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International Magazine

For Promotional
Products

May 2026

Volume 65

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May 2026

Volume 65

Product Guide

Fashion, Workwear, Caps and
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Last-Minute Products and
Giveaways

elasto

Bringing brands to life

TS Handelsagentur

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**The sector
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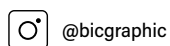
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Editorial

Acting Here and Now

Sometimes it feels like a curse: there you are in mid-April, sitting down to write the editorial for the May issue of the PSI Journal – with the current hotspots of the global economy in mind, juggling geopolitical crises, brief periods of détente, commodity prices and political measures – but the text just won't come together. Three attempts, three times discarded. Perhaps because the world is spinning faster than words can keep up with. The Strait of Hormuz – sometimes open, sometimes closed, sometimes both at once, and then blocked from all sides. Commodity and energy prices are on a rollercoaster. Twenty-two of the 27 EU member states are trying to cushion the pressure on businesses and consumers with price caps, tax cuts or support packages – mostly with limited success.

What is left for us in the promotional products industry to do? The classic answers remain valid: for importers, this means flexibly realigning logistics and sourcing. Temporarily expanding stock levels can help cushion months-long delays. Manufacturers face the task of fundamentally rethinking their raw materials and energy management. A targeted switch to recycled materials or natural substances can help spread the risks. At the same time, energy-saving measures are becoming increasingly important. For retailers, communication and pricing strategy are taking centre stage. Transparent information about longer delivery times and shorter quotation deadlines, combined with a targeted expansion of the product range to include items produced in Europe, strengthens delivery capacity and protects against unforeseeable cost increases.

So focus on what we can directly influence. Acting here and now, keeping options open, thinking in stages and allocating resources wisely. Sounds simple? It isn't. But it is the pragmatic approach that keeps us able to act. Those who remain flexible today, who do not let headlines paralyse them and who trust in their own strengths will lay the foundations for the next fork in the road – whatever form it may take.

On that note

A handwritten signature in blue ink that reads "Simon Dietzen".

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

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More style on the go

Stella – Simple. sustainable. versatile.

Our crossbody bag Stella is all about a clean and modern look, everyday practicality, and a touch of responsibility. It's the kind of bag that easily transforms from work bag to weekend bag.

It has a main zip compartment that keeps your essentials safe, with 3 liters of storage space and compact size (44 x 14,5 / 8,5 cm), it offers more space than expected and she still looks elegant.

The shoulder strap can be adjusted to suit your needs.

In the grammage of 525 g/m², Stella is also OEKO-Tex, Organic and Fairtrade certified.

The colours olive, grey and black can be customised either with screen printing or transfer printing.



www.misterbags.de



The industry needs strong women

8

Today, women are shaping the image of the promotional products industry across many areas of work. Experienced, articulate and self-assured, they are forging their own path and increasingly rising to leadership positions. Particularly within the PSI network, female empowerment is increasingly seen as a strategic issue for the future, as our discussions with female executives during the trade fair in Düsseldorf demonstrated.

Effective at first glance

14 + 44

Promotional items have long been brand ambassadors in everyday life. The products in the 'Fashion, Workwear, Caps and Accessories' and 'Express/Last-Minute Products and Giveaways' categories, which we present in these sections, authentically convey brand values, accompany their wearers over the long term or score points with maximum flexibility when speed is of the essence.



elasto sets new standards through innovation and speed

62

elasto GmbH & Co. KG, based in Sulzbach-Rosenberg, is synonymous with speed, flexibility and sustainable production. Through investment, automation and new licensed products such as the Serve Ball for FC Bayern, the company is demonstrating its innovative strength in the promotional products industry.



Making the most of the PSI Product Finder

68

Membership of the PSI Network offers many advantages. A real benefit is the PSI Product Finder, Europe's largest promotional products database: all PSI suppliers have the opportunity to list an unlimited number of products throughout the year, update them as required and present them to 4,000 certified PSI distributors all at once.



A set table as a brand ambassador

Promotional products have the greatest impact where they are used and experienced. One often underestimated but highly effective setting is the dining table. Whether in the restaurant business, at events or in a corporate context, this is where haptic appeal, aesthetics and the brand message directly meet.

A carefully arranged table conveys certain values: quality, a sense of style and attention to detail. It is precisely these associations that can be effectively transferred to a brand. High-quality napkins with a subtle logo, custom-designed glasses or branded placemats do not look like traditional advertising media, but blend organically into the overall experience. And the multisensory effect comes along with this: guests see, touch and use the products simultaneously. This multi-sensory impact makes the brand significantly more memorable.

The set table also offers opportunities in the B2B sector: at meetings, client events or trade shows, it creates a setting that subtly emphasises professionalism and brand identity.



A glass that speaks for itself

When a drink glass impresses not only with its shape and contents, its enhanced promotional impact is guaranteed. A glass featuring the company logo or the customer's name really stands out. Unusual lettering or designs tailored to the customer's specifications look particularly sophisticated here.

LogoGlas
www.logoglas.com
 PSI 61017



Smart acrylic contacts

Discreet smart stands featuring a QR code and/or an RFID chip ensure that information, offers or Wi-Fi access are made available. They can also be used to produce trophies or donation boxes. High-resolution prints, the finest fonts, 3D and gloss effects are all possible, enhancing the table decorations.

SIPLAST Siegerländer Plastik GmbH
www.siplast.de
 PSI 46405

A stylish celebration with a cohesive theme

A successful table decoration thrives on creating a cohesive, harmonious look across the table. This applies equally to a birthday party as it does to a festive wedding banquet. Even stylish paper plates and cups can work well when paired with elegant reusable napkins. Elegance and modernity are not mutually exclusive.

We love Parties GmbH
www.weloveparties.de
 PSI 61040





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Stylish, practical, comfortable: discover our new headwear, such as the 6 Panel Corduroy-Mesh Cap (MB6254) made of premium corduroy fabric and soft mesh – the perfect finishing touch for any outfit.

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Paper: a packaging marvel

With this practical promotional can made of paper, the advertising company demonstrates its environmental awareness in a unique way. It contains no plastic whatsoever and can be disposed of entirely as waste paper. There's something inside to suit every taste: from colourful chocolate beans and fruit sweets to peppermint sweets and sugar-free chewing gum, the range of products has it all.

Kalfany Süße Werbung GmbH & Co. KG

www.suesse-werbung.de

PSI 42706



Tasty treats always work

Whether at trade shows, in direct marketing or at the point of sale, small sweet or savoury treats are among the most effective promotional products out there. The secret to their success lies in the combination of immediate enjoyment, low barriers to consumption and a strong emotional appeal.

The key advantage is that food engages several senses at once. Taste, smell and texture ensure that the brand is not just seen, but “experienced”. Studies show that multisensory stimuli significantly boost memory retention. A sweet, a biscuit or a snack therefore remains in people’s memory longer than a purely visual advertisement.

The proper realisation is essential in order for edible promotional products to reach their full potential. The product should align with the brand message: high-quality chocolates for premium brands, sustainable snacks for environmentally conscious companies, or regional specialities to foster a local connection. Packaging is also crucial. It serves as the actual advertising space and should be clearly designed, consistent with the brand, and ideally custom-printed.

Biscuits as messengers

Handmade logo biscuits are often the first promotional products visitors receive with their welcome coffee. They can be customised with a client’s logo as required. Whether for corporate events, promotional gifts or other occasions, the biscuits can be presented with a logo, a clearly legible QR code or a special design.

Confiserie Möhlenkamp OHG

www.confiserie-moehlenkamp.de

PSI 60181

A thank you with a good luck guarantee

What better or more fitting way to say “thank you” than to combine this greeting with a little bit of good luck? You’re guaranteed to succeed with an assortment of delicious fortune cookies, presented in an attractive gift box. This is a welcome gift not just for Mother’s Day and one that says more than a thousand words.

Sweet & Lucky GmbH

www.glueckskekse.de

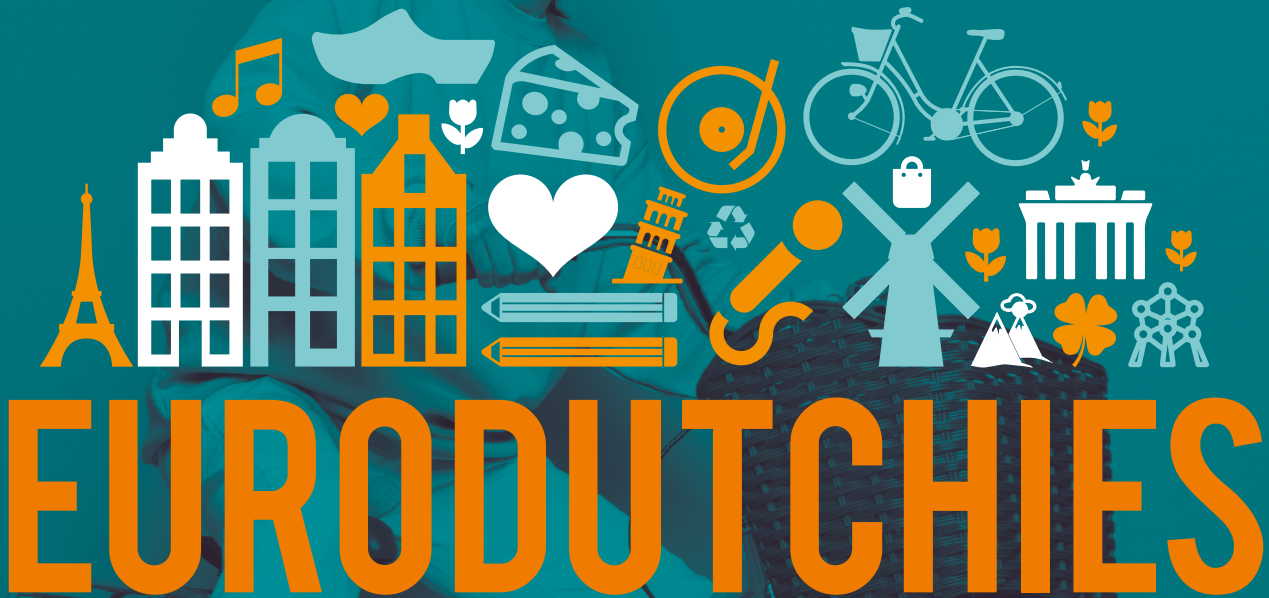
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PROMOTIONAL PRODUCTS OF PRICELESS VALUE

Female Empowerment in the promotional product sector

The sector needs strong women

Focus



From exhibition stands to field sales, from customer service to project management – women are now shaping the face of the promotional product sector across a wide range of fields. Highly trained, experienced, articulate and self-assured, they are forging their own paths and increasingly rising to leadership positions. Particularly within the PSI network, female empowerment is increasingly seen as a strategic issue for the future, as our discussions with female executives during the trade show in Düsseldorf have shown.



The promotional product sector is characterised by small and medium-sized enterprises, long-term business relationships and a high degree of personal interaction. For many years, this structure was also reflected at the top: Men dominated the visible leadership roles, whilst women often held key positions in day-to-day operations but were less frequently in the spotlight. This picture is changing – quietly, but sustainably. This is not about bold posturing or short-term trends, but about the structural development of the sector. In the PSI context, female empowerment stands for visibility, networking and the recognition of competence – and thus for a broader, more resilient market structure.

Women bring a fresh perspective

The demands placed on business leadership and management have changed significantly in recent years. Sustainability, brand management, compliance, supply chain responsibility and staff retention have long since become key issues. Female leaders are increasingly bringing a fresh perspective to these areas.

Not as a counter-model to existing leadership styles, but as a complement. Many female entrepreneurs and managing directors combine entrepreneurial clarity with strong social skills, encourage dialogue and teamwork, and take a more long-term view of strategic decisions. These are qualities that are becoming increasingly important in an ever more complex market environment. Personal insights into individual career paths, in particular, help to shape identity. They show that career paths do not have to be linear and that leadership in the promotional product sector can take many forms. Even though our report features only a few examples of these many remarkable personalities, their stories can help to break down traditional role models and establish new perspectives.

Female empowerment as a collective endeavour

The PSI Network is increasingly serving as a platform where female empowerment is put into practice. Networks, personal encounters at trade shows and themed events create spaces for exchange, mentoring and mutual support. What is striking here is the inclusive approach: Female empowerment is not seen as an issue exclusively for women, but as a collective endeavour for the sector. Men are part of the dialogue, and leadership is conceived as a team effort. This openness is crucial to ensuring that empowerment in the PSI context does not have a polarising effect, but is perceived as a natural component of modern corporate management.

Authenticity above conformity

Despite all the progress made, stereotypes remain prevalent. The promotional product sector is often associated with traditional sales stereotypes, where assertiveness and tough negotiation skills take centre stage. However, female executives demonstrate that these skills can be combined excellently with other qualities. Strong communication skills, strategic thinking and a keen sense of brand identity prove to be decisive factors for success. Many female managing directors consciously prioritise authenticity over conformity, promote transparent decision-making processes and create corporate cultures in which performance and appreciation are equally valued.

Role models provide guidance

Visible role models are a key driver of cultural change. They are individuals who offer guidance without seeming out of reach. Within the PSI sector, there are a number of these role models – not as exceptions, but as part of a diverse reality within the sector. These role models have an impact both internally and externally: they empower existing managers and motivate the next generation to take on responsibility. At the same time, they demonstrate that diversity must also be considered from an international perspective – an aspect that is becoming increasingly important in the globally networked promotional product sector.

