germany" label on the side, you wouldn't be able to tell them apart from bags from the Far East. Joytex deliberately worked with the bag manufacturer to develop two particularly popular formats, and added both models to their stock in natural and black. The 140-gram cotton carries the OEKO-TEX Made in Green label. Thanks to machine-assisted production methods, these bags are actually woven, sewn and printed in Germany at low cost. The 30 × 30 centimetre print area on both sides allows for six-colour screen or transfer printing.



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## Precise customer targeting

mbw®'s tailor-made travel and tourism-themed boxes give promotional product distributors a carefully curated selection of promotional and gift items that are specifically tailored to the needs of customers such as tour operators, hotels and tourism providers. What makes these straightforward themed boxes so special is their target group-oriented product selection: Each box contains popular gift and promotional items that have been selected based on extensive research and knowledge of the sector in order to precisely match customer tastes. Sampling is very easy: The box can be used to present suitable samples to customers in a cost-effective and effortless way, thus generating new sales. The boxes can also be sent neutrally, straight to customers.



## Perfect organisation

Reorganise your routines and start your day focused – with functional luggage for business trips and commuters, precise watches for reliable punctuality, and emergency multi-tools for unexpected situations, all available from Victorinox. The Werks Traveler 7.0 Global Carry-On, a combination of familiar features and new innovations, stands for maximum travel efficiency. In this carry-on trolley for seamless business travel, clothes can be protected and separated with the removable garment bag and washable laundry bag to ensure they arrive crease-free. Customisation is achieved using thermal transfer printing, 3M Scotchlite™ Silver, 3D silicone transfer, digital printing or laser engraving on badges, as well as pad printing on the pocket knife shell.

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## Energy-packed all-rounder

Troika's travel adapter can be used anywhere in the world, with a built-in USB-C cable that works with any typical socket worldwide. You can choose the plug connector for each region by sliding it out, and it fits all sockets in the EU, the US, Australia, China and the UK. The product also has an additional plug slot for the USA and Japan, a pull-out 35W USB-C fast charging cable, two USB-A and two USB-C ports for simultaneous charging up to six electronic devices. A built-in 10 amp fuse and a spare fuse are also included in the adapter. The product is made of polycarbonate and is available in white. The 75 cm long USB-C cable is retractable, disappears neatly into the housing and is held in place magnetically. No more tangled cables.

## Stylishly packaged travel essentials

The Altmont Modern Deluxe Backpack was designed by Victorinox for commuters, providing them with targeted packing features. Made from recycled polyester (rPET) with an antimicrobial lining and laminated base, the backpack is water-repellent and features light-reflective details for better visibility in low-light conditions. It allows you to organise everything you need on the go, keeping things handy for your commute or short trips after work. Thanks to the removable laptop sleeve and three interior compartments, including a sound pocket, business organiser, key ring, zipped pocket with leather slider and padded, scratch-resistant compartment, your important accessories are safe and secure. The bag can be optimised with a trolley strap. Customisation is achieved with logo embroidery.



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## Lightweight and comfortable

Joytex are specialists in high-quality screen printing on textile bags. New to their range is Colmar, a chest and belt bag made from 330 gram black canvas. The bag features a four-centimetre-wide strap that can be individually adjusted to a length of up to 120 centimetres. The practical and robust plastic clip closes securely and ensures a comfortable fit. The YKK zip underlines the high quality and character of this long-life product. Inside the bag, a simple divider is sewn in, dividing the interior into two compartments. The bag is available in a 14 × 5 cm format and can be printed in up to three colours using screen or transfer printing.

## Sustainable travel accessories

Boogie Design, a promotional product specialist from Poland, is committed to travelling with the smallest possible carbon footprint. The company focuses on producing useful items from sustainable materials that serve the user well for a long time. This approach gives recycled materials a second life and creates new designs. Boogie Design's travel bags and backpacks are made from recycled felt from plastic bottles and recycled leather. The practical and useful bags are available in various sizes and can be equipped with additional elements such as pockets, straps and compartments on request. Two types of recycled felt are available in a wide range of colours. The recycled leather is available in two shades and two thicknesses.



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## Cleverly packed

Troika's Blue Cycle Packing Shirts compression bag, made from 100 percent recycled marine plastic, brings order and clear overview to suitcases and backpacks. Equipped with a zip, additional compression zip and mesh window, it's ideal for packing shirts, trousers and other items – space saving and crease free. The practical carry handle makes it a flexible accessory for travel, everyday use or in your luggage system. This customisable packing bag is ideal for clever packing. Available in dark grey, the innovative compression zip reduces the volume of clothing by up to a third, leaving more space in your suitcase or backpack for other important items. With a mesh window for a quick overview and a carry handle for easy transport.



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## Animal-friendly promotion

For four-legged family members, Condedi offers practical promotional items such as the foldable "Barnie" drinking bottles, the foldable "Coco" travel bowl and the practical water-repellent "Freddy" snack bag. All products come with a carrying clip and cord, making them easy to attach to clothing. The Freddy snack bag opens and closes with a drawstring, while the Barnie drinking bottle has a screw cap. Not to be missed are the "Tour and Bone" pet waste bag dispensers for your pet's "business". Each of these items can be finished with a promotional print, ensuring that your brand message stands out. The products are easy to clean and store. Available from 50 pieces in the standard range, custom colours on request. The products are in stock and can also be delivered in smaller quantities.



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## Stress-free travel

Who hasn't experienced the problem of not being able to quickly distinguish their luggage from that of fellow travellers at the airport, on sea or bus journeys, or on other occasions? The reflective luggage tags or stickers from safeReflex GmbH help you find your luggage in poor lighting conditions with the aid of a light source (e.g. a smartphone torch). The luggage tags can be easily attached to the handle of luggage items using an integrated loop and make identification easier thanks to their eye-catching appearance. Alternatively, luggage items can be labelled with individual reflective stickers. With the standard model of luggage tags, customers can fill out the address label provided or insert a business card into the transparent compartment on the back. This means that the luggage tag can also be used if the address changes or by other people. Special shapes, e.g. trucks, aeroplanes, mascots, etc., are possible depending on feasibility and after consultation, with manageable tooling costs. The use of certified reflective material makes it much easier to recognise and locate the tag, especially at dusk or in the dark. The individual printing on the front of the luggage tag ensures that the advertising is prominently displayed. In addition, safeReflex offers a carrier card for the perfect presentation of the luggage tag. This provides additional space for an advertising message. The luggage tags are also suitable for mailing campaigns, with or without the carrier card.

## Timelessly elegant

If you're looking for a practical and environmentally conscious accessory for leisure, travel or everyday use, look no further than the vegan Relana felt bag from Rominox®. Made from 100 percent recycled PET felt, the bag combines modern design with a clear commitment to sustainability. The felt bag is not only visually appealing: The mottled grey tone has an elegant and timeless appeal, the sturdy, soft handles ensure high carrying comfort and the flat bottom guarantees a secure footing. The versatile bag is ideal for trips to the beach, shopping excursions or as a practical travel accessory. For a customised brand appearance, Römer Lifestyle offers the option of adding your logo to the bag using thermal transfer printing for orders of 50 or more. This turns the little bag into more than just a practical everyday accessory; it also becomes a sustainable promotional item with high brand recognition.



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## “Personal, Inspiring, Successful”

The Welcome Home Tour looks back on a successful 2025 winter season. Three locations, 16 partners and numerous visitors ensured productive meetings, real product experiences and fresh inspiration. This successful concept will be continued in the first half of 2026. On three dates, the Welcome Home Tour is inviting guests again to experience top-quality promotional products in a special atmosphere – including exclusive company tours for a look behind the scenes at the hosting company. The Welcome Home Tour 2026 stands for closeness, quality and inspiration – and for promotional products that are best experienced live. [www.welcome-home-tour.de](http://www.welcome-home-tour.de)



### The dates:

### Welcome Home Tour 2026

- **22 April 2026 | Herbolzheim – Kalfany Süße Werbung**

Experience a wide array of products at the Welcome Home partner in the Europa-Park Conferainment Center in Rust, combined with a manufacturer tour at Kalfany.

- **20 May 2026 | Bielefeld – HALFAR System GmbH**

Gain insight into the development of functional bag solutions with strong designs and discover new products and latest trends in a relaxing atmosphere.

- **10 June 2026 | Erbach – koziol »ideas for friends GmbH**

Dive into the world of creative products, benefit from in-person meetings and let yourself be impressed by the production facility in Odenwald.

## New leadership, proven values

After 20 years in the management of Advent calendar specialist CD-LUX GmbH, Alexander Dirscherl is handing over operational responsibility to Florian Beer. Together with Dennis Dirscherl, Beer will lead the company and actively promote its further development. Alexander Dirscherl will remain closely associated with the company. As a shareholder and member of the advisory board, he will continue to support strategic development in the future and contribute his experience to the long-term orientation of the company.

Florian Beer took over operational management on 1 January 2026. He brings with him many years of experience in the management and development of medium-sized companies. His expertise lies in particular in the strategic management of growth and transformation processes – with a special focus on organisation, processes and digitalisation.