To sum up: Female empowerment has long since evolved from a topic of discussion into a way of thinking, and is continuing to develop within the PSI sector. The more naturally women come to be seen in leadership roles, the less the topic requires explanation. For the promotional product sector, this means that sustainability is achieved where competence, diversity and responsibility are considered together. <



Heike Hampel-Rudolph, Managing Director of Mahlwerck Porzellan: Responsibility goes beyond economics

Heike Hampel-Rudolph sees her career path less as a performance and more as a matter of consistency. As Managing Director of Mahlwerck Porzellan, she is at the helm of an international company – and in doing so embodies a form of female empowerment that is quiet yet enduring. Her entry into the world of porcelain was shaped by craftsmanship. After training as a porcelain painter at the Meissen Porcelain Manufactory, her path led her to Rosenheim. There, she initially created hand-painted, one-of-a-kind pieces that she sold at markets. It was a period of experimentation, direct customer contact and creative freedom – and at the same time laid the foundations for everything that followed. In 1991, she founded the company Mahlwerck together with Tobias Köckert. Whilst Köckert took charge of the commercial side, Hampel-Rudolph was responsible for the creative and conceptual direction. From the outset, the company was characterised by a clear commitment to quality: porcelain as a high-quality promotional and branding tool, individually designed and built to last. Looking back, Hampel-Rudolph describes the dual burden of being an entrepreneur and a mother as her greatest



personal challenge. At a time when there was little structural support for balancing these two roles, her daughter practically grew up within the company. This experience has shaped her leadership style to this day: an understanding of the realities of life, trust in her staff, and a commitment to approaching responsibility not only from a business perspective but also from a human one. Today, 15 employees work at the Kolbermoor site near Rosenheim, with a further 80 staff at the production facility in the Czech Republic.



Angela Guckes,
Managing Director of elxact Internationale Werbemittel:
Consistency rather than showmanship

When Angela Guckes took over sole management of elxact internationale Werbemittel in October 2025, this move marked not only a formal change in leadership but also a quiet, decisive act of female empowerment. Following the departure of Christiane Nemetz, the widow of the company's founder, responsibility lay solely and entirely in the hands of a woman who had known the company from the inside for decades. Angela Guckes is not an external manager who arrived with a fresh perspective from outside. She has worked at the company for more than 25 years, helping to build structures, supporting processes and guiding change. When the company's founder, Jörg Nemetz, passed away in 2021, she took on leadership responsibilities during a period marked by uncertainty, both in business and on a personal level. Looking back, she describes this transition not as a rupture, but as a development – underpinned by experience, trust and a clear sense of responsibility. Her approach clearly illustrates just how much successful leadership depends on support. Angela Guckes emphasises that she was only able to take on this role because her family has supported her every step of the way. This support was a key prerequisite for taking the step into the company's top management with conviction. At the same time, Guckes thinks about leadership in cross-generational terms. Her daughter Selina is set to grow into the business over the long term and, in time, take on responsibility as well. Angela Guckes thus exemplifies a form of female leadership that is unassuming yet enduring. She prioritises continuity over showmanship, and trust over hierarchy.



Katja Übbing,
Managing Director of Joytex bags:
Promoting personal responsibility

In another interview, we meet Katja Übbing, an entrepreneur who sees female empowerment not as a buzzword, but as a responsibility she actively practises in the day-to-day running of her business. The 51-year-old Managing Director of Joytex bags leads the family business with a clear vision, business acumen and a keen understanding of people. Her professional career is closely intertwined with the company. After completing a commercial apprenticeship, Übbing joined her father's business at an early age; he founded Joytex in 1985. She has been a permanent member of the company since 2004, and took over as Managing Director two years later. Taking on responsibility was a gradual process for her – underpinned by trust, a willingness to learn and a firm determination to develop the company for the long term. She makes a point of emphasising that all shares in the company are and will remain in family hands. For Katja Übbing, female empowerment is evident above all in structures that enable personal responsibility and take work-life balance seriously. A striking example is the introduction of the four-day week around a year and a half ago. Since then, the company has been operating in two shifts, thereby ensuring continuous availability for partners and customers. The model established itself quickly, reports Übbing, and has met with great approval both internally and externally. Customers appreciate the reliability, whilst employees benefit from clear working hours and additional flexibility.



Silke Eckstein,
*Managing Director of
 SND Porzellan Manufaktur:*

Success through knowledge, experience and consistency

One example of this is Silke Eckstein, Managing Director of SND Porzellan Manufaktur GmbH. She founded the company together with her father in 1998 – at a time when he was still running a traditional three-man business. Eckstein brought a wealth of technical expertise to the table from the very start: After completing a traditional apprenticeship as a pre-press technician, she studied print communication technology in Wuppertal. This foundation of craftsmanship, technology and strategic thinking continues to shape her management style to this day. The path to entrepreneurial responsibility was, however, not a foregone conclusion. Particularly in the early years, the young entrepreneur was not always treated as an equal by clients, and her professional expertise was sometimes underestimated. Eckstein countered these reservations not with confrontation, but with knowledge, experience and consistency. She prevailed by delivering quality and providing clear, transparent justifications for her decisions. With the establishment of its own production site in Zeulenroda, Thuringia, in 2004, and a sales division based in the Rhine-Main region, the company continued to develop steadily – underpinned by clear structures and a modern approach to leadership. However, in the PSI context, female empowerment is also clearly positioned as part of a broader understanding of diversity. Different perspectives lead to better decisions – an effect that is particularly evident in a sector that develops products and campaigns for a wide variety of sectors and target groups.



Kim and Veronika Blecker,
Managing Directors of "Der kleine Gourmet":

Continuing on their path with confidence and determination

Kim and Veronika Blecker are a prime example of female empowerment that focuses on self-confidence and perseverance. Since April 2017, the pair have been running the company "Der kleine Gourmet" in Biedenkopf, Hesse – and have thus built a successful brand out of a shared passion. What began as a hobby and an expression of their love of cooking gradually developed into a professional business with a clear identity. Today, "Der kleine Gourmet" stands for high-quality spices, olive oils and honeys for gourmets, some of which are their own creations. The focus is on Greek products from the mainland as well as from the islands of Crete and Thassos. Kim and Veronika travel to Greece several times a year to discover new products and suppliers and to track down culinary trends directly at source. This close connection to their origins, producers and cuisine plays a role in their understanding of quality – and also forms the basis for their business decisions. With a team of four, they serve both retail customers via an online shop and business customers via a B2B channel, offering services such as private-label solutions. The company's structure is deliberately kept small and personal. "The company has really become a family project," says Veronika Blecker with a smile – a statement that describes not only the working atmosphere but also the way responsibility is shared and leadership practised.

The path to this point, however, was not without its challenges. Particularly in the early stages, the two entrepreneurs were repeatedly confronted with prejudice – both as women in leadership roles and as a married couple running a business together. But rather than letting this slow them down, it gave rise to a clear stance. "We won't let anyone take advantage of us," is their motto. It stands for self-confidence and the willingness to consistently follow their own path.

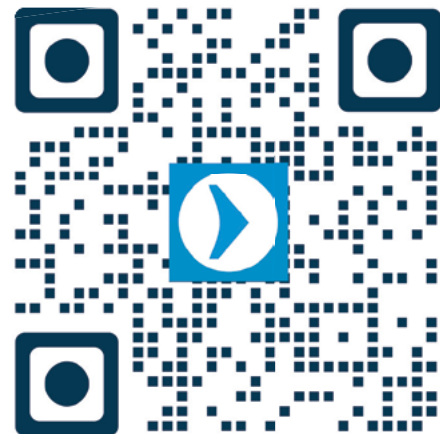


PSI MEDIA GUIDE

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Precision meets outdoor durability

The Swiss Army Quartz by Victorinox AG combines classic watchmaking craftsmanship with modern functionality and is designed for people who expect reliability in every situation. Equipped with a precise Ronda quartz movement featuring a day and date display, it impresses with its accurate timekeeping and suitability for everyday use. The clearly structured dial with easy-to-read numerals and Super-LumiNova® coating ensures optimal visibility even in low light conditions. Thanks to anti-magnetic protection, the watch remains reliable even under demanding conditions. The elegant leather strap emphasises its high-quality character, making the watch equally suitable for outdoor activities and business occasions. Customisation options such as laser engraving or pad printing expand its potential for corporate use and make it a long-lasting brand ambassador.

Weatherproof for any occasion

Russell Athletic® is launching a functional outerwear product specifically tailored to the requirements of corporate and work wear – the Essential Weather Shell Jacket 416M. Made from 100% recycled polyester, the jacket combines sustainability with everyday practicality and provides reliable protection against wind and light rain. The well-reflected design, featuring an adjustable, detachable hood and a neatly integrated front zip, creates a clean look that is ideal for branding. Practical pocket solutions complement the functional design. Rather than overloading the garment with features, Russell Athletic® has deliberately opted for a minimalist, professional design offering excellent value for money – a key advantage for larger order quantities. Classic colours and a timeless cut allow for seamless integration into existing collections.



PSI 42743
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 www.russelleurope.com



PSI 60924 • FNC International Limited
Tel +16135818916 • info@fncintl.com
www.fncintl.com



Bamboo sunglasses

FNC International Limited is presenting a pair of sunglasses that combine sustainability with functionality. Crafted from sturdy natural bamboo, they offer an eco-friendly alternative to traditional materials while impressing with their durability and natural aesthetics. The polarised lenses with UV400 protection reliably block harmful UVA and UVB rays and ensure clear vision in a wide range of lighting conditions – whether in traffic, on the beach or in changeable weather. Thanks to their lightweight construction, they remain comfortable even when worn for long periods. The combination of sustainable raw materials and high practicality makes these sunglasses an attractive promotional product with functional added value, suitable for use in both leisure and outdoor settings.

Sweets in fashion settings

Der Zuckerbäcker GmbH creatively combines indulgence and brand communication through its customisable confectionery. The products serve as a charming addition to fashion and work environments, for example at events, in retailing, or as a thoughtful gesture for customers and staff. Packaging can be customised to display logos or messages prominently. The result is a promotional product that is perceived positively and appeals to the emotions. Suitable even for small quantities, the products are particularly well-suited to targeted marketing campaigns. Der Zuckerbäcker GmbH thus creates a combination of culinary experience and brand presentation that can be easily integrated into existing concepts and generates lasting memories.



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Tel +49 7131 8996146
werbartikel@der-zuckerbaecker.de
www.suesses-schenken.de



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

Smart accessory

The customisable lanyards from happyROSS GmbH demonstrate how a simple giveaway can be transformed into an eye-catching promotional product. Available in modern colours and patterns, they are incredibly versatile – whether attached to a key ring, a bag, or used as a strap for electronic devices. A high degree of customisation is achieved through various finishing options, such as screen or sublimation printing on flags, as well as laser engraving on bamboo or metal elements. Additional details such as soft rubber edging ensure a pleasant feel and underline its quality. With these accessories, happyROSS GmbH combines functionality and design, creating products that remain part of everyday life and convey brand messages in a lasting way.

Design meets function

The AOC FARE Whiteline pocket umbrella from FARE – Guenther Fassbender GmbH combines modern design with well-reflected functionality and sustainable materials. A striking feature is the combination of a coloured cover and white elements, which consistently expands to the handle and the case. The soft-feel handle with integrated release button not only offers comfort but also space for custom branding. At the same time, the umbrella features a cover made from recycled polyester pongee, thereby underlining the company’s commitment to sustainability. As a complement to the straight-handle umbrella from the same series, this model is ideal for coordinated collections. The company FARE – Guenther Fassbender GmbH thus presents a product that convincingly combines aesthetics, function and brand impact.



PSI 43144
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 Tel +49 2191 609150 • info@fare.de
 www.fare.de



PSI 41990 • Joytex GmbH & Co. KG
Tel +49 2872 9506-0 • info@joytex.de
www.joytex.de

A cotton bag reimaged

With the TORONTO model, Joytex GmbH & Co. KG offers a versatile carrier bag that combines functionality with high-quality craftsmanship. The sturdy twill fabric ensures a pleasant feel and long-lasting everyday use. Thanks to its generous dimensions, featuring gussets at the base and sides, the bag offers ample storage space for shopping or documents. Long handles allow for comfortable carrying over the shoulder. A particular focus is on its suitability for branding: high-quality printing on both sides makes the bag an effective advertising medium. The clear design and classic colour options support a wide range of usages across various industries. This makes TORONTO a reliable solution for companies that rely on long-lasting and visible brand communication.

Bags as stylish brand ambassadors

The Boogie Design brand takes promotional bags to a new level, combining functionality with contemporary design. Instead of being mere advertising space, these bags are accessories that integrate naturally into everyday life and are a pleasure to carry. Made from materials such as cotton, recycled felt, washable paper or recycled leather, the bags reflect current sustainability trends while meeting high aesthetic standards. Robust construction and durable quality ensure they are used for a long time and continuously showcase brands. The focus is on minimalist designs with discreetly placed logos and customisation is possible at any time. This brings about products that are not only functionally impressive but also serve as a fashion statement, subtly yet effectively showcasing brands.



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www.boogie-design.com



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www.aditan.de



An emotional bond on your wrist

With its personalised symbolic watches, ADITAN GmbH is breaking new ground in employer branding and adding an emotional dimension to traditional promotional products. What makes them special is the ability to incorporate individual materials or objects into the watch – from symbolic elements to company artefacts. This creates unique keepsakes that visibly convey a sense of belonging and appreciation. The watches thus go beyond their function as timepieces and become conveyors for personal stories. Available even in small quantities, they are particularly suitable for employee retention, anniversaries or special occasions within a corporate context. ADITAN GmbH is thus once again positioning itself as a specialist in customised promotional products that effectively combine individuality and brand identity.



A T-shirt with substance and impact

With the Unisex Premium-T Neo, Promodoro Fashion GmbH is presenting a T-shirt that sets new standards in the promotional apparel sector thanks to its 250 g/m² fabric quality. The use of combed cotton ensures a comfortable feel and high-quality appearance that clearly stands out from lightweight standard shirts. The design is intended to ensure long-term visibility of brand messages and to serve as a stylish brand ambassador. Thanks to its versatile finishing options, the shirt is suitable for a wide range of uses in the promotional and corporate sectors. The combination of weight, comfort, and appearance makes it a compelling choice for companies that value quality and impact.