“I am delighted to be able to contribute my experience and energy back in my home region of Upper Palatinate and to continue the successful development of the company together with the team,” explains Florian Beer. At the same time, he emphasises the demands of the industry: “Product diversity and customer-specific customisation must always be spot on in terms of quality and delivery performance.” Alexander Dirscherl is also looking forward to the handover with confidence: “I am delighted that we have found a highly competent and empathetic successor for the operational management in Florian Beer. This puts the company in an excellent position for the coming years.” By handing over operational responsibility at this early stage, the company is setting the course for successful further development and sustainable growth. [www.cd-lux.de](http://www.cd-lux.de)



The management team of CD-LUX (from left): Dennis Dirscherl, Florian Beer, Alexander Dirscherl. Image: CD-LUX GmbH

## Kahla and Senator file for insolvency



The long-established porcelain manufacturer Kahla has filed for insolvency. With this step, the company is creating the legal framework to reorganise its financial structure, safeguard the long-term future of the production site, and put the business on a stable footing.

Despite the insolvency filing, Managing Director Daniel Jeschonowski remains optimistic: “Over the past five years, we as the Kahla team have achieved a great deal and created an outstanding brand experience. We are on the right entrepreneurial path, but in future we will need to achieve more growth.”

Kahla has been undergoing comprehensive restructuring since 2020. Alongside simplifying processes, the company has also gained new customers, and the expansion of its online business in recent years has significantly strengthened its sales base. Not least for this reason, the Kahla brand holds a strong position in the market.

The insolvency administrator appointed by Gera Local Court, Thomas Jacobs of the law firm Brinkmann & Partner, is already on site with his team and has held initial discussions with Managing Director Daniel Jeschonowski and Works Council Chair Stefan Schau. “My first impression is that management and the workforce stand firmly behind the Kahla/Thuringia porcelain manufacturer. This is important in order to continue production and deliveries as

### Senator – Kahla

planned during the preliminary proceedings and to develop a plan for the future,” the insolvency administrator said in a company statement.

Despite the insolvency, business operations will continue unchanged and new orders will be accepted, confirmed and fulfilled. The 120 employees will receive insolvency payments over the coming months. The relevant pre-financing process has already been initiated.

As the reason for the insolvency filing, the company from the Thuringian town of the same name cites economic uncertainty in Germany. Trade fair activity and the ordering season to date have reportedly been significantly weaker than expected. In addition, a noticeable reluctance to spend has been observed in the hospitality sector, and energy prices – once again having risen sharply – represent a considerable burden for energy-intensive manufacturing companies such as a porcelain manufacturer.

Stationery manufacturer Senator has also filed for insolvency. According to the company, this step was taken deliberately and creates the legal framework for realigning the financial structure and putting the company on a stable footing for the long term. Despite the insolvency, business operations are continuing without restriction. Production, order processing and delivery are all continuing as normal. New orders are also being accepted and, according to the company, will be fulfilled reliably and as agreed.

[www.kahlaporzellan.com](http://www.kahlaporzellan.com) • [www.senator.com](http://www.senator.com)

**senator®**  
Made in Germany. Since 1920.

## Goldstar strengthens sales in the DACH region

Kai Sahn is the new Field Sales Manager D-A-CH South at Goldstar. In this role, he will be responsible for sales activities in southern Germany, Austria and Switzerland. He will work closely with sales partners to further expand existing customer relationships and drive growth in the region. Sahn will also join Fabian Thiele to form the two-person German field sales team. Thiele will continue to be responsible for sales partners in northern Germany. This will ensure clear regional responsibility and stronger, locally focused customer service. Kai Sahn brings more than a decade of industry experience to his new position. He has a solid background in both sales and the supplier side of the advertising business. [www.simplygoldstar.com](http://www.simplygoldstar.com)

**Goldstar**



Goldstar's German field sales team: Fabian Thiele and Kai Sahn (from left to right). Image: Goldstar



Anneke Teheux-Dalstra.

Image: SL BAGS

## SL BAGS

### SL BAGS is strengthening its marketing competencies

The Dutch company SL BAGS (SL Lederwaren B.V.) has reinforced its marketing team by appointing Anneke Teheux-Dalstra as marketing manager. The company based in Zutphen states, "By taking this step, SL BAGS is continuing to invest in the professionalisation of its marketing activities and is preparing for the next phase of growth."

In her role, Anneke Teheux-Dalstra will be responsible for the further development and implementation of the marketing and communication activities of SL BAGS for its SL BAGS portfolio, which includes the VASAD and Recycle Bags brands. Their focus is on brand consistency, market positioning, customer communication and supporting commercial goals in their existing and new markets.

Anneke Teheux-Dalstra brings extensive experience in the areas of marketing and communication, combining strategic development with practical implementation. Her duties include defining marketing strategies, developing concepts, coordinating campaigns and reinforcing the company's brand image, in addition to implementing the strategic goals in practical, results-oriented marketing activities.

By expanding its marketing role, SL BAGS wants to continue to structure its marketing approach and make it more professional. Appointing Anneke supports the company's aim of communicating its products' quality, craftsmanship and its focus on sustainability more clearly and more consistently to customers and partners.

Managing Director / owner Peter van der Sandt states, "Our decision to have Anneke join our team at SL BAGS is an important step towards continuing to strengthen our marketing activities. Her experience and praxis-oriented approach fits well with where we stand as a company and where we want to go. We are confident that her contribution will help us take the next step in our marketing, communication and brand development." [www.slbags.com](http://www.slbags.com)

## New Organisation in Operations department

Cyber-Wear is systematically reorganizing the Operations department, making it a main driver of the next growth phase. According to a company statement, the goal is to professionalise the system. An organisation that confidently masters the increasing volumes, complex projects and international structures, while simultaneously becoming faster, more transparent and more effective. The focus is on clear solidarity between Operations and Sales. "Where there was once a handover of responsibilities, integrated value chains are emerging today. From supply chain and digital operation to excellence structures, operations become an active controlling authority for quality, speed and the customer experience," adds the statement.

Under the leadership of Dagmar Ritter, Head of Operations, this new organisational logic will be systematically implemented. As part of the management team, she will be responsible for the entire main operational areas in the future, including warehouse, supply team, digital operations, and the newly created Operations & Excellence team. Dagmar Ritter: "Today, operations are much more than just process handling. It is about achieving transparency, speed, quality, and the perfect synergy with Sales. My goal is an organisation that assumes responsibility, becomes measurably better and actively contributes to the company's success." <https://mycybergroup.com>

Dagmar Ritter



cyber-Wear

## FARE umbrellas inspired by AI: lifestyle photos at the click of a button



**Highlight of the FARE umbrella configurator: Place your logo and see the effect immediately thanks to AI-generated mood images of the umbrella in realistic environments.** Photo: Fare

A real photo of the desired umbrella model with the customer's logo is every distributor's dream for making their offer appealing to customers. This dream is now reality thanks to the new online umbrella configurator from FARE Guenther Fassbender GmbH – the Remscheid-based specialist for high-quality umbrellas and parasols. In addition to classic logo placement on the umbrella, this innovative product visualisation tool offers a special highlight: AI inspiration at the touch of a button.

Customers no longer see their individually branded umbrellas as just a neutral product, but directly in use in realistic, emotional environments that match the brand. Whether in a stadium, the city centre or at outdoor events, AI generates atmospheric images in which the umbrella, including the logo, is presented authentically. This enables you to immediately visualise how strong the product's impact is in a real-life environment. The application is deliberately kept simple. Logos are placed directly on the umbrella in the configurator, and colours and positions can be adjusted intuitively. The AI inspiration starts with just one click and generates realistic mood images in no time. The process can be repeated as often as desired and delivers new visual approaches with the same product every time. Distributors can then choose the best and most suitable image motif to provide to their customers along with the offer.

“Our AI inspirations help to not only display umbrellas, but also bring them to life,” says Sven Peters, E-Commerce Team Leader. “Customers can immediately see how their logo looks in use – this supports consultation, presentation and decision-making in equal measure,” says Peters, who led the project at FARE. The new AI inspirations are ideal for sales talks, presentations and internal coordination. They create emotion, boost the imagination and make the umbrella tangible as a promotional product – quickly, easily and convincingly.

Even though the configurator is currently still in the beta phase, customers can always find one that fits perfectly thanks to the selection of AI-inspired mood images. “The AI visualisations will get better and better over time,” explains the team leader. “It was important to us that our customers could benefit from this innovative tool as quickly as possible.” [www.fare.de](http://www.fare.de)

## Bartenbach strengthens international purchasing

Jörg Bansner has been Senior Buyer at Bartenbach since the beginning of the year. In this position, the Wiesbaden native is responsible for the expansion and further development of international procurement. His main task is product and supplier sourcing. This is becoming increasingly important at Bartenbach against the backdrop of the consistent expansion of its full-service advertising materials offering over recent years and the continuous acquisition of new major customers.

‘With Jörg Bansner, we are gaining an experienced force for imports and international procurement,’ says Managing Director Jörg Grünewald, who is responsible for purchasing and suppliers at Bartenbach. ‘Especially in the growing full-service business with new international B2B brands, it is crucial to find the right products and partners worldwide. His experience will make an important contribution here.’

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

**Bartenbach Werbemittel**



**Jörg Bansner**  
Picture: Bartenbach

With its popular in-house exhibition, the long-established full-service company once again set a particularly pleasant tone among the spring events of 2026. An exciting selection of products, professional advice and a pleasant atmosphere ensured a good mood all around on this sunny February day.

## In-house exhibition at K-M-Service GmbH

# Inspiration and many “wow” moments

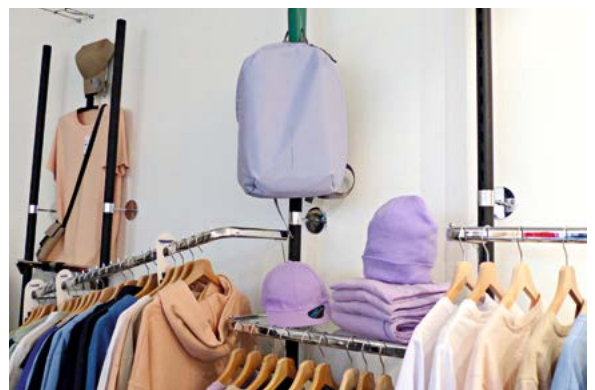
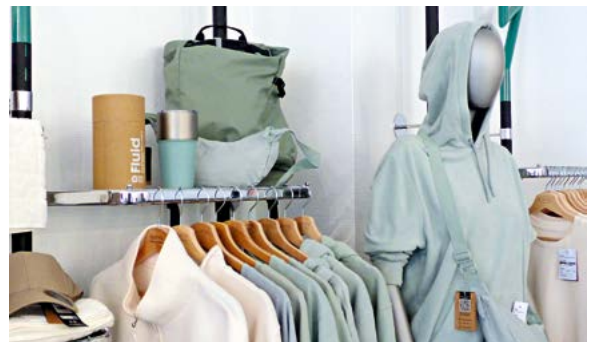


A time-tested concept: ideas, advice and networking in a relaxed atmosphere

**W**eavy traffic, a full car park – even on the way to the company headquarters in Obertshausen, it was clear that the K-M in-house exhibition would be a successful event. And so it was: with 55 exhibitors and 330 registered visitors, the host family Hennig and their well-coordinated team demonstrated that their company can count on the trust of customers and suppliers. “Our discussions with customers today and the positive atmosphere we sense here are reassuring despite the current subdued market dynamics. This is because the willingness to tackle projects was clearly evident all around”, comments Tim Hennig.

### A diverse offer and welcoming atmosphere

While the motto of last year’s exposition celebrated the company’s 100th anniversary, this year’s slogan, “Make it



WOW!”, clearly conveyed what customers can expect from K-M: innovations, trends and ideas that inspire and provide them with plenty of “wow” moments. The bright orange vests worn by the K-M team kept this promise in sight for customers throughout the day and identified their contact persons. A clear stand plan guided visitors through the various product segments and ensured optimal orientation as they walked through the curved shelf walls. The proven concept, which does not require exhibitor stands,



Moving forward together with fresh momentum: Lena, Stéphane, Julia and Tim Hennig at this year's in-house exhibition. (from left)

thrives on the changing decoration of the exhibition areas by the exhibitors themselves, who thus remain present in the showroom throughout the year. As customers have come to expect from decades of this exposition tradition, there were both new and time-tested products to discover and interesting things to learn. Customers were able to be creative and win valuable prizes in a competition. It was a successful day in a relaxed atmosphere. This was noticeable from the very first moment, even in the second year after a break of several years.

### Successful generational change

„... I am particularly pleased that our next generation is on board. Tim tackles everything with vigour and is very dynamic – it reminds me of how I used to be...” We are revisiting this quote from Stéphane Hennig (from our editorial interview on the occasion of the company's 100th anniversary in 2025) because Tim Hennig has some news for us this year regarding the generational change: “We have been working on the operational implementation of the company succession for some time now. Since mid-2025, I have been supporting my father Stéphane Hennig as managing director, and my sister Lena Hennig is also involved. I grew up in the company and have gained a lot of experience during over more than ten years, from trainee to account manager.” He enjoys making a difference, and that is particularly important in the current situation. He has now built up a young, dynamic team, reorganised the departments and driven forward digitalisation. Nevertheless, his focus remains traditionally on personal customer support – whether in full service or in the shop business. “We specialise in quickly, flexibly and individually determining the customer's needs and developing solution proposals with personalised concepts.” It is easy to believe that this energetic young entrepreneur is looking towards expansion and targeting new customer groups, thus setting an example of a committed focus on the future.



K-M demonstrated the continuity of the family business with its in-house exhibition.



### Continuity and focus on the future

Stéphane, Julia, Tim and Lena Hennig welcomed a particularly dear guest this year – Norbert Hertlein, from whom Stéphane Hennig took over the company in 2003. He always enjoys visiting the family and attending in-house exhibitions – much to the delight of all employees and exhibition participants who know and appreciate the senior gentleman from earlier times. “I knew PSI founder Walter Jung and still remember the very first PSI trade shows with the wallpapering tables,” reveals Norbert Hertlein, who was an early member of PSI with K+M. He is also very pleased that the next generation is now joining the company, thus ensuring continuity for his life's work.



Former company director Norbert Hertlein is a welcome guest in the Hennig family. (Pictured here with the next generation, Tim and Lena Hennig)



Every time these products are used they enhance the visibility, appreciation and **recognition of the brand among end customers.** The offer is particularly persuasive in combination with ecological and sustainable items.

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## For bird lovers

If you want to make sustainability visible, you need more than words – sometimes a glance into the garden is enough. The weatherproof bird feeder made of cedar wood by Holz Frank combines ecological responsibility with lasting brand presence. A generous 1500 ml tank extends feeding intervals, while an acrylic glass window allows a view of the lively activity. Thanks to a stainless steel cable, the feeder can be securely attached and remains in use all year round. It is particularly effective thanks to its individual laser engraving. Therefore, a functional object becomes a likeable brand ambassador.

## Floral marbles

Eight small balls, colourful like sweets and yet intended for the earth: the floral marbles combine playful lightness with ecological standards. Packaged in a simple paper bag with a viewing window, they immediately arouse curiosity, while the customisable header creates space for clear brand communication. Inside is a mixture of clay, organic soil and wildflower seeds, which germinate reliably after sowing and attract native beneficial insects. The colours are harmless and the mixture is non-toxic, so even children can enjoy scattering them as a little adventure. They are produced in Germany and assembled by hand in social institutions – a detail that lends credibility to the product.

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 www.diestadtgaertner.de



## Cooler bags made from recycled refrigerators



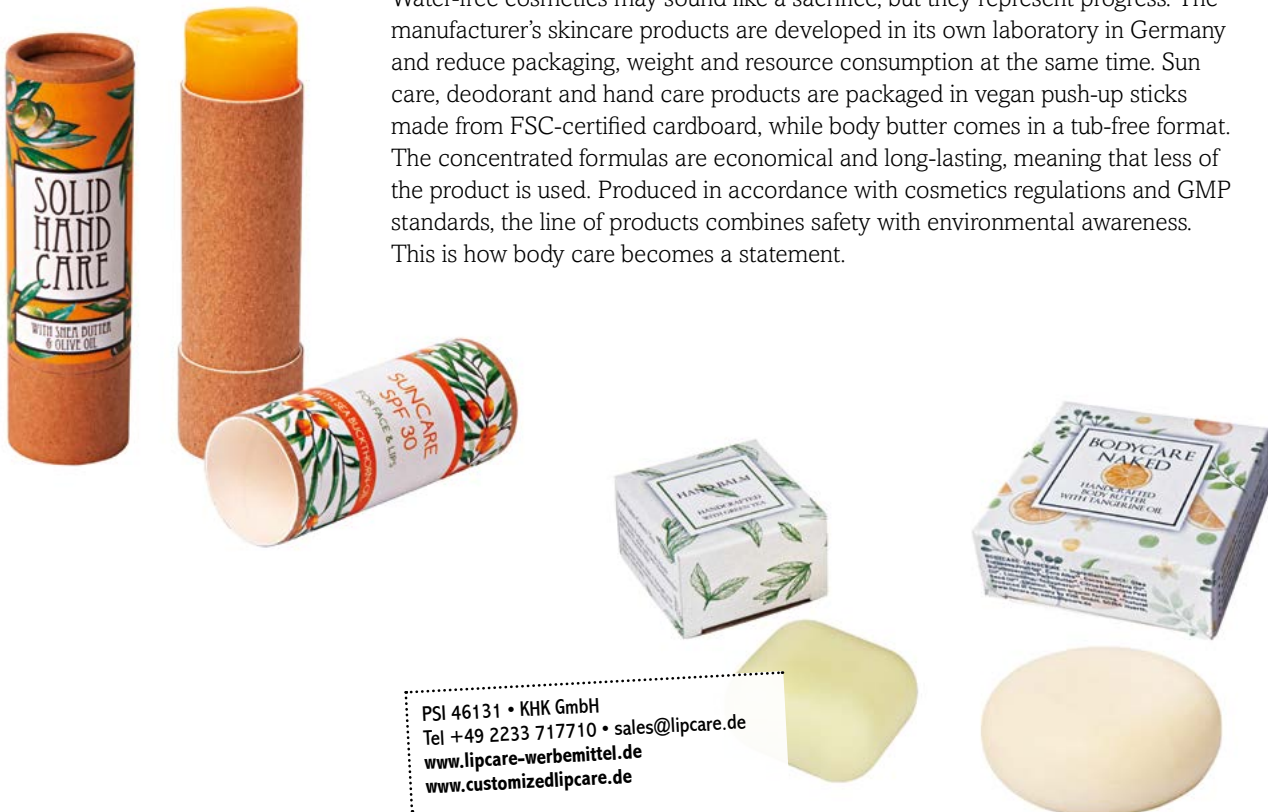
PSI 60479 • Retulp Custom BV  
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## Cool thinking

The Fridge Lunch Bag and Fridge Backpack from Retulp are made from recycled plastic from disused refrigerators, giving waste a second life. The lunch bag is compact, foldable and keeps meals fresh, while the backpack offers more storage space and carrying comfort. Both models combine practicality with a clear message of sustainability and offer space for individual logos. The visible origin of the material immediately enables you to understand the circular economy of their production, while the bags simultaneously meet everyday requirements on the go or in the office. It is a promotional product that conveys functionality and environmental credentials without additional explanation.