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 www.recyclebags.eu • www.slbags.com



Sustainable shopping bag

SL BAGS presents a well-designed alternative to traditional shopping bags – the Recycled Cotton Foldable Shopper. Made from recycled cotton and RPET, the product combines environmental awareness with high practicality for everyday use. The shopping bag folds down compactly, meaning it's always at hand. This makes it ideal for spontaneous shopping trips or daily use. The resource-efficient manufacturing process saves water, energy and chemicals, while a transparent product passport provides insight into the origin of the materials and the carbon footprint. Despite its light weight, the bag impresses with its sturdiness and ample storage space. The minimalist design also offers an ideal surface for custom branding. This makes the shopper a sustainable promotional item that combines functionality and responsibility in a single product.

Horizon sets new standards

With Horizon by Knirps®, the company doppler H. Würflingsdobler GmbH is setting new standards for sustainable umbrellas and a level of environmental awareness never seen before. Its aim is to help customers live sustainably in their everyday lives. Innovative materials such as the 100% biodegradable plastic from Trifilon® used for the handle, slider and top replace conventional plastic. The umbrella canopy, made from recycled PET, has a PFC-free coating and combines environmental friendliness with functionality. A five-year guarantee underlines the commitment to quality. At the same time, the umbrellas are ideal advertising media, as they can be custom-printed from as few as 48 units – for a sustainable and strong brand presence.

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PSI 42743
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 www.russelleurope.com



Durable work wear for professionals

With its comprehensive work wear collection, Russell Athletic® offers well-designed clothing solutions for demanding work environments in the trades, industry and logistics. From collared and crew-neck sweatshirts to waistcoats, trousers, shorts and T-shirts, the individual projects are specifically designed for durability, comfort and functionality. Hard-wearing cotton and polyester blends, combined with stain-resistant coatings, ensure that the clothing remains reliable even with intensive use, while maintaining a smart appearance. Reinforced high-wear areas, practical pocket solutions and functional details such as elasticated pen loops or extended back panels significantly enhance comfort during the working day. At the same time, a wide range of sizes and versatile colour options enable a uniform, professional team look across various areas of operation. The collection is also perfectly suited to common finishing techniques such as embroidery, screen printing or heat transfer, making it ideal for customised branding. In this way, Russell Athletic® combines durability, functionality and corporate design into a work wear solution that meets the demands of modern working environments.

Creative fun

With its customisable sticker books, Edition Michael Fischer GmbH offers a creative product that combines entertainment with brand communication. Over 400 stickers enable you to create imaginative scenes and outfits – from underwater worlds to themed adventure worlds. Companies can flexibly adapt the content, design and format to their target audience and prominently feature their brand on the cover. The result is a print product that goes far beyond traditional promotional materials and is used over the long term. The combination of fun and personalisation creates an emotional connection and ensures that the brand message remains a lasting presence in everyday life. EMF supports the entire process from design to delivery, offering a comprehensive solution for creative communication concepts.

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Grip and precision

The MASGUANT SL work gloves combine protection, comfort and functionality for professional use. Made from soft Clarino leather with an additional silicone coating, they offer improved grip and support precise work. Touchscreen-compatible fingertips allow you to operate digital devices without having to remove the gloves. Reinforced materials and flexible components made from polyester and elastane ensure durability and freedom of movement. Complemented by practical details such as Velcro fastenings and thumb gussets, the gloves fit the hand perfectly. Certifications in accordance with relevant standards underline the safety standards. MASGUANT SL thus provides a well-designed product that meets the demands of modern working environments.



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Flexible textile stickers

The textile stickers from marcolor GmbH & Co. KG combine functionality with a high-quality appearance and offer a wide range of uses in the fashion and work wear sectors. Made from supple acetate synthetic silk, they impress with their silky sheen, flexibility and pleasant feel. They are suitable for use as temporary labels, name tags or branding elements and adhere reliably to a variety of fabrics. Yet they can be removed without leaving any residue, depending on the version. An additional advantage is that they can be written on with a ballpoint pen, making them particularly appealing for events and promotional campaigns. Individual shapes and designs ensure high brand recognition, while production in Germany guarantees quality. marcolor GmbH & Co. KG thus offers a versatile promotional product with a high degree of customisation.

A hoodie with a bold statement

The Heavy Hoody Jacket from Promodoro Fashion GmbH stands out clearly from classic hoodies thanks to its exceptional fabric weight of 500 g/m² and embodies quality you can feel. The exceptionally soft inner lining ensures a comfortable fit and underscores the model's premium quality. The robust construction results in a durable garment that impresses both in everyday wear and as promotional merchandise. The jacket is ideal for high-quality finishes such as embroidery or transfer printing, making it the perfect brand ambassador. With its combination of comfort, weight, and premium look, it specifically appeals to companies that prioritise sustainable and high-quality promotional apparel.

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Systematic personalisation

With its mix-and-match configurator, mbw® offers a digital solution that enables the customisation of promotional products, combining maximum efficiency with an emotional brand impact. Products such as soft toys, squeaky ducks or figurines can be configured and branded with logos directly within the online shop in just a few clicks, while real-time pricing ensures immediate transparency. In particular for the range of MiniFeet® soft toys, the combination with textiles such as mini-shirts or scarves opens up additional design possibilities, ensuring a harmonious overall look. From selection to ordering, the entire process is intuitively structured and enables the rapid implementation of individual promotional ideas. mbw® thus creates a platform that simplifies personalisation while promoting creative brand presentations.

Warmth at the touch of a button

SAS Smart Apparel brings innovative technology to the world of modern work wear with its TL-006 heated body warmer. Made from high-density, water-repellent softshell fabric, this model combines durability with flexibility and exceptional comfort. Three integrated heating zones made from carbon nanotubes in the chest and back areas provide individually adjustable warmth between 25 and 45 degrees, making the body warmer a reliable companion for demanding outdoor tasks. Power is supplied via a removable USB battery, which provides up to eight hours of runtime. The functional design is complemented by reinforced seams, waterproof zips and a unisex fit. With this product, SAS Smart Apparel demonstrates how smart clothing effectively combines comfort and performance.



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Travelling safely and in style

With the Findy Passport Pro, Alpha Art Gifts LLC is presenting a modern passport holder that combines design, sustainability and technology. Made from recycled PU leather, it protects your passport, cards and documents in a compact design that fits easily into any bag. A particular highlight is the integrated Dual Findy technology, which enables tracking via Apple Find My and Google Find Hub, offering added security. The elegant design meets practical functionality, making the product an ideal companion for frequent travellers. Packaged in an eco-friendly box, the passport holder also is suitable as a high-quality gift.



PSI 47430
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Craftsmanship as a statement

The customisable key ring from RO-WE S.n.c. embodies high-quality workmanship and timeless design, combining functionality with emotional appeal. Crafted from vegetable-tanned leather and made in Italy, it impresses with its durability and luxurious feel. Every detail can be customised – from the shape and colour to a personalised message. This creates a unique accessory that conveys both personality and brand identity. Unlike traditional promotional products, this item is conceived as a deliberately designed object with character. RO-WE S.n.c. thus positions the key ring as a stylish everyday companion that is not only practical, but also tells a story and brings brand values to life.



PSI 43817 • TechnoTrade Import-Export GmbH
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 www.technotrade-berlin.de

Stylish time display

The WT485 from TechnoTrade Import-Export GmbH combines modern design with practical everyday functionality, presenting itself as a stylish alarm clock with a fabric display. The precise quartz movement ensures reliable timekeeping, while the date display and alarm function with a snooze option help to structure your daily routine. Thanks to the backlight and night light, the display remains clearly legible even in the dark. The model is particularly versatile thanks to the option of battery or USB operation, making it suitable for use both at home and in the office. The WT485 impresses not only as a practical timepiece, but also as a high-quality promotional product that elegantly conveys brand messages and ensures they remain permanently visible. Its combination of design, function and customisability makes it a versatile companion for everyday life.

A versatile accessory

With the TriScarf, ANDA Present Ltd. offers a versatile accessory that combines functionality with visual impact. Made from RPET micro-fibre, this triangular headscarf impresses with its lightweight material and comfortable fit, while the full-surface sublimation print allows for maximum design flexibility. This turns the product into a mobile advertising space that is particularly effective at events, festivals or during outdoor campaigns. The scarf can be worn in various different ways, ensuring high visibility for the brand message. At the same time, the use of recycled materials underlines the company's sustainable approach. With the TriScarf, ANDA Present Ltd. demonstrates how environmental responsibility and creative brand communication can be effectively combined.

PSI 45753 • ANDA Present Ltd.
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 www.zego-tvz.de



Work wear reimagined

With the rECOLine collection, ZEGO Textilveredelungszentrum GmbH has teamed up with PLANAM to create modern work wear that combines sustainability and functionality. The range extends from trousers and shorts to jackets, offering solutions for a wide variety of usages. Made from materials such as recycled polyester and SORONA®, the collection actively reduces CO₂ emissions and stands for the responsible use of resources. Eye-catching details such as contrast stitching and distinctive zippers give the products a contemporary look without compromising on functionality. At the same time, textile finishing opens up a wide range of customisation options, allowing companies to showcase their brand identity. The rECOLine collection thus combines environmental responsibility with professional standards and modern design.

Robust look

The canvas fleece vest and jacket from Promodoro Fashion GmbH embody a distinctive work wear-inspired style that combines functionality with a fashionable presence. Sturdy materials, hard-wearing canvas panels and well-reflected details create a rugged look without fully adopting the character of classic work wear. Particularly noteworthy is the high-quality workmanship, which is ideal for embellishments such as embroidery, badges or transfers. Whilst the vest impresses with its lightness and flexibility, the jacket offers additional protection and substance with thick, durable fleece. Both styles are aimed at companies that value a strong visual identity for their brand message whilst prioritising quality.



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Modern appeal

The “Dubai” cap from Alpha Art Gifts LLC stands out as a versatile accessory that combines comfort, durability and stylish design. Made from high-quality polyester ottoman fabric, it is pleasant to touch and highly durable. The adjustable Velcro fastening ensures a personalised fit and secure hold during a wide range of activities. With its classic 6-panel design, the cap is suitable for both leisure and sporting activities and effortlessly complements a wide variety of outfits. The one-size-fits-all design makes it universally suitable, while the elegant packaging makes it an attractive gift option. Alpha Art Gifts LLC positions this model as a functional yet fashionable promotional product with a wide range of uses.

Animal-themed promotional products

IGRO GmbH uses customisable dog scarves to create an emotional connection in its brand communication. Made from 100% cotton, the scarves are extremely comfortable to wear and robust enough for daily outdoor use. Large-scale printing allows logos and messages to be presented in an eye-catching way. Animals wearing these attractive scarves will surely remain visible. Whether as a fashion accessory or a targeted promotional product, the scarves appeal to an ever-growing target group of pet owners. Easy-care properties and durable quality support the long-lasting promotional impact. The result is a giveaway that is not only practical but also evokes positive emotions and integrates brands into everyday life in an authentic way.



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Fashion reimagined

Keep your valuables close to your body, organised and protected – this is exactly what FreeWings’ patented multifunctional bags do. Whether you’re out and about, at work, playing sports or travelling, these compact accessory pouches can be worn flexibly on a handbag, backpack, belt or directly on your arm or leg. A wide range of sizes is available to suit your needs – from money and key pouches to card holders and versions for smartphones. A variety of materials such as merino wool, bamboo, cotton and micro-fibre underline the brand’s commitment to sustainability, complemented by exclusive leather options. A standout feature is a premium version that is waterproof up to 25 metres and offers reliable protection even when you’re swimming.



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Reflective Knitwear

Can a promotional product improve safety? Yes – if it is thoughtfully designed. The concept behind Dothat's reflective knitwear is based on certified reflective yarn that is integrated directly into the knit structure. Instead of a standard giveaway, the result is a product that enhances visibility after dark. Hats and scarves made from reflective yarn increase visibility in low-light conditions by up to 150 metres, while remaining fully customisable – from colours and knit patterns to patches and packaging. Reflective knitwear is a practical, eye-catching solution for staff uniforms, outdoor events and well-planned winter campaigns with high practical value.

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A sparkling touch for events

With its Glam lanyards, the D&K ID Group presents an accessory that skilfully combines functionality with eye-catching design. The soft strap ensures a high level of comfort, while sparkling rhinestones give the product a distinctive visual appeal. Equipped with a key ring and snap hook, which is optionally available as a drop-style snap hook, the lanyards are suitable for a wide range of uses, from events and promotional campaigns to corporate use. Additional options such as a mobile phone strap or custom engraving expand the design possibilities and turn the product into a personalisable promotional item. With this concept, the D&K ID Group demonstrates how practical everyday items can be transformed into eye-catching brand ambassadors.



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Sun protection as a fashion statement

The sunglasses from Global Innovations Germany GmbH & Co. KG combine protection with modern design in a versatile accessory for everyday use and leisure. The lightweight yet robust PP frame ensures high levels of comfort, while its flexible properties make them easy to handle. The lenses, which meet the Cat 3 UV400 standard, offer reliable protection against intense sunlight and effectively block harmful UV rays. The option to customise the arms and lenses using laser printing is of particular interest for promotional use. This transforms the sunglasses into an effective brand ambassador.



Performance meets design

The CreaLimb arm warmers from ANDA Present Ltd. are specially designed for active use and combine functionality with a modern, sustainable approach. Made from elastic RPET material, they offer a flexible fit and a breathable feel that remains comfortable even during prolonged use. Full-surface sublimation printing enables seamless, high-quality designs and ensures a particularly strong visual presence. This makes the arm sleeves ideal for sporting events, promotional campaigns or brand presentations in outdoor settings. By combining comfort, durability and sustainable materials, ANDA Present Ltd. positions the product as a contemporary promotional item that effectively combines movement and brand communication.