## Responsible skincare

Water-free cosmetics may sound like a sacrifice, but they represent progress. The manufacturer's skincare products are developed in its own laboratory in Germany and reduce packaging, weight and resource consumption at the same time. Sun care, deodorant and hand care products are packaged in vegan push-up sticks made from FSC-certified cardboard, while body butter comes in a tub-free format. The concentrated formulas are economical and long-lasting, meaning that less of the product is used. Produced in accordance with cosmetics regulations and GMP standards, the line of products combines safety with environmental awareness. This is how body care becomes a statement.



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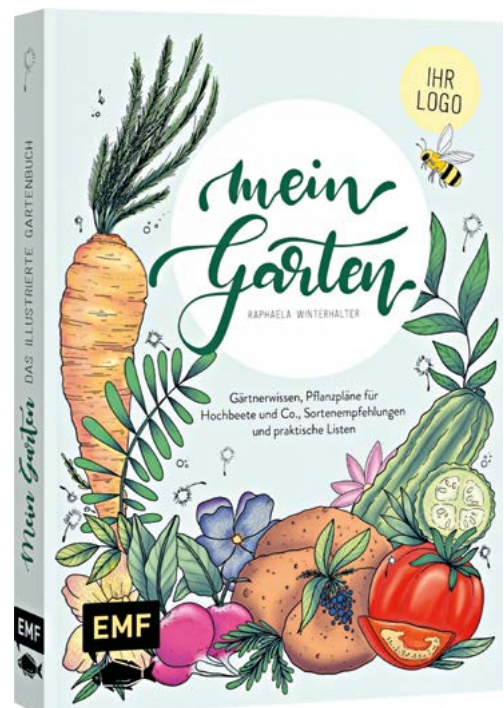
## Bags designed with nature in mind

The ORGANIC series from Halfar features bags made from GOTS-certified organic cotton in a single-material construction for improved recyclability. Shopping, tote and wellness bags are suitable for a wide range of uses and offer thoughtful details such as organiser compartments, drawstrings and variable carrying options. The natural look supports sustainable brand appearances at events or in everyday life. Thanks to their practical use, the bags remain in circulation for a long time and extend the visibility of the message well beyond the initial contact.

## Planning and planting

EMF's customisable garden bullet journal combines a guidebook and notebook. Seasonal tips and illustrations accompany gardening projects, while blank pages offer space for your own planning. The format, size and cover can be adapted to target groups, including logo integration. The result is not a classic promotional product, but a tool that can be used on an ongoing basis. Regular use generates continuous brand presence in everyday life and combines information with personal added value.

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## Bottles become watering cans

A second life for disposable bottles: the Ekonewka attachment from dothat transforms standard plastic bottles into functional watering cans. The universal thread fits standard bottles, while biodegradable PLA material underlines the sustainable standard. Once screwed on, the central hole structure distributes the water evenly and makes it easier to care for plants on balconies or windowsills. The idea is as simple as it is effective – existing resources are reused instead of replaced. Individual shapes, colours and embossing allow for an eye-catching brand message directly on the product. In this way, a small accessory stimulates conversations about the responsible use of materials.

## Clean communication

The printed Kalli sponge cloth from marcolor consists of cotton fibres and wood cellulose. Produced in Germany, it is plastic-free and compostable. Its washability and reusability significantly extend its service life compared to disposable products. Water-based printing inks transfer logos clearly visibly onto the surface. The cloth is optionally supplemented by a recycled banderole. Used daily in the household, the brand remains permanently visible and combines practical cleaning with sustainable standards.

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## Play instead of just looking

The customised 45-piece puzzle from Heri-Rigoni combines interaction with communication. The motif and packaging are produced entirely in the customer's design, with digital printing ensuring a detailed representation. Putting the puzzle together encourages active engagement with the message, increasing retention time and memorability. Whether used as a mailing article, giveaway or gift, this haptic promotional product attracts attention beyond digital stimuli. Its playful nature brings brand content to life and ensures that information is not only viewed but also processed.

## Let it grow

The Blue natural pot from Multiflower initially serves as a seedling container and is later planted together with the plant, where it decomposes completely. It contains a soil tablet and cornflower seeds, allowing the recipient to actively participate in the growing process. A customisable sleeve carries the advertising message and accompanies the growth process over several weeks. The product combines an ecological message with long-term presence. The brand remains visible as long as the plant flourishes. This turns a small giveaway into an ecologically sustainable experience.



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## Kneading with a message

The KNETÄ tin makes sustainability tangible in a playful way. Produced in Bavaria, the container is made from recycled PET and the vegan modelling clay is biodegradable. Eighteen colours allow it to be adapted to corporate designs, while embossing or direct printing on the lid ensures a lasting brand impact. Its compact size and high appeal make the item ideal for family activities, events or trade shows. As a promotional product, it conveys ecological values without being intrusive. This creative, tactile and memorable item turns a simple giveaway into a means of communication.



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## Flourishing messages

Sometimes a handful of seeds is enough to make a visible difference. The bee pasture in the mini egg carton “Flourishing Cooperation” from Römer Präsente combines playful design with ecological added value. The small box contains six coloured seed balls with a mixture of meadow flowers, coated with clay and natural pigments. Simply throw them out, let the rain and sun do their work, and bee-friendly flowering areas up to 120 centimetres high will emerge. Whether as an Easter greeting or a sustainable customer gift, the customisable banderole turns this natural product into a charming brand ambassador.

## Points that stick

The Heri-Rigoni bonus stamp translates customer loyalty into a simple analogue form. A stamp print documents the collection status directly on the card and motivates customers to come back. Individual stamp plates with logos ensure consistent print quality, while replaceable pads extend the service life. Various case shapes adapt to existing card layouts. The system works immediately and cost-effectively without an app or technology so that it is a particularly effective tool for customer loyalty for local providers. Visible progress generates trust and closeness, making the stamp a small but sustainable marketing tool in everyday life.



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### For strong performances

The Authentic Heavy T 215M from Russell Athletic positions itself on the market as a durable classic for professional use. The heavy, densely woven single jersey cotton provides a high-quality feel and a smooth surface that reliably enables printing and embroidery. Tubular construction stabilises the shape, while reinforced collar and neck tape support long-term use. Washable up to 60 degrees, the shirt is suitable as work clothing as well as for merchandise programmes. New colours expand the combination options, while the enlarged size range makes it easier to equip teams. Manufactured in the company's own production facilities in accordance with the OEKO-TEX Standard, this model combines everyday practicality with predictable quality.



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## Charging with style

The ecoCHARGER made of oak by camarc design combines wireless charging with credible ecological sustainability. Manufactured in Germany, it replaces short-lived plastic stations with durable natural materials. It inductively charges smartphones, while additional USB-A and USB-C ports ensure flexibility. A discreet LED provides status information, and the packaging made of recycled corrugated cardboard reduces shipping resources. Customisation enables visible brand presence without compromising on environmental standards. Various awards underscore the approach and show that technology can be convenient and demonstrate responsibility at the same time.



## Sponge cloth replaces paper

Sometimes sustainability starts at the sink. The reusable sponge cloth made of cellulose and cotton fibres absorbs fifteen times its own weight and replaces disposable paper towels in everyday use. After wringing it out, it dries quickly and remains hygienic, even with frequent use or washing temperatures up to 90 degrees. Printed in Sweden and completely biodegradable, it also serves as a long-lasting advertising medium. The large print area ensures that brand messages are visible every day – in kitchens, offices or workshops. Easy to distribute and versatile, it combines functionality with an ecological approach.

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## Garden pleasure on the go

Not everyone has a large garden, but the joy of planting fits in any bag. The handy gardening tool set from team-d is aimed at hobby gardeners as well as spontaneous balcony greening enthusiasts. A small shovel and fine rake with sturdy wooden handles allow for easy repotting, herb care or quick planting of young plants. Delivered in a cotton bag, everything remains neatly stowed away and ready at hand at all times. This is exactly where the brand effect comes in: the generous printing area turns this practical helper into a permanently visible promotional product. Thanks to its compact dimensions, the set is ideal for trips to the allotment as well as urban gardening projects in the city.

## Visibly worn

Lanyards from Pins & mehr are functional everyday companions and permanent brand space at the same time. Made from bamboo, cork, recycled PET or cotton, they combine responsible materials with flexible design. The width, structure and printing method can be precisely adapted to the location of use, from trade show appearances to daily use by employees. Complemented by carabiners, safety fasteners or ID card holders, they create complete carrying systems with high utility value. Thanks to their permanent visibility, the product continuously conveys messages in public spaces and brings brand presence to life.



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## Hold them close

The MiniFeet recycled animals from mbw transform classic giveaways into emotional brand ambassadors. Made from recycled PET bottles and with embroidered details without additional plastic parts, they stand for conscious use of materials. Whether bears, rabbits or whales, the figures are immediately likeable and remain visible on desks or shelves. As mailing inserts or trade show companions, they create closeness and prolong moments of contact. Individual finishing enables the stuffed animal to convey long-lasting memories and brand messages in a friendly way, thus making sustainability a tactile experience.