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PSI 60924 • FNC International Limited
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A lightweight accessory for active days

The sports pirate cap from FNC International Limited is designed for outdoor enthusiasts who value functionality and comfort. Made from moisture-wicking polyester, it keeps you comfortably dry and also dries quickly, making it ideal for sporting activities such as cycling, running or hiking. The built-in UV protection offers added benefits in strong sunlight. Thanks to its lightweight material and flat fit, the cap can be worn comfortably under helmets without adding bulk. The flexible one-size-fits-all design accommodates a wide range of head sizes, enhancing its practicality for everyday use. As a promotional product, it stands out with its versatility and ideal suitability for an active lifestyle, ensuring that brand messages are conveyed on the move and remain highly visible.

Protected dexterity

Protorio's cut-resistant range of products known as High-Cut has been expanded with a new variant. The green-mottled work glove is made from high-tech Dyneema yarn, which gives the glove cut resistance level 3 (out of 4). The high elastane content of the work glove ensures excellent elasticity and breathability. The odourless nitrile coating also ensures good dexterity, even when working with sharp-edged materials. The product's "LongFitComfort" feature ensures a significantly longer wear time and guarantees an optimal fit. The work gloves are available starting in quantities of 500 pairs with 1-C to 4-C logos in sizes 7 to 11.

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 www.protorio.com





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 www.frank-brushes.de

For the perfect sneaker look

With its “Sneaker Up!” cleaning set, Frank Bürsten GmbH offers a well-designed solution for anyone who values well-maintained shoes. The set includes a high-quality brush with synthetic bristles, a cleaning spray, a cloth, a cleaning eraser and a handy shoehorn, and comes in a transparent click-lock box. The combination of these components enables thorough cleaning of surfaces and sole edges, ensuring impressive results. Particularly noteworthy is the use of natural wood from local forests in the brush, which underlines sustainability and quality. The brush and packaging can be customised as an option. Frank Bürsten GmbH thus demonstrates how functional products can become attractive promotional items.

Visible at work

The high-visibility hoodie from FNC International Limited has been specially designed for demanding conditions and meets the requirements of the ANSI/ISEA 107-2020 Type R Class 3 standard. Made from brushed fleece with a weight of 260 g/m², it offers excellent comfort and is highly durable as well. Reflective polyester stripes significantly increase visibility, thereby enhancing safety in low-light conditions. This makes the hoodie particularly suitable for outdoor work where reliable visibility is crucial. The combination of functional design and standard-compliant features makes the hoodie a practical companion for professional work environments where protection and comfort are equally important.



PSI 60924 • FNC International Limited
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A dynamic brand presence

With its functional headbands, Greenverta by Media Sp. z o.o. offers a promotional product that blends discreetly into everyday life while ensuring lasting visibility. Whether during sport, on the way to work or at events, this accessory accompanies you wherever you go, continuously conveying brand messages. In addition to its promotional impact, the headband offers practical benefits: It absorbs sweat, keeps hair out of the way and ensures a comfortable fit. Particularly in sport, outdoor activities and wellness, it realises its potential as a long-lasting brand ambassador which, unlike short-lived promotional giveaways, you can use over a longer period. The customised design transforms the functional product into a subtle yet effective element of modern brand communication.

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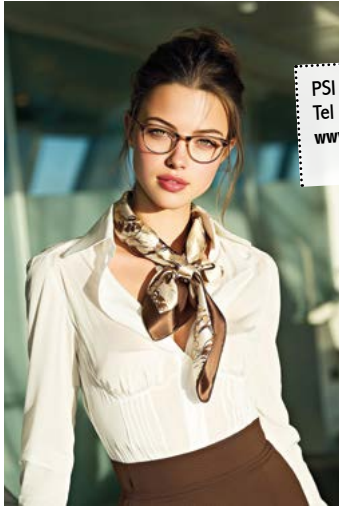


Oversized meets sustainability

The Hypster STTU258 from ZEGO Textilveredelungszentrum GmbH brings a breath of fresh air to the textile industry and embraces a trendy oversized look. With a weight of 200 gsm, this unisex T-shirt impresses with its comfortable fit and high-quality finish. The pre-washed fabric provides an ideal base for various finishing techniques such as printing or embroidery, making the shirt particularly attractive for showcasing brands. At the same time, the design embodies sustainable production methods and is aimed at a target group that values environmental awareness and style. The modern cut appeals particularly to the fashion and lifestyle sectors, but is equally suitable for use in the events and promotions sector. This makes the shirt a versatile promotional product with a fashionable edge.

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Elegance and style

With its customisable scarves, Promo-House offers a stylish accessory that showcases brands in a subtle yet effective way. Crafted from materials such as silk, viscose or cotton, the scarves combine a luxurious feel with versatility. Whether at events, trade shows or in day-to-day business – when worn by staff or partners, they ensure an elegant brand presence. Custom designs featuring logos, colours or patterns effectively convey the brand's visual identity. The product's versatility allows you to wear it different ways, ensuring that the brand remains visible in various situations. Promo-House thus combines aesthetics and functionality to create a promotional product that is both practical and image-enhancing.

Greater security on the go

Joytex GmbH & Co. KG is expanding its range of products with a functional model offering extra protection: the OTTAWA bag. The tried-and-tested design with a gusseted base provides ample storage space, while long handles ensure comfortable carrying. A key feature is the integrated YKK zip, which reliably protects the contents from unauthorised access and external influences. This makes the bag suitable not only for shopping, but also for everyday use in professional settings. The high-quality twill fabric underlines its durability and ensures a pleasant feel. At the same time, the bag remains an ideal surface for customised finishes and brand messaging. Joytex GmbH & Co. KG combines classic carrier bag functionality with added benefits and enhanced security.



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ASI Appoints New CEO: A Tech Boost for the Promotional Products Industry

The American trade association Advertising Specialty Institute (ASI) has appointed Ashish Mittal as its new Chief Executive Officer. He will assume the position on March 31, succeeding Tim Andrews, who is leaving the company after 23 years. The Cohn family ensures continuity: Matthew Cohn and Stephanie Cohn Schaeffer will jointly assume the chairmanship of the board, while Norman Cohn becomes Chairman Emeritus.

Mittal brings extensive tech and platform experience to the role. Most recently, he served as President and COO of Sticky.io, where he introduced AI-powered products and achieved strong growth. The board sees Mittal as the ideal CEO for ASI's next phase of development – with a focus on technology, marketplaces, and scaling, without losing sight of its member-centric approach. Mittal himself emphasizes ASI's unique role in the promotional products industry and the growing importance of physical products in an increasingly AI-driven world.

The strategic direction remains unchanged: ASI continues to support its members in a market worth approximately \$27.7 billion. The family-run company, established in 1962, positions itself as a central technology, data, and knowledge platform with offerings in media, events, and education.

<https://asicentral.com>

Ashish Mittal



ASI Central

Operational management restructured

A generational change is underway at Bartenbach: Executive Board member and shareholder Tobias Bartenbach wishes to focus even more strongly in future on the agency's strategic development, the expansion of new business areas and the cultivation of national and international partnerships, and is therefore handing over operational management to new leadership. To this end, alongside Executive Board member and CCO Sebastian Hardieck – who will continue to shape the creative direction and quality of the output – a leadership trio comprising three new Managing Directors with clearly defined areas of responsibility will be established.

One of the new Managing Directors will be Julia Bartenbach, who will be responsible for transformation, organisation and processes. In this role, she will drive the development of efficient structures, organisational transformation and the integration of artificial intelligence. She will also strengthen networking across the entire group and contribute her strategic expertise for the brand to the further development of the business. Managing Director Achim Hube will be responsible for the Art/Design division in future. He brings to this role experience from renowned creative agencies such as Heimat and Jung von Matt, and will coordinate future-oriented topics such as social media and content across disciplines.

The team of Managing Directors is completed by Harry Walter, who will be responsible for the Consulting, Events and Sports Marketing divisions. In this role, he will lead the Client Service Team, ensure consistent quality of advice, and further develop his team as a central point of contact and long-term partner (Trusted Advisor) for key clients.

With this reorganisation of its operational management, Bartenbach is responding to the massive challenges in the communications market arising from AI, significantly changed target group needs and distribution options.



Bartenbach AG

The extended Management Board of the Bartenbach Group (from left): Sebastian Hardieck, Achim Hube, Christopher Evers, Harry Walter, Johannes Dietze, Tobias Bartenbach, Julia Bartenbach, Jörg Grünewald. Photo: Steffen Henkel, Das Medienkartell

At the fifth annual WerbeWelt 2026 in Munich, 115 manufacturers showcased the latest trends in promotional products across an area of over 5,000 square metres. Around 750 visitors, invited by nine promotional product agencies, were able to experience the latest and most sustainable promotional products first hand.

The WerbeWelt 2026 in Munich

Sustainability drives growth

Un the promotional product sector, sustainability has evolved from a secondary benefit to a key benchmark. The extent to which this shift is taking hold was demonstrated by the WerbeWelt 2026 trade show,

which took place on 25 March at the Zenith in Munich. Now in its fifth year, the event brought together key market players and impressively highlighted the growing economic significance of sustainable promotional products.

Sustainable and innovative

Across an area of around 5,000 square metres, 115 manufacturers showcased their latest products – ranging from sustainably produced classics to innovative promotional items backed by a clear sustainability strategy. With almost 750 visitors, the event confirmed its role as an established meeting place for marketing decision-makers. As the organisers emphasise, the nearly 11,500 enquiries also highlight the high relevance and concrete demand for sustainable brand ambassadors in the market.

Encouraging communication

A key factor in WerbeWelt's success remains its carefully curated

trade show concept. Eight established promotional product distributors from Bavaria – AmedeA Werbepräsente, dkpromotion, EIDEX, kicks-promotion, products & more, Tengler Werbemanufaktur, werbemax and w+i – sent out targeted invitations to their clients. The result was a trade

show with high-quality discussions, efficient structures and direct access to relevant business contacts. The event also provided important impetus beyond the product presentations: The Networking Area once again established itself as a central meeting place for personal exchange. High-quality catering and a barista bar contributed to the communicative atmosphere and encouraged informal dialogue between agencies, exhibitors and visitors.



750 visitors kept the stands buzzing throughout the event.



The eight inviting promotional product distributors from Bavaria once again presented a carefully curated trade show.

Brand impact plus responsibility

“Sustainable promotional materials are no longer a niche topic, but a clear requirement!” says Thomas Gottschall, Managing Director of EIDEX. “The demand shows that companies are increasingly turning to products combining brand impact with responsibility,” he concludes. – The next trade show highlight at Munich's Zenithhalle is already on the horizon: The WerbeWiesn will take place, as is traditional, before the Oktoberfest on 17 September 2026. The next WerbeWelt 2027 opens on 10 March 2027. <



Janine Arrington and Sinead Brownless (from left).

Multilingual support has been enhanced

The Outdoors Company (TOC) is pleased to announce the expansion of its European sales team, reinforcing its ongoing commitment to delivering exceptional customer experience across key European markets. Following continued success and growth throughout Europe, TOC has invested further in multilingual sales support to ensure customers can be supported in their own language and with a deep understanding of their local markets.

French-speaking Sales Executive Sinead Brownless joined TOC in summer 2025 and supports customers across France, Benelux and Switzerland. Since joining, Sinead has already strengthened relationships with existing customers while building connections with new distributors. She recently met many customers in person at the PSI show in Düsseldorf, attending alongside TOC's Business Development Manager Tanja Read and Director Paul Morley-Smith. Despite challenging weather conditions preventing some visitors from attending, TOC rated PSI as a strong success and welcomed a number of new distributors to the stand.

Building on this momentum, TOC has also welcomed German-speaking Janine Arrington to the sales team. Janine will focus on supporting customers across the DACH region, providing dedicated assistance via phone and email, and representing TOC at key European industry events. With TOC's SS2026 collection now launched, Janine is looking forward to showcasing TOC's portfolio of prestigious brands. These new appointments underline TOC's continued investment in its European customers and its commitment to providing outstanding service, strong partnerships and local-language support across the region.

LoGolf 3.0 under new ownership

LoGolf, the specialist in golf promotional merchandise, has a new owner. Arjan Ribbe, a keen golfer and entrepreneur, has acquired the shares in LoGolf, a division of Promocorp. Since the recent PSI trade fair, he has been involved behind the scenes in all preparations for the new golf season and has familiarised himself with the promotional products market. The sale will allow Promocorp founder Robin Vogel to focus more closely on the other companies within Promocorp. Furthermore, the physical distance between Enschede and Naarden played an important role. "In Arjan, I have found someone who fits the profile perfectly. An experienced, creative, local entrepreneur with a connection to promotional products and a passion for golf. I am convinced that he will continue to expand LoGolf."

LoGolf will remain based in Naarden, alongside the print shop where golf merchandise can be finished using both digital and pad printing. The sales team has already been expanded, and the range for 2026 is currently being finalised. This will consist mainly of tried-and-tested products, but with new touches. Ribbe: "What makes LoGolf special is that we can supply and finish almost anything in the golf (and padel/tennis) sector, and we do most of this locally. This means fast and reliable delivery. We will continue to focus on this in the coming years: the best range, delivered quickly and with a big smile."

www.logolf.nl • www.promocorp.com



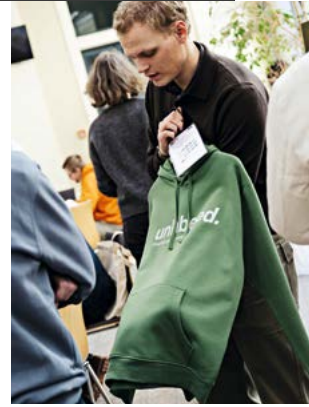
In agreement (from left): Arjan Ribbe and Robin Vogel.

The Cotton Classics Roadshow has successfully concluded its largest tour to date. From January to March 2026, the mobile event visited eight countries and 19 cities.



Cotton Classics Roadshow 2026

Record-breaking event with leading brands



The textile roadshow once again attracted more than 4,000 visitors from the promotional product, textile printing, embroidery, workwear, merchandising and e-commerce sectors.

Over 50 brands presented more than 400 new products, sparking lively discussions, providing fresh inspiration and marking the sector's successful start to the year. The event focused on the wide variety of products and collections. Specialised distributors took the opportunity to experience new products right on their doorstep, compare materials and exchange ideas with brand representatives and the Cotton Classics team. For the first time, the roadshow also visited Italy: The stop in Milan was well received by distributors and partners and complemented the successful tour programme in Germany, Austria, the Czech Republic, Croatia, Slovakia, Slovenia and Switzerland.

New brands in their portfolio

This year, particular attention was focused on the brands newly added to the Cotton Classics portfolio. Their quality sparked keen interest among many retailers and opened up new market and target audience opportunities for them. The new brands include Craft, Clique, Cutter & Buck, James Harvest, J.Harvest & Frost, Printer and Projob, which specifically expand the range in the areas of corporate fashion, workwear and promotional textiles. The new sustainable merch and lifestyle brand Untagged Movement was also very well received. Hundreds of retailers examined the collection in detail and sought in-depth information on materials, colour variety and potential applications for modern merchandising.



Concept validated

"The roadshow is the perfect way for us to kick off the year, and for me personally it was an impressive start," says Kathrin Zlousic, the new CEO of Cotton Classics. "The fact that we were once again able to welcome so many visitors confirms that our concept is the right one. The personal interaction with our customers and suppliers is particularly important to me and underlines our philosophy: We care. You sell." Tobias Seidel, Head of Sales and Marketing, also draws a positive conclusion: "It's fascinating to see how our customers experience the new products and take inspiration back home for their businesses every year. That is exactly what makes the roadshow so unique. Planning for the 2027 roadshow is already in full swing. Cotton Classics remains true to its commitment to offering the industry an unrivalled event year after year."

Over 50 brands showcased more than 400 new products, sparking lively discussions, providing fresh inspiration and marking the sector's successful start to the year.



New Wave Group AB

New Wave Group appoints Sara Jacobson as CIO

New Wave Group AB is strengthening its Group Executive Team: Sara Jacobson will take up the position of IT Director and Chief Information Officer (CIO) on 4 May 2026. In this role, she will also become a member of the Group Executive Team.

Jacobson brings extensive experience in digital and IT transformation.

Most recently, she served as Director of IT Transformation and a member of the IT management team at the Hultafors Group. Prior to that, she was responsible for key transformation projects there in her role as Director of Digital Transformation and was a member of the executive management team at Fristads AB.

Jacobson gained further leadership experience as Head of IT at Bergman & Beving Operations AB. With her broad expertise, she will play a key role in driving the technological development and digitalisation of the New Wave Group.

New Wave Group AB is an internationally active Swedish group with a strong portfolio of brands in the corporate wear, sports and leisure, and promotional products sectors. The company focuses on the B2B market and combines brand development with efficient sales and logistics structures in numerous countries worldwide.

<https://www.nwg.se>

EcoVadis Platinum Medal awarded to BIC Graphic Europe

As announced by BIC Graphic Europe, the company received the EcoVadis Platinum medal in January 2026. With this certification, BIC Graphic Europe joins the top 1% of companies worldwide certified by EcoVadis for its sustainability efforts. According to BIC Graphic Europe, sustainability has been the focus of its operations for several decades. "We produce our products in Europe in our own certified, BIC-run facilities, use 100% energy from renewable energies and develop ongoing innovative solutions with sustainable materials that are sourced almost exclusively from Europe. These measures reflect our dedication to making a positive contribution to the environment and society and to our responsibility towards our entire supply chain. Since 2018, BIC Graphic Europe has been assessed every year by EcoVadis, and the new platinum medal award confirms once again our pioneering role in responsible production and commercial trade," says company management. www.bicgraphic.com

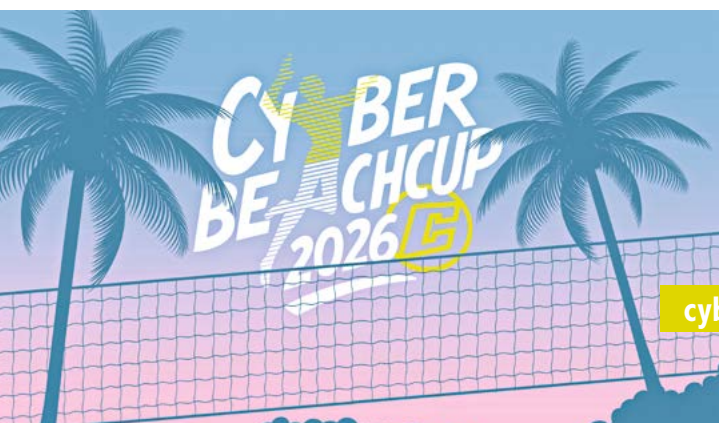


Cybergroup BeachCup: The countdown is on

On 27 June 2026, the Cybergroup BeachCup will take place once again in Ketsch. As the organiser, cyber-Wear Heidelberg GmbH, has announced, the team is already hard at work preparing for the event. What once began as a sporting get-together has long since become a fixed fixture in the calendar of the entire European industry. "The Cybergroup BeachCup 2026 is now a symbol of community, dynamism and the spirit that drives the promotional products industry. This is where memories are made. This is where relationships grow. This is where colleagues become a real community," says cyber-Wear CEO Steven Baumgaertner.

In 2026, Ketsch will once again be the stage for great moments. A venue that perfectly combines summer, sport and emotion. Exciting matches, a rousing atmosphere and genuine encounters take centre stage. Fair play, passion and camaraderie make this day far more than just a tournament.

With planning now underway, the countdown begins. Updates on teams, the schedule and highlights will follow in the coming weeks. For detailed information, visit: www.beachcup.net



cyber-Wear

This year's INHOUSE2 by L-Shop-Team offered a diverse textile trade show in the impressive Jahrhunderthalle Bochum, featuring more than 80 international exhibitors, exciting live presentations and inspiring expert lectures.

In-house exhibition at L-Shop-Team

Textile Trade show in a Unique Atmosphere



The INHOUSE2 took place for the fourth time at the Jahrhunderthalle Bochum.

The full spectrum of the industry in focus

The philosophy of the trade show is to provide a platform not only for renowned and established brands, but also for smaller and young brands without major financial and organizational barriers.

This gives visitors the opportunity to get in touch with brands that are rarely represented at other events. Since the exhibitors came from a wide range of disciplines, there were also various forms of presentation. While product manufacturers focused on classic product displays, finishing technicians demonstrated live on site how textiles are refined. In addition, visitors discovered extraordinary products, such as a sweatshirt that can easily be transformed into a gym bag or shirts in size 15 XL.



At INHOUSE2, the entire spectrum of the textile industry was presented.

Knowledge beyond the products

In addition to the numerous exhibitors, visitors could attend various expert lectures and seminars to learn about current developments in the textile industry. There was also the opportunity to meet the employees of L-Shop-Team in person and, for example, find out more about the digital service offerings of the textile wholesaler. <

Already upon arrival at the trade show venue, it became clear that this event would be something special: With its brick façade, the Jahrhunderthalle Bochum looks more like a factory building than a traditional event hall. The industrial charm is also unmistakable inside, providing the perfect setting for a trade show focused on manufacturing. At the now fourth edition of INHOUSE2, held from March 12 to 14, more than 80 international exhibitors from the fields of promotion, printing and advertising technology as well as other segments presented themselves. Over the three days of the trade show, around 1,800 visitors attended, with the number of guests being relatively evenly distributed across all days. The exhibitors expressed great satisfaction with this year's event and praised the high quality of conversations with the visitors. Many of them had already participated in the previous three editions of INHOUSE2 and can imagine taking part again in two years' time.

nordic drift

Portfolio expanded to include the outdoor brand Nordic Drift

XD Connects, the Dutch supplier of sustainable promotional products and customised merchandise, is expanding its portfolio to include Nordic Drift, a new outdoor brand “for people who love the outdoors – from the daily commute to weekend adventures”. Nordic Drift combines performance-driven design with durable materials and transparent production, creating products that are made for use in real-world conditions. The brand stands for durability, reliability and responsible sourcing, without compromising on style or functionality.

Nordic Drift prioritises durable, eco-friendly materials that are designed to last, thereby reducing waste through an extended product lifespan. Every product is developed according to strict quality standards to ensure durability and reliability in demanding conditions. From the materials to the construction, every detail is designed with real-world use in mind.

Transparency is an integral part of the brand. The AWARE™ Digital Product Passport provides verified insights into the supply chain. It is available via a QR code on selected products. Every Nordic Drift product is quality-checked and comes with a 5-year warranty against manufacturing defects. “With Nordic Drift, we are launching a brand that reflects an active lifestyle and nature – people on the move, weekend adventures and daily commutes demand durable products,” says Kevin Zomerdijk, Head of Products at XD Connects. “It’s about combining function, responsibility and design into something truly reliable.” Nordic Drift is available now from XD Connects. www.xdconnects.com



XD Connects



ADOMA

“Refreshing” Gold at the Kitchen Innovation Award 2026

Great Success for ADOMA GmbH: The ONE beverage cooler won Gold – Best of the Best – at the 20th Kitchen Innovation Awards 2026. The jury honoured the “successful combination of innovative technology, a well-thought-out design and providing real added value for the restaurant industry by relieving the burden on scarce human resources.” The ONE cooler impresses with its high level of functionality, efficient cooling performance and clear, timeless design. “It is a strong sign and, at the same time, inspiration for our creative team to be innovative every day and to think outside the box,” says Managing Director Kai Steinhauser. www.adoma.de

The refreshing winning product: the ONE bottle cooler.



Joy at the awards ceremony (from left): Susanne Nick (KIA), Prof. Gerhard Reichert (Reichert Design), Kai Steinhauser (ADOMA), Daniela Münch (Radeberger-Selters), Udo Krumscheid (SAHM), Thomas Steinhauser (ADOMA), Dr. Uwe Lebok (Kontekt+Analyse), Stephan O. Hansch (KIA). Image: Adoma GmbH

After successful rebranding, Gustav Daiber GmbH is presenting its revamped brand image with the new campaign ‘Simply Daiber.’, thereby reinforcing its profile as a future-oriented corporate fashion platform with a full-service approach.

New campaign underscores service promise

One brand. One promise. Simply Daiber.

Un the past year, Daiber successfully merged the products and services of both its own brands, JAMES & NICHOLSON and myrtle beach, into a single joint brand: Daiber. With the new campaign ‘Simply Daiber.’ the corporate fashion manufacturer is now consistently pursuing this step and is strengthening its position as a future-oriented corporate fashion. In the process, the focus remains on a clear promise to clients and partners: straightforward processes, reliable quality and tailored-made products and services. “Our ‘Simply Daiber’ motto sums up how we see ourselves: We stand for high-quality corporate fashion and a partnership approach to our services so they are straightforward, reliable and tailor-made. Precisely ‘Simply Daiber,’” says Kai Gminder, who leads the company together with Christof Kunze. “Our products and services speak for themselves, which is precisely what we are demonstrating with this campaign.”

Focus on the products and services promise

As the claim “Simply Daiber” implies, the new campaign’s design has also been kept simple. Each motif in the campaign showcases a bestseller or a new product from the House of Daiber by itself, with nothing but its respective product number. No staging, no explanatory texts: This approach puts the focus on the products, which leave a lasting impression with their timeless designs, hardwearing materials and a wide selection of colours and sizes for different areas of use. They represent Daiber’s service promise. The campaign includes a total of six motifs: four showcase the House of Daiber’s popular bestsellers, and two present innovative new products. The reduced visual language sparks people’s curiosity about the brand portfolio and the numerous products under the Daiber brand, from a wide spectrum of services for high-quality corporate fashion to comprehensive services.

Campaign toolkit for distributors and partners

‘Simply Daiber’ is more than just a campaign – it is also a range of services, too. It is also how Daiber is making an extensive marketing toolkit for the campaign available to its distributors and partners, reflecting their partnership-oriented collaboration. The toolkit contains pre-made campaign content in German and English, such as posters, website banners, image material for social media, and text templates, which can be used for their own communications with minimal adaptation needed. Thus, it also helps market the products in distributors’ portfolios. Daiber uses this strategy to make the campaign visible in retail alongside its partners, underscoring Daiber’s own full-service orientation once more. <



Focus on the things that matter: The new campaign’s motif, “Simply Daiber.”, puts the focus on Daiber’s products and service promise. Source: Daiber

On 18 March 2026, all those attending HAPTICA live at the World Conference Center Bonn (WCCB) were able to experience first-hand why merchandise is becoming increasingly important in the marketing mix, and how haptic advertising captivates people and boosts brands.

HAPTICA live 2026

“Merchandise wins”



HAPTICA offered a live presentation of its promotional products with just the right (sun)lighting at the World Conference Center Bonn



On 18 March 2026, visitors to HAPTICA live in Bonn were able to experience first-hand the growing importance of merchandise in the marketing mix, the impact and positive energy that giveaways, rewards and the like can generate, and how haptic advertising captivates people and boosts brands. WA Media GmbH's "World of Haptic Advertising" took place for the 14th time. According to the organisers, 1,065 visitors from marketing, procurement, HR and sales, as well as from advertising agencies and the promotional products industry, gathered in the hall and light-filled foyer of the WCCB in glorious spring weather.

Broad range of products

The 103 exhibitors offered visitors a wide variety of products. The range on offer spanned from ballpoint pens made from ocean-bound plastic to branded trolleys, ambient advertising on pizza boxes, Swiss Army knives and tools for

tradespeople or engineering firms, on to inflatable sofas, backwards-running hourglasses and the "world's best" army backpack. Berlin popcorn in various flavours, fair-trade branded chocolate and juices from Rabenhorst provided a multi-sensory advertising experience. And in the 2026 World Cup year, the theme of football was also present with a HAPTICA table football game, Tipp-Kick games and official DFB and FIFA licensed merchandise – from footballs to jerseys.