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 www.team-d.de

## A feeding station for every season

Bird watching is one of life's quiet pleasures – even in the middle of the city. Made from natural birch plywood, the decorative feeding station from team-d brings these moments closer. Supplied with food balls, it immediately becomes a meeting place for sparrows and titmice. Other variants are available in addition to the classic bird motif, or you can create your own designs in small quantities. The surface is suitable for printing or laser engraving, making the product an individual brand ambassador for outdoor use. Especially in densely built-up neighbourhoods, this creates a visible sign of closeness to nature.

## Organic enjoyment with brand appeal

As the days grow brighter, so does the desire for fresh ideas – for promotional gifts as well. The organic range from myfitmix combines natural flavours with an eye-catching appearance. From fruity water ice in a variety of flavours to crispy apple and banana chips, peppermint drops and “Good Mood” fruit tea, this selection reinterprets conscious snacking. Whether ice-cold, crunchy or soothingly brewed, every product stands for certified organic quality and modern enjoyment. Packaging such as maxi bags or kraft paper boxes offer generous space for individual branding. This way, sustainable messages can be conveyed at events, trade shows and office promotions.

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## A pencil with attitude

Some classics endure because they constantly reinvent themselves. Reidinger's sustainably produced pencil made from FSC®-certified wood combines traditional craftsmanship with contemporary environmental awareness. Made from responsibly managed forests, it fits comfortably in the hand and impresses with a reliable HB lead for clean writing. The "financial climate contribution" label underlines its claim to be more than just a writing instrument. Individually refined or designed in a pure style, the online configurator creates a promotional product with character. Especially in the digital age, a high-quality pencil has a surprisingly personal and authentic effect. It accompanies meetings, notes and creative ideas – day after day.

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## A blooming fabric bag

Three inconspicuous balls packed in a small fabric bag have an amazing effect: what initially looks like a promotional gift transforms into a piece of nature after the first rain shower. The handmade seed balls consist of organic soil, clay and carefully selected seeds and are very easy to use. Just throw them, wait and let them grow. In urban areas in particular, this creates a spontaneous sea of flowers from grey surfaces, providing food for insects and attracting attention. The reusable bag made from recycled materials not only serves as packaging, but also as part of the message: sustainability starts with the details. The concept is complemented by an individually printable hang tag that translates marketing into a haptic experience.

## Bandanas as a fashion statement

Nowadays, accessories say more about attitude than trends. Promo-House's customisable bandanas made from biodegradable cotton combine comfort with responsibility. Whether at events, concerts or in everyday life, the lightweight scarf is worn rather than put away, making it a permanent advertising space. Precise digital or screen printing ensures clear logos and a high-quality look, while the natural material feels pleasant against the skin. The durable workmanship deliberately contrasts with disposable fashion and strengthens a credible brand image. Available in small quantities, the bandana is suitable for corporate events as well as sustainable promotional campaigns.

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## A no-compromise lunch box

Timeless design meets consistent material selection: the tinplate lunch box with a beech wood lid from Dosenspezialist stands for everyday practicality without plastic. Tinplate is considered to be almost infinitely recyclable and retains its quality even after many cycles, while the FSC-certified wood conveys naturalness and stability. Together, they create a robust companion for the office, school or on the go. The box is reusable, durable and sends a clear message against disposable packaging. This is precisely how it unfolds its advertising effect: those who use it every day are likely to notice the brand on a regular basis.



## Style on the table

Placemats and coasters made from recycled leather by Zwiesel Fortessa are created from leftover pieces from furniture production combined with natural rubber. The characteristic embossing gives each piece a distinctive surface, while embossing or printing allows for individual design. In everyday use, the brand repeatedly catches the eye and combines design with sustainable material recycling. This turns a functional table accessory into a lasting image carrier in the catering sector or private sphere.

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## Freshness with zero waste

Compact, high-quality and surprisingly versatile – the Sweet Dose BRAND ME! MINTS combines branded packaging with a reusable glass bottle. Filled with 20 grams of sugar-free mint chewing gum, this giveaway from Slodkie can be easily distributed at events, receptions or in welcome packs. What makes it special is the double branding: both the outer packaging and the chewing gum itself can be printed on, so that the logo remains visible even while chewing. The glass jar with an aluminium screw cap supports the zero waste concept, while alternative paper options reinforce the sustainable impression.

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## Cool advertising

If you want to stand out, you need space for creativity. The CreaCool lunch cooler bag from ANDA Present takes exactly this approach. Thanks to full-surface sublimation, the entire surface becomes a stage for motifs, campaigns or seasonal designs. Made from recycled RPET polyester and equipped with aluminium insulation, it reliably keeps food and drinks cool. The practical Velcro fastener makes it easy to use on the go, whether in the office, at a festival or on trips. Especially with onboarding packages or product launches, the bag remains in circulation for a long time, thus extending brand presence. Sustainable material meets high visibility here.

## Message on the door

Polypropylene door hangers from marcolor are durable bearers of information for hotels, restaurants and public areas. The robust material is scratch-resistant, moisture-resistant and dimensionally stable, which means it can also be used in wellness and wet areas. Double-sided printing using various processes enables customised designs in standard or special formats. When firmly attached to doors or products, the message will be noticed and read repeatedly. Thus, the product is a functional medium that attracts a high level of attention in its immediate surroundings.

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## Cleaning with a clear message

A clean display, a clear stance: micro-fibre cloths made from recycled PET clean sensitive surfaces without leaving streaks or scratches. Made from 70 per cent recycled polyester and 30 per cent polyamide, they reduce disposable waste and can be used to clean smartphones, glasses or tablets for a long time. Full-surface digital printing turns the cloths, which are available in various sizes and packaging options, into a mobile advertising space. This keeps the message visible – every day and immediately during use. Instead of short-lived promotional gifts, they are a useful companion that makes environmental awareness a practical experience.

## Freshly brewed anywhere

Coffee or tea wherever you want it: the brewing bags from Römer Drinks allow you to enjoy aromatic flavours without a machine. Simply add water and choose your desired strength. The contents can be used multiple times and refilled. Fairtrade coffee from Honduras, CO<sub>2</sub>-neutral production and plastic neutrality through compensation programmes underline the sustainable approach. Individual stickers can be designed even for small quantities. This turns every cup into a brand moment – in the office, when camping or on the go. The product combines experience and responsibility and transforms a short break into conscious attention.

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## Shoes with attitude

With its vegan sneakers made from apple leather, ZEGO shows how fashion and sustainability can come together. The material is made from apple processing residues and completely replaces animal components. Logos can be placed on the tongue, heel or side, while contrasting stitching and sole colours add to the design. A partially recycled outsole and sustainable packaging round off the concept. As a team or merchandising item, the shoe combines everyday practicality with a clear ecological message and makes brands literally visible in everyday use.



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### Small, round, paper-based

Small, round and consistently paper-based: the XS pocket tin from Kalfany Süße Werbung is completely plastic-free and can be recycled as waste paper after consumption. Equipped with an originality seal made of paper, it combines function and sustainability in a handy format. Six filling options – from chocolate beans and fruit sweets to sugar-free pastilles and chewing gum – offer the right choice for different target groups. Individually printed, the box becomes a compact advertising medium, ideal for trade shows, mailing items or sporting events. Designed to be refillable, it stays in circulation longer, thus strengthening brand presence.



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## The card that grows

A greeting card that doesn't end up in the paper bin, but in a flower pot: the folding card made of seed paper combines classic communication with surprising sustainability. Designed in DIN A6 format, printable on both sides and sent with an envelope, it initially looks like high-quality business mail. But the natural white, unbleached paper conceals seeds that grow into herbs, flowers or even vegetables after planting. This transforms the moment of reading into a longer process in which words give rise to visible life. The card is suitable for mailing items as well as personal messages and conveys brand values subtly but permanently. Instead of fleeting attention, it creates a small relationship and those who water it will remember.

## Name badge with character

Personal communication begins with the name – and gains credibility through sustainable materials. The EcoBadge from tobra, made of FSC®-certified birch plywood, combines a natural look with a professional effect. Manufactured in Germany using green and solar power, the result is a name badge that visibly demonstrates ecological responsibility. High-quality printing ensures clear presentation, while a strong neodymium magnet with foam rubber plate provides a secure hold without pins. Whether at trade shows, conferences, hotels or retail outlets, the badge creates proximity and orientation. The FSC®-certified cardboard packaging further promotes the sustainable concept behind the product.

MADE  
IN  
GERMANY



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## High-quality and sustainable brand presentation

Sustainability and high-quality brand presentations are increasingly being developed together today. Companies want to not only protect their products, gifts or mailing items, but also present them with substance and credibility. This is exactly where the Luxola product group from IP adelt GmbH comes in. The hinged presentation solutions combine a clear ecological attitude with a premium look that deliberately showcases the moment of opening. The solutions are made entirely from recycled paper and cardboard, and the raw materials used are FSC-certified. The products are made and finished in Germany as required, using 100 per cent green electricity and with short transport routes. When opened, an integrated image and message area unfolds in the lid, while the product is securely fixed in a custom-fit inlay and optimally visible. The design, format and interior are developed on a project-specific basis and precisely tailored to the product, campaign and brand world. Luxola is therefore suitable for product launches, PR mailing items, limited editions or high-quality sets where protection, presentation and brand communication should form a unified whole. The ecological quality results from the combination of 100 per cent recycled material, FSC-certified raw materials, durable hinged lid construction and production on demand. Each solution is created in close consultation with the customer.

## Sporty and made from recycled fibres

Whether at the gym, travelling or on an outdoor tour – the ActiveTowel® Sports from Polyclean accompanies exercise with functionality. The new version is made from P-9000® micro-fibre rPET, a blend of 90 per cent recycled polyester and ten per cent polyamide. Despite the change in material, the towel remains light, soft and highly absorbent. High-resolution photo printing transforms every surface into a customised design, from logos to motifs. Packaged in either a folding box or polybag with a printable folding card, it creates an eye-catching brand presence. This turns an everyday item into a personal companion for everyday life.