Newcomers showcase their strengths

Featuring a total of 15 exhibitors, the Newcomers' Area once again attracted a great deal of interest. However, the numerous renowned specialists and brands on display also drew large crowds. It was striking that many suppliers enhanced their product displays with live presentations and stand activities: For instance, at the Leuchtturm1917 stand, visitors could have notebooks personalised with their own names. At Fruit of the Loom, they could admire transfer printing on T-shirts; and recycling specialist Polyperformer demonstrated how injection moulding works using granules from recycled exhibition carpets, flower pots and dental cups. Ecobrand offered homemade poffertjes, and Troika demonstrated the possibilities of laser engraving.

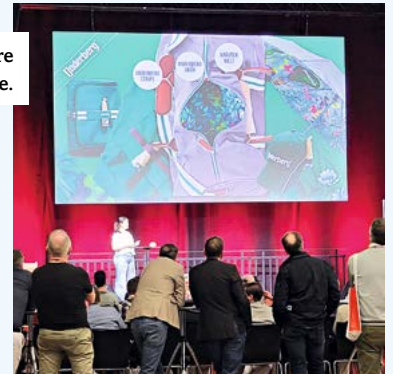
A varied supporting programme

Alongside its open visitor structure, one of the defining features of HAPTICA live is a diverse supporting programme that offers visitors insights into the subject matter and provides inspiration for their own work. The lecture forum, which was as well-attended as ever, began



The stands of the 103 exhibitors were well attended.

The conference forum is a regular feature of the HAPTICA live programme.



At the Best Practice Show, campaign highlights were presented using multimedia.



Many suppliers offered live presentations at their stands.



Once again, the focus was on "green" promotional power.



Promotional products also have multisensory qualities, as seen here with these snacking items.

with a keynote speech by Prof. Dr Michael Kleinjohann, who, under the title "The brand makes the market: How branding and brand loyalty drive the business of promotional products, merchandise and licensed products", presented a summary of his recently published specialist book "Haptic Advertising, Merchandising, Licensing". The two following presentations by Nina Krannich of Toi Toi & Dixi and Sabine van der Boom of Semper idem Underberg AG demonstrated how this might actually work in practice. Practical examples provided a vivid illustration of haptic brand management. Manuel Abraas, Managing Director of Sea Shepherd Germany, demonstrated in the final slot of the presentation programme that marine conservation and merchandising are not a contradiction, but can in fact be mutually beneficial.

Best Practice Show

The Best Practice Show demonstrated how haptic effects bring brands to life: ten campaign highlights were presented using multimedia to showcase the full range of possibilities: The range extended from a raclette grill shaped like a Swiss mountain railway, to a Vitamalz record player, McDonald's scented candles and the col-

our-in Telekom Christmas sweater, right through to the merchandise collection from the Hapticologist initiative at the OMR Festival.

Awareness, appeal, emotional connection

HAPTICA live demonstrated once again that brands which invest in merchandise always come out on top: in terms of awareness, appeal, customer loyalty, emotional connection and brand profile. In the booklet "Advertising in REAL", the HAPTICA editorial team, backed by the latest research findings, compiled the "real" benefits of haptic advertising – a project that was met with great interest. The next HAPTICA live will take place on 17 March 2027, once again at the WCCB in Bonn. <

Alle Bilder © WA Media GmbH



When things must be done quickly, **last-minute promotional products** stand out for their reliability and timeliness. Giveaways win people over with their enormous reach and their great value for money.





Compact and Precise

The Technoline WT175 is ideal for any desk or nightstand. The quartz alarm clock fits anywhere thanks to its compact design. It keeps users up to date with a reliable clock and date display. The display also indicates indoor temperature and humidity levels so that the optimum indoor climate can be maintained. The alarm clock can be set individually for weekdays, weekends or every day, and it features a practical snooze mode, too. The alarm clock also offers a countdown timer and a time stop option for even more flexibility. Thanks to the magnetic body, the alarm clock can be easily attached to metal surfaces. The WT175 is one of the best promotional products, as it is compact, functional, versatile and can feature a custom-printed image.

Emotional Moments to Enjoy

The gift box Midi from Jung, made from FSC®-certified cardboard and featuring an elegant tie fastening, combines high-quality design with a real enjoyment factor, making it ideal for top advertising messages. When filled with the cult original cream Muh Muhs candies or vegan double-fruit sweets from Cavendish & Harvey, they turn into appealing brand ambassadors. This vegan, heart-shaped, cherry-flavoured advertising lolly is recommended as a low-cost form of emotional communication. The high-quality promotional sleeve, made from FSC®-certified cardboard, is available with an optional viewing window, heart-shaped perforation, or as a closed version with an additional advertising space. The premium gift box is a real highlight: Equipped with adjustable 3D heart elements that win people over as a decorative highlight and for their practicality, the box combines decorative added value with ample space for customisation. They create emotional moments to enjoy when filled with the popular Manner Original Neapolitan slices or 100 grams of Ritter SPORT chocolate.



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Custom Stickers

Myrix® brings personalised sticker sets with a case to the promotions sector, which are a creative promotional product that really sticks. The specialist for top-quality notebooks and calendars is expanding its “Specials” portfolio with customisable sticker sets in a case. As a giveaway at trade shows, a promotional product, or a gift with orders, stickers are one of the most versatile promotional products available. They are popular collector’s items and ensure long-term brand visibility, as they can be placed on many items or shared with others. The Myrix® sticker sets are designed in line with a company’s corporate design and offer design flexibility, thanks to the available custom printing options, including brilliant colours, creative motifs and sophisticated designs in various sizes. The optional cardboard case provides a stage for a high-quality presentation, which can feature a custom 4/0 colour imprint (Euroskala colour scale). To attract even more attention, companies can request special varnish effects, such as gloss, matt, spot varnish, or a metallic finish. These finishing options really set stickers apart from classic giveaways. Deliveries can be realised in just a few weeks.



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Easy Parking

Parking has never been easier than with the electronic parking disc Technaxx TX 272. A motion sensor automatically detects when the car is moving and sets the parking time after your car remains stationary for approximately 60 seconds. Two displays clearly show the current time and parking time, thanks in part to the background lighting. The TX 272 also offers an SOS light mode and has been licensed by KBA. This product wins people over with its fast reaction time, excellent timekeeping accuracy and selectable 15- or 30-minute intervals. The CR2450 battery lasts approximately one year, and the robust ABS/PC enclosure can operate at temperatures ranging from -20° to 75°C. The battery and user manual are included.

Guaranteed Attention

The Troika carabiner is built for heavy-duty use and has a tensile strength of 12 kN. This product from Troika is made from high-strength 7075 aluminium, the same material used in aerospace or motorsports. It is extremely robust, yet light and handy, making it ideal for outdoor activities, climbing tours or professional use. The non-slip screw lock ensures safe handling, whether used on a belt, rucksack or as a safety clip. The carabiner comes in black or titanium red. It is a robust, functional and reliable companion.



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Ordered Today, Here Tomorrow

When last-minute orders are placed, the specialists at Kalfany Süße Werbung focus all their efforts on getting customised promotional products for campaigns ready for shipment so that they can arrive on time for an event the next day. Their products are perfect for last-minute events, campaigns or deciders, because any client would be delighted to receive a small last-minute present at a POS or a supplement to a post-event mailing campaign. The overnight fruit gummy from Kalfany comes in the shape of a premium little bear made with gelatine; a vegan, pectin-based option and seasonal special Christmas edition mix are available, too. The overnight fruit gummies with 10% fruit juice, made from fruit juice concentrate, come in a 10g 85 × 60 mm 4c promotional packet. If printing approval and order confirmation are received by 12 noon, orders are guaranteed to be delivered to distributors or their clients by 12 noon the next business day (excluding cases of force majeure). The promotional packets, featuring a colourful mix of fruit gummies, are produced in accordance with IFS standards and sold at a special, all-inclusive price for a minimum order of only 2,000 units. “There are no hidden costs,” says Kalfany.

Gentle Eye Care

The giveaways from Sanders Imagetools are a perfect branding stage as they are compact and have real added value. The new hydrogel eyepads combine exactly these properties and take the classic giveaway to a new level. They can be used as a mailing supplement to attract attention at points of sale or as a highlight in goodie bags. The vegan ingredients include four carefully selected active ingredients. Hyaluron moisturises intensively, caffeine rejuvenates tired eyes, and a modern anti-ageing peptide supports the skin’s structure, making it visibly smoother, while soothing red algae extract gently balances the skin. These eyepads are free of fragrances, alcohol and solvents. They have been dermatologically tested and were found to be “very gentle on the skin”. The eyepads do not leave a sticky feeling on the skin; instead, they leave your skin refreshed and well cared for. They come packaged in pairs in an envelope box made from sustainable forestry. Available with 4c CMYK printing for a minimum order of 100 units.



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Always in Sight

Holz Frank offers a sustainable smartphone holder made from FSC®-certified oak or, optionally, from other types of wood. The attractive product with a natural look comes oiled, is stable, and can be used versatilely. It can stand up on its own or be hung directly from an outlet while a phone is recharging. The benefits include its compact size and the included right power outlet cutout for standard power adapters. Precise laser engraving or colour digital printing is used to showcase a custom advertising message beautifully. It is an ideal modern promotional product for the office, home office, or while out and about because it is used every day, produced sustainably and always present.



Small Mint with a Big Brand Impact

Miyo Promo produces individually shaped peppermint candies, designed in the shape of a customer's logo or product. Each candy is made in a tailor-made mould, which turns it into an unforgettable promotional product. The sweets are packed in metal containers featuring the customer's special motif. To help customers visualise the end product, Miyo Promo creates detailed visual representations of the design before the production process begins. This way, they can see what the mint's shape and the packaging design will look like beforehand. These custom-designed mints are ideal for trade shows, company events and promotional campaigns, as they are a creative and refreshing alternative to traditional promotional giveaways. "Strong branding is inside each small package," says Miyo. A logo and shape can be sent to info@miyopromo.com in order to receive 3D images of the designs.



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Fast & Flexible

Knetä Bags are the ideal solution for express and last-minute giveaways, precisely when your company needs greater reach at short notice. All versions are currently in stock and can be finished quickly with a customised label. Labels provide maximum branding presence in a small space. The bags are produced in Germany with vegan standards in mind and stand for proven quality and sustainability — the exact opposite of traditional single-use products. The bags come in three different sizes. They are available in 8 to 18 colours, depending on the size selected and can be used as versatile bestsellers to achieve a very strong advertising impact. Colour and labels can be flexibly adapted to a company's corporate identity. A minimum order of just 100 units makes these bags ideal for trade shows, events, POS campaigns or mailings, as they are efficient, user-friendly and ready to use right away.



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Opens Doors and Bottles

Ants Friends has launched a specially developed, innovative 2-in-1 keychain for the promotions sector that comes with a bottle opener, registered design and utility model. The gadget is a modern, stylish and top-quality advertising medium and much more than a simple, functional accessory. It can easily open any soft drink with a bottle cap. It is made from recycled PET bottles, which makes it durable and sustainable. These keychains are suitable for use at open-air events, in the travel and gastronomy sectors, for camping and hiking tours, and for sporting events and festivals. The product was designed as an employee gift or trade-show giveaway. The keychain is dyed in a dew shade close to a Pantone colour, complementing any corporate identity and can be produced in up to four colours. High-quality laser engraving on the metal bottle opener serves as the finishing touch, ensuring it will be remembered for its distinctive style for a long time. It can also be customised using all-round engraving.

Treats in the Fast Lane

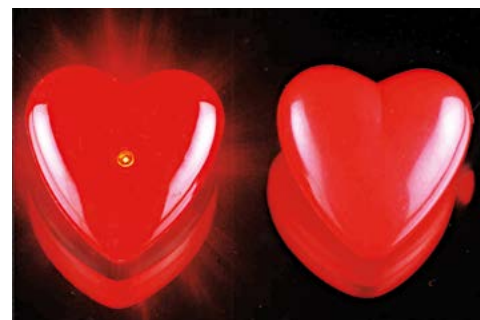
The FamousFood® SweetCard S from Kaldenbach captures brand messages perfectly when speed is what matters. The sweet cards come in a handy format, are printed with high-quality offset photo printing, can be individually designed, and are ready to be used for promotions without long processing times. The FamousFood® SweetCard S contains classics like Milka, almonds in fine cocoa, Dextro Energy, Nimmi2 or Werther's Original. Another new product is Center Shock, which brings a surprising twist. It comes with 40 pieces presented on a tray and is packed in boxes of 240 units.



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Light Attracts Attention

Lumitoys-GmbH offers a large selection of giveaways and promotional products for special events with extra effects available. The products are sold under the motto “Light Attracts Attention”, which makes them ideal for trade shows, events or other events. The mini pocket torch is a giveaway with added value as it is a small, practical aid that can be recharged using USB and hung from any keychain. The different-styled LED wristbands are an example of products that can help set the mood with their blinking and sound functions, or radio-controlled capability. All products can be made in different LED colours and feature different imprints or be engraved; custom-made products are also possible. For last-minute orders, the company offers numerous express products that are normally in stock and can be shipped directly from the warehouse, including classics, such as the ultra-heart or fibreglass wisp, and trendsetters like the EL glasses. Products can be finished in the in-house printing facilities with short turnaround times.

Great Appeal

The promotional magnets in special shapes available from Marcolor are particularly effective and long-lasting promotional products. These magnets stand out from classic giveaways and will remain in people’s memories for a long time with their customised designs (optionally die-cut), striking colours, and creative designs. One major advantage is the magnets’ practicality. Promotional magnets remain visible and stay in the target group’s lives, whether placed on a refrigerator, whiteboard or other metal surface. The flexible promotional magnets in special shapes are compact, flat, and versatile to use, whether as a supplement in mailings or as a giveaway at trade shows and events. They are made from thin magnetic foil. The products are produced entirely in Germany in Marcolor’s printing facilities.