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## Adorable floating ducks

The Schnabels squeaky ducks from mbw reinterpret the classic. Variants made of natural rubber or with wheat straw reduce plastic and create a matt, natural surface. As a charming addition or trade show gift, they generate instant recognition. Printable on the breast or rump, the message remains permanently visible. The humorous shape creates positive associations and lowers communication barriers, while the material concept signals ecological responsibility. The product thus combines fun with a credible message and makes brands appealing.

## Energy in a glass bottle

Vitamin and ginger shots from Sanders Imagetools combine natural recipes with recyclable amber glass bottles. With no artificial additives, the product in different varieties contains concentrated ingredients, while individual labels integrate brand identities. The practical portion size is ideal for health or sports promotions and creates an intense moment of contact through direct consumption. The taste and benefits are experienced immediately, linking the advertising message to a positive body image.

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## Seasoning from different origins

With its organic herb trio, Multiflower combines three spice blends in one compact package: herb sea salt, herbs de Provence and the red-hot blend. Ingredients from organic farming underline the quality standards, while the customisable packaging integrates brand messages. The product appeals to several senses – its aroma, taste and everyday use extend your attachment to the product well beyond the moment you receive it. As a culinary giveaway, it combines enjoyment with a sustainable image.

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## Writing utensils with regional origins

The Boa matt eco + wood ballpoint pen from Klio-Eterna combines regionally sourced materials with modern production methods. The barrel is made from bio-based plastic with wood fibres from sawmill waste and contains no micro-plastics, BPA or PFAS. Produced using green electricity, the refill consisting of recycled material writes up to 3,000 metres. The matt surface and natural colours visibly underline the ecological standard in everyday use. As a frequently used work tool, the pen ensures lasting brand presence and demonstrates sustainability as a functional component.



## Light like a book

The decorative lamp known as Book from Lumitoys presents lighting as an object. A wooden cover frames glued paper pages that softly diffuse the light and create atmosphere. Rechargeable via USB and available in various LED colours, the lamp adapts to different room concepts. Engravings or prints on the cover transform it into a personalised gift with lasting value. Different sizes and individually designed packaging expand the possible uses from customer gifts to high-quality giveaways. The combination of natural appearance and modern technology makes the lamp an eye-catching brand medium.

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— Advert —

The promotional product and merch specialist Kolibri is celebrating its 30th anniversary in 2026. Founded in 1996 by Heiko Ziegler as a one-man business, Kolibri developed into a full-service supplier of promotional products, merchandising and custom-made products. Portrait of a confident company

## Kolibri GmbH Celebrates its 30th Anniversary

# Full-service specialist for special products



The gala for the 30th anniversary: This glamorous event reflects the emotionality and creativity that make Kolibri stand apart. Hosts Karin Jagersberger and Heiko Ziegler at the Newsweek in Stuttgart.



# K

olibri was founded in 1996 by the entrepreneur Heiko Ziegler, who made a name for itself as a specialist in tailor-made promotional products and custom-made products.

Today, Kolibri focuses on the development of unusual, tailor-made promotional products, custom-made products and merchandising solutions that are adapted precisely to meet its customers' needs and branding.

### Making Brands tangible

'From the very beginning, our aim was not only to supply simple products, but also to create solutions that remain in people's memory for a long time,' says founder Heiko Ziegler. 'The fact that we can look back on 30 successful years is really due to our fantastic 40-member team, our long-standing partners and our customers' trust.' Kolibri is also a full-service provider, offering the full range of promotional product services, from the first idea and design to production,



webshop solutions, storage, and reliable delivery of finished products. Kolibri's customers are large, well-known companies and international brands from a wide array of industries, including automotive companies, consumer goods manufacturers, and technology companies.

### Sustainability as a standard

Kolibri has achieved another important milestone in its sustainability agenda by obtaining official ISO 14001 certification, the globally recognised standard for environmental management systems. The ISO 14001 certification proves that Kolibri has implemented a comprehensive environmental management system that goes beyond legal requirements. The aim is to work in a way that conserves resources and is sustainable and environmentally conscious at every phase of the value-added chain. While the company was undergoing Dekra certification, it was also recertified with ISO certification 9001. Kolibri did much to achieve this: Since 2016, Kolibri's company building has been equipped with the most modern photovoltaic technology, which covers 85% of its energy needs. The company is also consistently mindful of separating waste, recycling and using sustainable packaging. Each year, Kolibri calculates the carbon emissions from the Kernen site and offsets them, including retroactively offsetting those since the company's founding in 1996, which aligns with the founder Heiko Ziegler's guiding principle: 'We are only guests on this earth.' 'Our customers are paying more and more attention to where they shop and which of their suppliers work sustainably', says Kolibri's Managing Director Karin Jagersberger. 'We see ourselves as a pioneer in the industry in this aspect. For us, getting this certification was a logical and important step to make our philosophy visible to the outside world.' <

## Karin Jagersberger, Managing Director of Kolibri, talking with the PSI Journal

Ms Jagersberger, at this year's company anniversary, Kolibri looks back on three successful decades of ongoing development. What is the common theme running through the company's history?

What we do is shaped by emotion and passion. This attitude towards life is reflected in all areas – in product development, dealing with customers and our dedication to sustainability. For this reason, we are so pleased with what we do, and customers can sense this. We consider haptic advertising a creative instrument to recharge brands with emotionality. Since the very beginning, we have stood for high-quality standards – both in terms of our products as well as our services. We are still at home in this niche today.

How do your customers perceive these values?

Although the industry is in transformation, we experience every day that our convictions continue to be shared by our customers. They notice how their brands profit from a triad of emotion, quality and creativity while maintaining their high standards in difficult times (such as now), even if their budgets are somewhat tighter. In this respect, we do our best to support them with brilliant ideas and exciting stories that we work on together. We find individual solutions that enthrall everyone involved. Finely tuned concepts for high-quality products have proven that they work time and time again. In this context, less is more.



Sustainability has been an important issue for Kolibri for a long time. Can you convey this aspect to customers?

Definitely! For the past 16 years, we have provided a high-quality, broad-based contribution to protecting the climate and have ISO 14001 certification. Moreover, we have worked on a sustainability matrix which we use to evaluate all activities. Full-service customers particularly enjoy this, they actively request sustainability standards and adhere to them even in these challenging times. This shows that we are on the right track.

Any final words?

Yes, an experience that I see as a positive signal for the entire industry: Staff reductions that we see in industry result in competent service becoming more important and increasingly necessary, which means it is also becoming ever more important. It encourages us to look to the future with confidence.

Joytex GmbH & Co. KG is celebrating its 40th anniversary in 2026. Since its foundation, the company has continued to develop and is now an established specialist in high-quality screen printing on textile bags.

Four decades of expertise in textile printing

# Anniversary of the carrier bag specialist



The TORONTO bag features a fabric quality that impresses both visually and haptically thanks to its finest twill weave.



Joytex customers received the MELBOURNE model at the recent PSI trade show as a thank you for their excellent cooperation.



Smart and decorative at the same time: the JAIPUR pouch for storing small treasures.



The ATLANTA bag is made of 300D polyester, making it lightweight yet durable, robust, water-repellent and dirt-resistant.

Joytex's anniversary marks four decades of craftsmanship, technical development and successful specialisation in textile promotional products. That is reason enough to take a look back at the successful development of the company and PSI member based in Rhede, North Rhine-Westphalia.

## Beginnings with classic screen printing

In its early years, Joytex was present on the market as a classic screen printing company under the name "Nienhaus-Textil-Werbung" with a wide range of advertising materials. Among other things, it printed T-shirts, aprons, caps and other promotional products for companies, clubs and event organisers, which – as is still the case today – were distributed via pro-



The CHICAGO backpack is ideal as an advertising medium for sporting events.



COLMAR is a chest and belt bag. The YKK zip emphasises the high quality and character of a long-lasting product.

motional products businesses. With its high print quality, flexibility and strong service ethos, Joytex was able to establish itself early on as a reliable partner in the promotional products industry.

### Specialisation in textile carrier bags

An important milestone in the company's history was its increasing focus on textile carrier bags. In 2008, the range of products was converted to 100 per cent textile carrier bags and the Joytex brand was registered. With the growing demand for durable, reusable advertising media, the potential of this segment was recognised early on. Through targeted investments in modern screen printing machines, high-performance drying systems and specialised printing processes, production was consistently geared towards bags.



The OTTAWA bag impresses with long handles and a bottom fold, complemented by a practical YKK zip fastener.

### Printing expertise enhanced

Over the years, the company has steadily enhanced its expertise in printing on cotton, non-woven and other textile materials. The optimisation of production processes, the expansion of capacities and the introduction of ecologically sustainable materials and inks are further important milestones in the company's history.

### Sustainable textile advertising solutions

Today, Joytex GmbH & Co. KG stands for reliable series production, consistently high print quality and individually implemented customer projects. The company combines many years of experience in screen printing with modern technology and a clear commitment to ecologically sustainable textile advertising solutions. All bags are OEKO-TEX certified and address social compliance issues by means of SEDEX or BSCI certificates.

### Strongly positioned for the future

"Our 40th anniversary is an opportunity for us to look back on our successful development and at the same time look ahead to the future. At the PSI trade show at the beginning of the year, we presented a number of new bag designs and thanked our customers for their excellent cooperation with the MELBOURNE model, which features the Joytex logo embossed on it and also shows a heart printed in a trendy graffiti style. This combination of different printing and embossing techniques shows how innovative Joytex still is," explains owner Katja Übbing. With a dedicated team of over 50 employees, long-standing customer relationships and a clear focus on printed textile bags, she believes the company is well positioned for the coming years. We will be successively presenting the new bag models in detail in the PSI Journal. <

Everyone is talking about AI – and rightly so. It speeds up processes, reduces content production costs and increases the frequency of communication. At the same time, the amount of interchangeable content is growing rapidly. In this flood of information, brand impact is increasingly being determined by other factors: Things that are real, useful and of good quality.

## Remaining visible when the screen is off

# Haptic advertising in digital times



In the limelight: the KURIER notebook rucksack combines a minimalistic design with sophisticated functionality.

This is exactly where haptic branding shows its strength not as a counter-model to the digital world, but as a meaningful addition because brands are created today in two realities: online in seconds and offline in daily routines, over weeks and months.

### Online reach. Impact on real life.

Influencer marketing, Google ads, social ads: Digital measures create visibility, reach and interaction. Their strength is speed. Their weakness is that they often only catch people's attention for a short time, until the next post, the next click and the next scroll moment follow. Sophisticated bags and rucksacks are just the opposite. They are worn, used and taken along again and again. They bring brands into real life: to the office, train, events, trips and leisure time. A bag with an integrated campaign message becomes a recurring contact.

### Haptics create trust and stand out.

Digital communication is visual. Haptic products deliver what the screen can't: materials, function and value. A bag is not only viewed; it is also touched, packed and used. And it shows very quickly whether a brand is serious about quality and its own value proposition. This is why product conception is essential for branding mediums. Good haptic brand messengers are not created by chance: They need a clear design, flawless workmanship and details that make a difference in everyday life. For the promotional bag specialist HALFAR®, this means developing products that are visually appealing, functionally convincing, and used frequently to maximise long-term branding.

**Values and innovation belong together.**

The best solutions combine opposites rather than playing them against each other: digital and analog, young and experienced, values and innovation. Values, because quality, responsibility and reliability are not negotiable for selecting materials, processing or use life. Innovation because everyday life and mobility are changing: remote work, urban movement, hybrid working worlds and new expectations for function and design. This aspiration is reflected in the HALFAR® collection: developing bag solutions for everyday mobile working, various product series featuring recycled materials or certified organic cotton, single-material concepts to improve recyclability, and timeless designs with highly attractive designs and sophisticated features.

**Future viability through longevity**

Future viability is also demonstrated in a product's service life. A bag used for many years creates recurring branding presence and ensures that resources are used wisely, which is why longevity, reparability and a classic high-quality look are key principles in the development of the HALFAR® collection. For producers and distributors, this results in clear benefits:

- High contact frequency due to continuous use
- Relevance beyond campaigns
- Large finishing surfaces for brand-appropriate staging
- Products that meet real needs – not only for short-term attention



**The SHIFT laptop folder combines a sustainable material with sophisticated functionality – perfect for business, travel or the mobile daily routine.**

**Physical + digital: the combination makes the difference.**

Haptic promotional products are particularly strong today when they interact with digital touchpoints, such as QR codes, campaign hashtags, landing pages and creator cooperation projects. This is how bags become the anchor of a brand world that continues online. This connection is also worth it in everyday work life: With digital tools like the HALFAR® online configurator, design and quote calculations can be done directly online. It is easy, quick and practical for everyday retail sales.

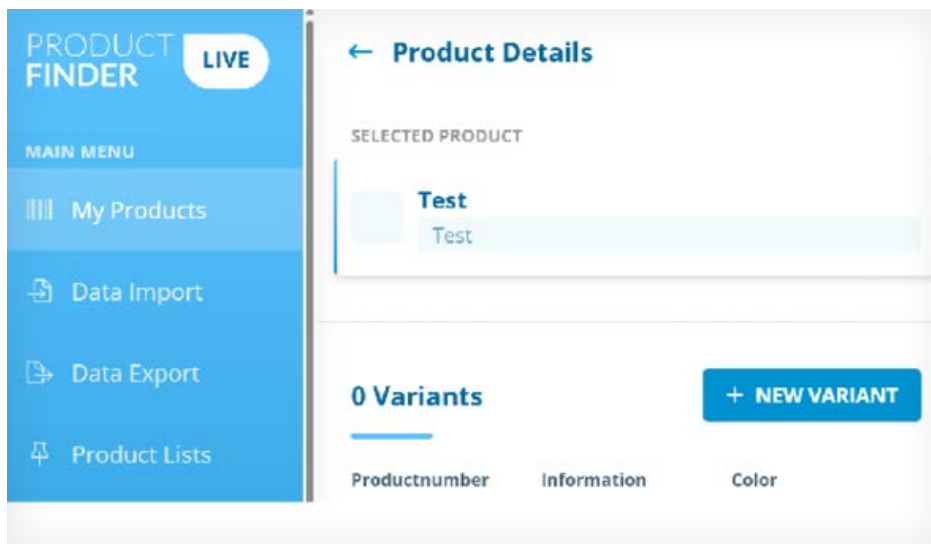
**Conclusion**

Digital measures attract attention. Haptic promotional products create anchoring. In an increasingly digital communication world, tangible, useful and credible products are becoming more important because they make quality visible and anchor brands authentically in daily life. HALFAR® develops bags and rucksacks specifically for long-term use as attractive branding surfaces and as a connection between digital campaigns and real daily life. <



**The SOLID notebook rucksack combines the digital with the haptic world in a smart way. It combines a clear design with functional tools and a robust outer fabric.**





## PSI Product Finder | A Professional Presentation of Different Colour Variants

Different colour variants refer to the different colours that a product comes in. In other words, they need separate product entries indicating that they come in different colours but have the same price. For this reason, you should save a separate variant in the Product Finder for each product colour to present your product in the best possible way. Variants make the Product Finder search results clearer and make product data entries appear more professional.

### Creating colour variant entries

#### In the online formular

With the new copying feature, variants can be quickly and easily recorded using the online form. Open the main product and click on the "DUPLICATE" button in the top right corner. Enter a product number for the variant and click on "OK". Now you only need to adjust the colour group(s) of the newly saved product variant and upload at least one product image for the new variant's colour. Save the entry, and now the variant is ready. It can also be found in the Product Finder starting the next day. If you only want to use the English entry to record the variant, open the product and click on "+NEW VARIANT". Here, you can also enter a new product number and adapt the colour information.

#### In the data sheet

Enter a separate product number for each product and each variant in the **datasheet accessible under [https://cdn.psiproductfinder.de/psi-download/PSI\\_Datatable.xlsx](https://cdn.psiproductfinder.de/psi-download/PSI_Datatable.xlsx)**. Please note that a product entry should always consist of two lines (EN and DE). A **master number** is necessary for the products. This must be identical for related products (variants). The master number was automatically issued for products that are already in the Product Finder. If you save new variants, please enter the master number in column A (master number). These numbers are used internally in the database to group product variants together. These numbers are not shown in the PSI Product Finder.

### Grouping variants retroactively

If you already have data online that you want to group together with variants, download the data export from here: <https://psiproductfinder.de/backend/export>. In the spreadsheet, you only need to adjust the information in column A so it matches the related products. It is best to check your product information directly at the same time to ensure it is up to date and adapt it if necessary. Then, you import the spreadsheet again by going to <https://psiproductfinder.de/backend/import>

**If you have any queries or would like personal advice, you can contact the PSI Product Finder Team: +49 211 90191-721 and [psi.service.teams@rxglobal.com](mailto:psi.service.teams@rxglobal.com)**

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## Statement for Pleasure Seekers

Rastal is expanding its portfolio with the new Mao beverage glass series, which is a real highlight for modern bars and the liquor world. Two sizes, 32 and 45 centilitres, were specially developed to meet the requirements of contemporary bar and spirits concepts and leave a lasting impression with their **brilliant processing and distinctive design** language. The detailed structure of the glass makes it appealing, nice to hold and results in powerful branding, thereby creating a fascinating interplay between light and reflection. A special feature of the series is that it offers two different decoration spaces, providing numerous opportunities for customised customer branding. The Mao series is turned into an appealing brand messenger by the area available on the bottom of the glass and another directly over the relief on the side. Mao is made from high-quality glass and stands for long-lasting value and a contemporary design. At the same time, the series wins people over with its fair terms and conditions, making it attractive to very busy bars as well as for promotional and branding campaigns in the liquor, cocktail and soft drinks sectors.

PSI 41829 • Rastal GmbH & Co. KG  
Tel +49 2624 16-0 • brandnew@rastal.com  
[www.rastal-promotion.com](http://www.rastal-promotion.com)

## Strong Arguments

Secumax 370 from Martor is the first GS-certified safety knife with a concealed blade that can cut to a depth of up to 10 millimetres, providing the **perfect protection against cuts and product damage**. Up until now, the limit had been around six millimetres, which makes the new product not really comparable to the competition. The glass fibre reinforced handle of the innovative professional knife is made from at least 60% recycled plastic. The knife opens even three-layered boxes safely and efficiently, and cuts through foil and foil sacks easily. With its covered blade, it offers the highest form of user and product protection available, which is exactly what SiFas and cost optimisers want.