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Natural Business Card

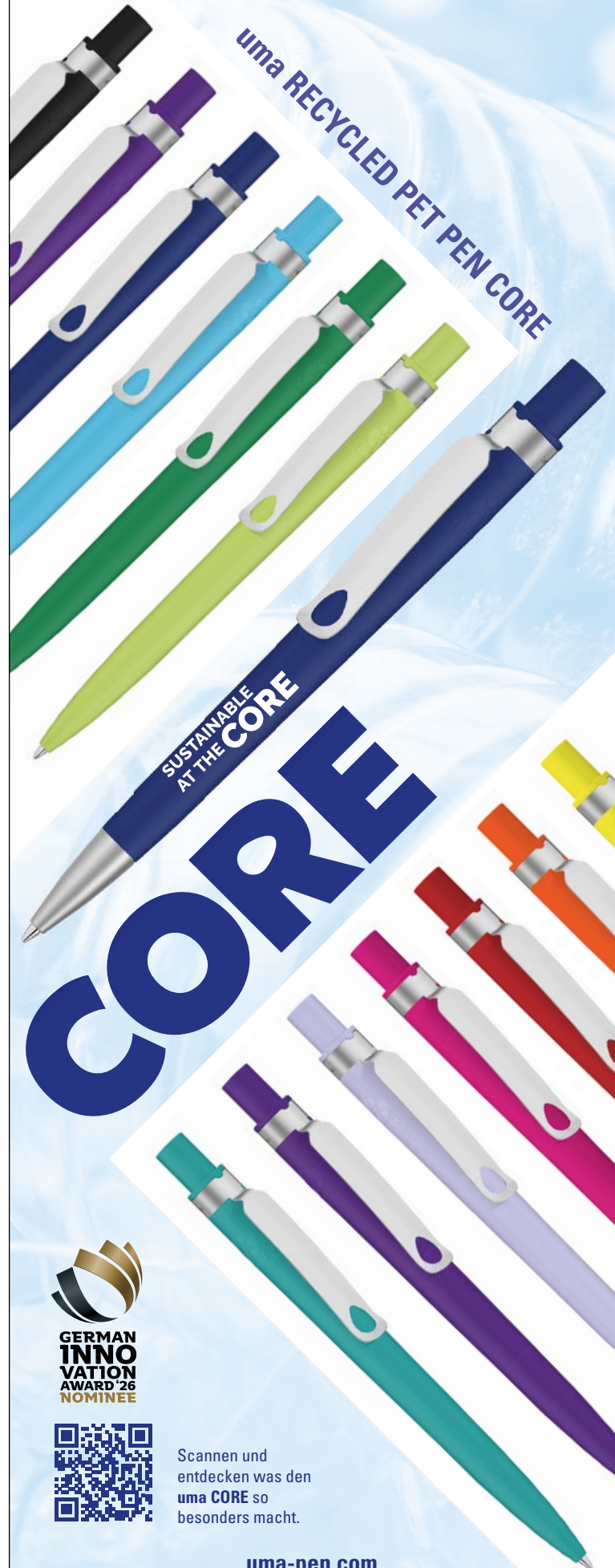
The blank wood key chain from FNC International Limited's portfolio can be easily printed on or engraved. Customers have complete freedom and can customise the attractive promotional product exactly to their liking. The small wooden discs are suitable for use as keychains, nameplates, pet ID tags and much more.

Flying Logo Carpet

If a powerful message is needed last-minute for an event, trade show, or shop opening, the "LogoMat Express" from emco Tex is a reliable solution. The mats are made in Germany, available starting at just one unit, and will impress recipients with their brilliant print colours. They convey brand messages people can see on the ground, while also protecting frequently used areas. The mats can be easily cleaned in the washing machine and then reused. For last-minute customers, we recommend visiting the manufacturer's website at <https://emco-tex.com/de/produkt/logomat-express>



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uma RECYCLED PET PEN CORE

SUSTAINABLE AT THE CORE
CORE



GERMAN INNOVATION AWARD '26 NOMINEE



Scannen und entdecken was den uma CORE so besonders macht.

uma-pen.com



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www.mbw.sh



Creative Characters

The new Schnabels® bring a breath of fresh air to product lines and advertising campaigns. The Wings duck, dressed in a snow or desert camouflage outfit, is popular amongst outdoor fans in the security industry and with anyone who loves adventure, with a wink and a clear message. The Schnabels series also includes a few new colourful duck characters: the barkeeper, gamer, start-up duck or SUP fan. They appeal to trend-conscious target groups and catch people's attention with charm and humour. The Ducks on Wheels is a highlight on the move. It rolls through an office, trade show or POS on small wheels and is a real eye-catcher with a playful spirit. The new wheat duck from WheatMix-PVC is innovative. With a matt surface and natural look, this promotional duck is a true eye-catcher with a great advertising impact. All Schnabels® characters can be upgraded with a custom logo or slogan placed on either the chest or back, or the matching accessories, depending on the model.

Sustainably Clean

The cleaning pads from the Marcolor product range are a sustainable and yet effective promotional product that captures the current zeitgeist. They are produced ecologically in Germany and are plastic-free. These cleaning pads leave a lasting impression thanks to their suitability for everyday use and consciously selected materials. The reusable pads are made from wood cellulose and cotton, offering an environmentally friendly alternative to single-use products. After the pads are used, they can be easily cleaned in a washing machine and reused several times. These cleaning pads make excellent giveaways. Due to their compact size and low weight, they are an ideal supplement for mailings, a perfect giveaway at trade shows, or an ideal promotional item. At the same time, they create a positive impression of the brand promoting itself due to their sustainable quality and will remain present in people's everyday lives because they can be used regularly. They come as a single product or as a 2-piece or 3-piece set, and the entire packaging can be personalised with a custom design. A minimum order of 2,500 units is required.

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A Fast Sugar Rush

The Rainbow promotional lolly from Slodkie is a handmade promotional sweet that is made with lots of attention to detail and high-quality standards in mind. Every lolly is made with natural food colouring and attached to a wooden stick, giving this eco-friendly product a high-quality feel. The product is packaged in a single-layer, 100% recyclable foil packet, making it a responsible choice for modern brands. This lolly is available with an express production option, which means production begins within 24 hours after an order is placed and payment is received. Slodkie 25's entire express assortment features products with delivery times between 24 and 72 hours. Therefore, nothing stands in the way of a fast and effective sugar rush, coupled with promotional marketing.

PSI 43892 • Römer Präsente
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Last-Minute with Style and Speed

When an order must be processed quickly without losing quality, the products in the RÖMERFAMILIE series sold by Traben-Trarbach offer the right solutions. For years, the company has demonstrated how stylish customised promotional gifts can be realised at short notice. A special advantage of their products is the large selection in stock and the comprehensive in-house finishing options available, which make express shipping efficient and flexible – even with very tight deadlines. Whether from the enjoyment, lifestyle or wellness segments, the right idea for any occasion and any budget is waiting amongst the wide array of products available. This is true not only for the World Cup. Other products, such as fortune cookies, energy drinks, tattoos, promotional ducks and multifunctional tools, are also on offer. Every product wins recipients over with its quality and customisation options, which enable you to target your branding to specific customers and business partners. Most products are available in stock, even without ordering a minimum quantity, and can be ordered with express service and/or express shipping, thereby completing order processing within just a few days.

A Dynamic Energy Supplier

Keyhole is a compact, multifunctional USB-C-to-USB-C cable designed for fast recharging and reliable data transmission. Made from high-quality zinc alloy with a durable braided sheath and a copper core, this cable, available from Alpha Art Gifts, is designed for durability and delivers charging speeds of up to 60 watts. The innovative design also serves as a stylish keychain, making it perfect for taking along while on the go, because it will not get tangled up or create a mess. When folded closed, it is only 11 centimetres, but it can be pulled out to 17.5 centimetres, making it really easy to use with laptops, smartphones, tablets or other USB-C devices. Packaged in an elegant box case, Keyhole is the ideal accessory for technology fans, travellers and commuters who want comfort and performance in a compact solution.

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PSI 47460 • B&B Promotions Sweets
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Last Minute Gift

Thanks to their compact size, low price and minimum order quantities, the Mini Mentos Drops from B&B Promotional Sweets are the perfect promotional gift. This top-quality, popular brand of sweets is guaranteed to leave a positive impression of a company promoting itself. The product does not contain any chocolate, which is why it can be used at outdoor events and transported and stored in the summer. Smaller orders can be produced and delivered within a few days. Every roll contains five sweets with the same flavour: apple, orange, lemon or strawberry. The product is only available as a mix of the four refreshing fruit flavours. The sweets are wrapped in silver-laminated foil and a customised wrapper featuring a CMYK promotional imprint.

PSI 44457
 elxact Internationale Werbemittel GmbH
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 www.e-xact.de



Proactive and Stylish

The 'elxact' magic cube is finished in Germany and can be delivered within a few days. Two finishing options are offered: A customised message can be printed on one side or on all six sides. For proactive campaigns, the producer can create free 3D animations of the digitally created designs at short notice.



PSI 44546 • Athesia Kalenderverlag GmbH
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 b2b@athesia-verlag.de
 www.athesia-werbekalender.de

An Ever-Present Classic

The postcard calendars under the Harenberg brand have become an indispensable fixture on desks with their original design. The ATHESIA calendar publisher has designed them with humour based on real-life situations. They bring good spirits and colourful inspiration to everyday routines. The products consist of 53 postcards, a detachable calendar, and a postcard template on the back, and are ideal for collecting and giving away. Every week, the calendar features a new message that motivates and encourages people to stay positive. The calendars come with a stable table display and a wall mount. An advertising message can be printed on them for orders of 50 units or more. This classic promotional product will remain in the sight of the desired target group for 356 days a year.

A Natural Eye-Catcher

The seed packets from Multiflower's product line can feature a custom design measuring 82 × 114 millimetres and are ideal, versatile promotional products for election campaigns, trade shows or any other event. A glued seed packet can be used as a mailing supplement or promotional product. This affordable natural messenger, measuring 82 × 114 millimetres, is available for a minimum order of 1,000 units and offers plenty of space for your own ideas. A custom design is available for a minimum order of 1,000 units, and customers are provided a template to finalise their own design. Customers may choose any seed variety.



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www.tekotryck.se



Wipe It Down

The Original Swedish Dishcloth, available from Teko Tryck in Sweden, is a reusable dishcloth made from cellulose and cotton. These dishcloths are suitable as giveaways, especially for last-minute campaigns, as they can feature custom designs and are practical, useful tools. This is why they are often used as advertising media because they make brands more visible in everyday life. They are ideal for campaigns, events and retail sales promotions. These promotional dishcloths are the ideal solution for last-minute projects because production is flexible, only a low minimum order quantity of 100 units per design is required, and short delivery times from Sweden are available. With over 30 years of experience with printed dishcloths, Teko Tryck has contributed to the development of this product category in international markets.

PSI 49982 • Edition Michael Fischer GmbH
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Healthy Smoothie-Power

Whether you want to make an açai smoothie bowl, a crunchy banana smoothie, or gold milk, this little book from the publisher Edition Michael Fischer has recipes for many different creative smoothie creations that purify and detox and for you to enjoy. The publishing house EMF-Verlag (Edition Michael Fischer) provides companies and target groups with the content and design of the book, and companies can customise the design by placing their logo on the cover. They can create a versatile personalised product with a flexible number of pages, special features and a unique corporate design.

Advertising You Can't Resist

In a nutshell, the sweets manufacturer Der Zuckerbäcker has just the right promotional product for you: The logo lolly, Rocks, and the Energy mailing card are the ideal combination for last-minute promotional campaigns. They ensure maximum attention from customers and prospective clients as they are eye-catching, unique, and ready to use. While the logo lollies win people over with their customisable branding for events and as classic giveaways that catch people's eyes straightaway, the mailing card scores points as a compact and effective solution for targeted mailing campaigns. Combining sweet attention with a clear advertising message ensures a brand will be remembered for a long time and creates positive brand experiences. Thanks to fast production times and flexible application options, both products are perfect for last-minute campaigns.



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 www.pinsundmehr.de



New Momentum

With Trigggi® Plus digital, Pins & Mehr is bringing new momentum to the promotional product market. The popular shopping cart chip has been turned into an intelligent key finder with lifetime coverage, thanks to its smart technology and integrated QR code. High-quality haptics combined with practical functionality: the finder and owner communicate anonymously and securely using GDPR-compliant infrastructure and hosting in Germany, which reflects Pins & Mehr's consistently data-minimalist approach to data processing. The key finder is activated intuitively without an app or subscription. Companies can place individual branding on products and in online profiles, thereby ensuring their brand message is permanently visible and adds value to everyday life. Trigggi® is also available in many other versions.

Quick, Reliable and Versatile

The express pen models from the German manufacturer Klio-Eterna are the ideal solutions for urgent promotional product projects. Thanks to short production times, it is possible to deliver an order of 500 to 2000 units within 3 business days at the latest after print approval is received in the morning. The following models are available: Jona Recycling, realised with printing mechanics, and Boa High Gloss with rotary mechanics. Eight attractive colours offer numerous design options for the body, while single-colour printing on the shaft or clip facilitates a clear brand presentation. The Silktech L refill in blue also wins people over with its functionality, as it is made from post-consumer recycled material. It is also produced at the production facility in Southern Germany and can write up to 3,000 meters.



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Stylish and Well-Designed

The Key-Click Carbon from Troika impresses with smart technology and strong optics: The innovative lock technology uses the physical properties of a ball for a secure hold and quick access to the right key. The artificial leather strap with carbon optics gives it a sporty, urban look, and the matt chrome metal with a gun-metal finish gives it the right elegance. Everything is clearly organised with the three key rings, so your keys can be disconnected in a flash if needed. The keychain Twister Carbon, also available from Troika, is a true example of a clever design. The metal twist cap securely fastens the keys reliably to the strap – stick them on, twist, and you are done. The strap with a modern carbon look is made from high-quality artificial leather and is robust, inherently stable, and vegan.