PSI 40111 • Martor KG  
Tel +49 212 738700 • anita.klaussner@martor.de  
[www.martor.de](http://www.martor.de)





## Hands-free Trekking Umbrella

Swing® hands-free Ultra from Euroschirm Eberhard Goebel is an ultra-light version of the tried and tested, hands-free trekking umbrella: The umbrella, which protects against both rain and sun, **can be easily attached to any standard rucksack** in the same way as the Swing handsfree, provided that the rucksack is equipped with a hip belt. Alternatively, the umbrella can also be placed on a special shoulder strap system created by EuroSCHIRM. It can also be adjusted based on the wind and rain direction. The difference to Swing hands-free is that it weighs less, thanks to its real carbon frame, and it has a transparent UV coating on the black cover with the highest possible UV protection with UPF 50+.

PSI 43420 • Euroschirm Eberhard Goebel GmbH & Co.KG  
 Tel +49 731 140130 • info@euroschirm.com  
[www.euroschirm.com](http://www.euroschirm.com)

## An Eye-Catcher with a Heart

The promotional product specialist, Uschi Wunsch, is focusing on the upcoming spring, especially regarding the topic of 'shining brightly with a heartfelt advertising'. The company offers a heart-shaped keychain and a stickpin featuring silver or gold jewellery, metal or real gemstones, which really bring it alive and make it **the perfect advertising medium** and personal gift. The metal heart-shaped keychains come with white or coloured metal stones, turning them into real eye-catchers.

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## Safely navigating uncertain times.

**W**

e were just talking about positive signs from the European economy – and then reality showed us just how quickly the world can change. Conflicts in the Middle East have flared up again more intensely than they have for a long time. Alongside all that these developments mean in political and in humanitarian terms, we in the promotional products industry must immediately consider the economic consequences. After all, we feel these consequences more directly today than in the past – through energy, transport, prices and supply chains.

What matters in precisely in times like these is not so much a perfect forecast (which no one can provide), rather the ability to act quickly and flexibly – even though the situation is dynamic and difficult to predict. Without a doubt, the most important thing now is:

Being alert: not in the sense of alarmism, but being vigilant. Which signals are truly relevant? At what point does a situation shift from “observing” to “acting”? Which information is reliable – and what information is just noise?

Staying flexible! By being adaptable, you gain time and options: alternative routes, alternative suppliers, buffer stocks for critical materials and clear agreements with customers. Flexibility does not mean acting randomly – it means being prepared when circumstances change.

Reacting quickly! It's all about making decisions swiftly and communicating clearly: internally, so that teams can continue to operate effectively, and externally, so that trust isn't undermined. Especially in times of crisis, clarity, reliability and a realistic outlook count more than empty promises.

And finally: building and nurturing strong partnerships. Nobody has to tackle all this on their own. In uncertain times we see the true value of a good network – when information is shared, experience is pooled and interests are represented collectively.

As the European network for the promotional products industry, PSI sees itself precisely in this role. It closely monitors developments, analyses them and raises awareness of the industry's concerns – both within the market and among policy-makers and the general public. For its members, PSI thus offers a well-informed forum for discussion rather than isolated individual perspectives, while ensuring a united voice when important decisions are being prepared.

If we want to navigate these uncertain times safely, we as an industry must stay alert, remain flexible, act swiftly and support one another. With this in mind, let us move forward together – through sound decisions, honest communication and strong partnerships.

Yours truly,



Petra Lassahn  
Director PSI

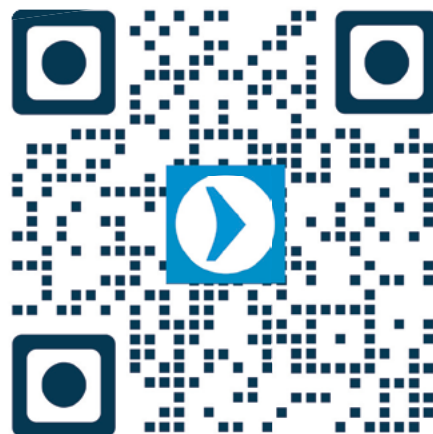


# PSI MEDIA GUIDE

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## Effective at first glance

Promotional products have long been more than just giveaways – they are brand ambassadors in everyday life. Products from the fashion, work wear, caps and accessories segments in particular combine high visibility with genuine utility. Whether as fashionable textiles, functional work wear or stylish head wear, they authentically convey brand values, accompany people wearing them over a long period of time and thus ensure a lasting advertising effect. This segment is complemented by express and last-minute products as well as classic promotional items that offer maximum flexibility. When speed is essential, promotional products that are available at short notice score points for their reliability and timeliness, making them ideal for trade shows, events or spontaneous campaigns. Promotional gifts, by contrast, impress with their enormous reach and attractive price-performance ratio. In combination, both product groups enable the effective targeting of different audiences – from high-quality and image-building to attention-grabbing and widely distributed items. The upcoming issue shows how versatile, fast and effective modern promotional products can be today.

**Please already start thinking about your product ideas for the June 2026 issue of the PSI Journal, which is dedicated to the themes “Fitness, Beauty, Wellness, Health” as well as “Celebrations, Events, Grill Parties” and send your product ideas (image and text) by 20 March 2026 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de**

## 25 years of strong advertising



As one of Austria's leading promotional product distributors, TS Handelsagentur & Werbeartikel GmbH is celebrating its 25th anniversary this year. This means a quarter of a century of innovation, personal commitment and a sustainable vision – reason enough to take a closer look at the company on the occasion of its anniversary.

## Refreshing advertising that hits the mark



Sanders Imagetools, a specialist in customised beverage cans, has set another milestone in individualised beverage finishing with the introduction of a new 48-pack speciality carton. The new packaging system was unveiled at the PSI trade show in Düsseldorf, where it attracted considerable interest from visitors.

## Imprint



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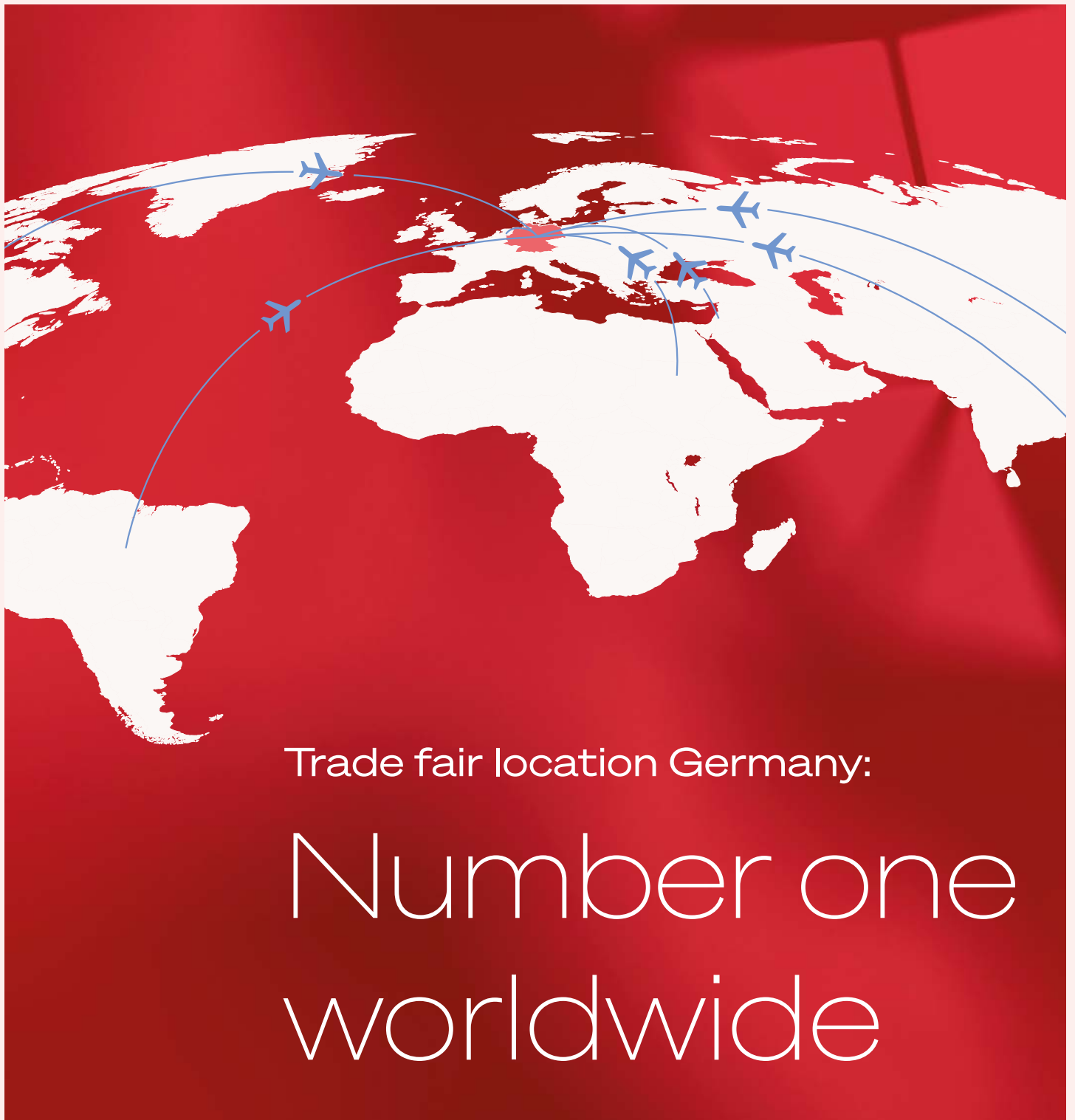
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