Targeted Messaging

In B2B communication, products have long since evolved from mere everyday utilitarian objects into strategic branding instruments. ReflAktive's giveaways made in Germany have an impact precisely where classic promotional messages reach their limits: in the everyday lives of a specific target group. A well-selected promotional product is more than a mere giveaway because people's standards are higher. Standard solutions weaken personalised concepts that combine functionality, design and sustainability. The reflecting giveaways from reflAktive create added value. They focus on the needs of a target group, address current issues, such as visibility or daily work routines, and position a brand as a relevant partner. For example, the high-quality reflective tags and stickers made by the German manufacturer based in Schleswig-Holstein increase the likelihood that the person wearing them will be seen in low-visibility conditions.



PSI 46970
reflAktive - Eine Marke der safeReflex GmbH
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Compact Charging Expert

The charging cable available from Spranz is a real expert for quick recharging and proudly carries its name: Metmaxx® LadeMeisterUltraCompact45. This mini charging aid provides its users with maximum power whenever and wherever they need it. It is perfect for business users with 45-watt high-speed charging and five universal plugs, including USB-C, USB-A and Lightning® connections – all of which support data transfer. The charging cable also features a practical magnetic click holder and an end cap to keep the connectors clean. It is also ideal for flights because it is made from recycled ABS and packaged in a craft paper box. More products related to this or other topics can be found in the latest Spranz Collection. The catalogue is available free of charge.

PSI 41462 • Spranz GmbH
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www.spranz.de





Love at First Swipe

The popular Schmoozies® display cleaners from Mbw, part of Mbw's MiniFeet® family, are expanding to be as diverse as the target groups they serve. Whether they come in the shape of a cupcake, a slice of pizza, a sloth, a raccoon or a parrot, the new characters are bringing even more fun and personality to every desk. The Schmoozies® gingerbread heart attracts attention with charm during seasonal campaigns. And messages literally take on another dimension when paired with globes, Saturn, stars or aliens, making these products ideal for creative campaigns, educational topics or future-oriented brands. Thanks to their microfibre underside, all Schmoozies® can reliably clean displays and computer screens, proving their usefulness as practical everyday helpers. The printable advertising tag ensures a promotional message is very visible. Whether used as a creative giveaway, trade show highlight or employee gift, Schmoozies® combine advertising impact with a smile.



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Sour

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gherkins and
dill flavour



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— Advert —

Clean Fruit

Anyone who wants to give their campaign a fresh new look can design custom promotional lens cleaning cloths from Greenverta by Media Sp. z o.o. in any shape they like. Thanks to laser cutting technology, it could be a flower, a cloud or a cat, for example. There are no limits to your imagination. The soft-touch micro-fibre material cleans eyeglasses, lenses, and displays, which makes these cloths an excellent promotional product for many industries.

PSI 60161 • Greenverta by Media Sp. z o.o.
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A Kick-Off for Your Business

When the World Cup gets millions of people excited in June 2026, businesses have a unique opportunity to utilise a strong communicative environment for their branding. Karl Knauer offers creative standard products for this purpose that can be individually customised to match any corporate design. For example, it sells die-cut sticky notes made from FSC-certified material that can come in the shape of a ball, jersey, thumb or heart. These sticky notes are sure to add a sporty touch to any desk. They are printed using 4/0 colour Euroskala offset printing technology. The low minimum order quantity of 500 units makes this product ideal to use as a mailing insert, trade show giveaway or promotional product for any campaign related to the World Cup tournament. The 3-D pad Trio is a special eye-catcher. An appealing 3D effect is created when the pages are flipped through due to the precise contour die-cutting of the top part of the block and the perfectly placed printed motif. The company's product range also includes a sturdy cardboard bus-shaped box and a square-shaped notepad made from recycled or offset paper featuring customised printing on the sides. Delivery times are three to four weeks, and samples can be ordered.



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www.karlknauer.de

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



Classic Pencil Favourites

When promotional products are needed at the last minute, availability, reliability and consistent quality really count. Reidinger offers the right solutions for express and last-minute needs. Whether for trade shows, events, mailings, or spontaneous campaigns, immediately available giveaways mean they can be used flexibly without long turnaround times. Classic pencil favourites can be personalised at short notice, so brand messages are conveyed directly during a target group's everyday routine. They are a reliable promotional medium with long-term impact, even when companies are under time pressure. Orders and designs can be done using the time-saving online configurator www.reidinger.de.



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www.jung-europe.de

Everything for the Football King

Promotional products are an integral part of football fever, as they are an ideal stage for large sporting events. Fitting for the upcoming World Cup, Jung since 1828 GmbH & Co KG is presenting a selection of custom giveaways that win people over with their content as well as their unusual shapes. Event calendars in different shapes, such as a jersey, get people excited in the lead-up to the starting whistle. Classic promotional sweets also pick up on the football theme. For example, the multi-coloured Trolli fruit gummies containing 10% fruit juice can come in the shape of footballs, ensuring recipients get the football feeling straightaway. They come in either a practical mini-bag or a triangular pyramid-shaped package. The jersey boxes are customisable and come in different sizes, offering room for crunchy snack highlights, such as Filinchen, which contains 87% peas or lentils, or cheezy Cheez-It snacks, made with two cheeses and 100% real cheese. Two brand-new Corny protein bars, Crunchy Cookie and Crunchy Vanilla & White Choc, will keep viewers energised during half-time. The energy card with a dextrose bonbon is a compact alternative way to promote your business and a practical giveaway for events and giveaway campaigns. People with a sweet tooth will also find what they are looking for with the Lolly Cox, which contains various fruity and sour flavours of the popular Chupa Chups lollies. Jung also offers numerous other ideas for customising your World Cup 2026-inspired promotional campaign.

A Place in People's Memories

Promotional messages gain vitality at Myfitmix when paired with customised snacks that embody energy and enjoyment. While preparing for the trade show season, these treats score points due to their finishing options, including express promotional printing, which gets them ready for the stage with custom branding within 15 business days. The organic Studentenfutter trail mix is a power mix of nuts and raisins that comes in a practical snack container. It is a healthy alternative for a smart snack in between meals. The Bio Knusperriegel crunchy bar contains cranberries and almonds. This tasty giveaway is packaged in a handy energy dispenser with a promotional card. The crunchy Bio Apple Chips are a great, low-calorie, fruity snack that comes in a Maxi-XL packet. It is a guaranteed fresh approach to achieving a health-conscious impact on others. And last but not least, the variety of savoury and spicy ingredients in the cracker mix adds a little spice to any event.



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Based in Sulzbach-Rosenberg, elasto GmbH & Co. KG is synonymous with speed, flexibility and sustainable production. Through investment, automation and new licensed products such as the Serve Ball for FC Bayern, the company is demonstrating its innovative capacity in the promotional products industry.

elasto sets new standards with innovation and speed

Bringing brands to life

elasto



(left) and Simon Dietzen (right) a tour of the extensively modernised company headquarters in Sulzbach-Rosenberg.

Speed as a guiding principle

To achieve this, elasto prioritises speed. Around 300 so-called “fast-lane” products are available, which can be delivered within a day, including custom branding. This is made possible by the integration of product development, production and logistics under one roof, resulting in short distances, quick decision-making and an efficiently functioning team.

Yet this speed is not limited to the standard range: the company also develops, manufactures and delivers customised products in record time. A good example is the Serve Ball, which was created in collaboration with FC Bayern Munich. As an official licensing partner, elasto is currently successfully launching this eye-catching product on the B2C market. But the Serve Ball is not just intended for the B2C market: it is also available for promotional products and merchandising with custom branding. “With the Serve Ball, we combine emotional brand worlds with functional product design and the “made in Germany” quality promise”, emphasises Managing Director Marcus Sperber.

Visiting elasto: Marcus Sperber (centre) gave Manfred Schlösser

Upon entering the modernised factory premises in Sulzbach-Rosenberg, it becomes clear, that is not just a production site, but a place where the future is being shaped. Just how much innovative spirit there actually is within the halls of elasto becomes particularly evident when you speak to Managing Director Marcus Sperber. Promotional products that make an impression – this has been the hallmark of elasto since 1980. Everything comes together at the company’s headquarters in Sulzbach-Rosenberg: this is where ideas are born, products are developed, manufactured, finished and sent out into the world. The company’s philosophy is clear: brand messages should not only be visible, but also tangible – and as quickly, individually and responsibly as possible.

Investing in the future

To ensure that speed and flexibility are not just buzzwords, elasto has invested around 20 million euros in the site following the COVID-19 pandemic. The modernisation of the injection moulding plant, the expansion of the toolmaking segment and the installation of a fully automated small parts warehouse ensure efficient processes and short lead times. A 2-megawatt photovoltaic system on the factory premises also underlines the commitment to resource-efficient and future-oriented production. elasto puts sustainability into practice by making recycled products from reprocessed plastic in the company’s own factory that can be returned to the production process at the end of their life cycle.



The injection moulding plant has recently been refurbished and modernised – also with the aim of speeding up production processes.



Through automation, elasto addresses cost-related challenges while also speeding up production.

Automation and expertise

At elasto, automation is not an end in itself. It serves to provide targeted support for the staff and free them up to focus on more challenging tasks. As a result, monotonous or physically demanding tasks are increasingly being taken over by machines, while the team can concentrate on development, quality assurance and individual customer solutions. The high level of vertical integration – from its own plastic injection moulding facility through toolmaking to the print shop – makes elasto particularly flexible. Every year, the product range is expanded by around 100 new products, most recently through the acquisition of 35 tools from the insolvency estate of a competitor.

Customer focus and diversity

elasto sees itself as a manufacturer and partner to the promotional products industry. Together, it develops customised solutions for a wide range of industries. “Every DAX-listed company uses our products,” reports Marcus Sperber with

visible pride. “Although our ranges of products are primarily in demand from the drinks and automotive industries, ultimately there is no sector we do not serve.” It is therefore particularly fortunate that football and fan merchandise are in high demand in the run-up to the World Cup in North America. “We have fan merchandise in stock and, thanks to our print-on-demand services, it can be produced at short notice and is available at any time. Therefore, customers can be sure that the products will arrive on time.” This is where the investments in logistics and speed really pay off.

elasto remains in motion – driven by a spirit of innovation, investment and a clear focus on sustainability, speed and quality. The company tackles the industry’s challenges with flexibility, automation and a consistent customer-focused approach. Anyone looking to bring brands to life will find a partner in Sulzbach-Rosenberg that not only promises the future, but actively shapes it. <

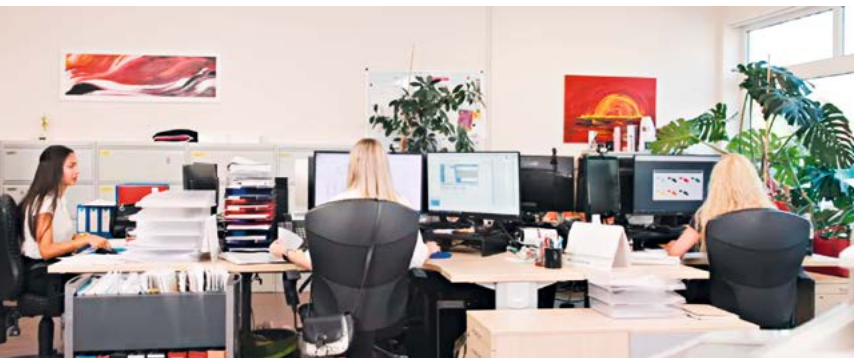


A good example of individual product development: the Serve Ball in cooperation with FC Bayern.

As one of the leading promotional product suppliers, TS Handelsagentur & Werbeartikel GmbH is celebrating its 25th anniversary this year – a quarter of a century full of innovative strength, personal dedication and long-term vision.

25 Years of Advertising That Works

Environmentally-Friendly and Versatile



Behind the company is a small, dedicated, close-knit team with extensive experience and technical know-how.

Since the founding of TS Handelsagentur & Werbeartikel GmbH in Katzelsdorf, near the Vienna Neustadt District, in 2000, the Austrian specialist has served as a reliable partner for effective three-dimensional promotion to companies, organisations and corporate groups. “In the past 25 years, we have supported numerous projects, from small-scale orders to large-scale campaigns,” says founder and managing director Thomas Schaden about the company’s first successful quarter of a century. The focus has always been on developing well-coordinated, high-quality solutions that are both functional and visually appealing. “Together with our clients, we find promotional products that fit the brand and occasion,” says Thomas Schaden.

“No order is too small or too big.”

The product range of the promotional product professionals is wide and varied: It includes classic promotional products, such as pens, bottles, lanyards and bandanas, as well



Thomas Schaden serves as the company’s founder and managing director. His daughter, Jennifer Schaden, is already actively involved in business operations and is expected to be the next generation’s leader of the company.

as practical aids, such as notebooks, textiles, workwear, bags, rucksacks, and sweet advertising ideas, amongst others. “Regardless of whether a client needs a single creative idea or a large project, their wishes and visions have no limits with us. No order is too small or too big. Our long-standing contacts and strong network also enable us to process large quantities reliably. When needed, several lorries pull up – on time, coordinated and without a hitch,” says the managing director.

Nationally recognised

The company is especially proud to be the only promotional products company in Austria to have the honour of being a “state-recognised company”. “This recognition confirms our high-quality standards, our reliability and the trust that our clients have put in us for many years. Be-



The home of the Austrian promotional product specialist is in Katzelsdorf, located near Vienna's Neustadt District.



The company's well-developed network can even reliably process large orders. When needed, several lorries pull up – on time, coordinated and without a hitch.

hind our company is a small, dedicated, close-knit team with extensive experience and technical know-how," says Thomas Schaden.

Sustainability in practice

Sustainable practice is not a fleeting trend but rather has been standard practice for years at TS Handelsagentur & Werbeartikel: "As a BIO-certified company and member of the Ecovadis-Initiative, we focus on targeted measures for more environmental awareness in the promotional product industry. Special products with the "Made in EU" label are becoming increasingly important to us, because they stand for short transport routes, fair production conditions and high-quality craftsmanship. We actively advise our customers on sustainable alternatives and help them implement their projects as environmentally friendly as possible, without compromising quality or design," explains Thomas Schaden.



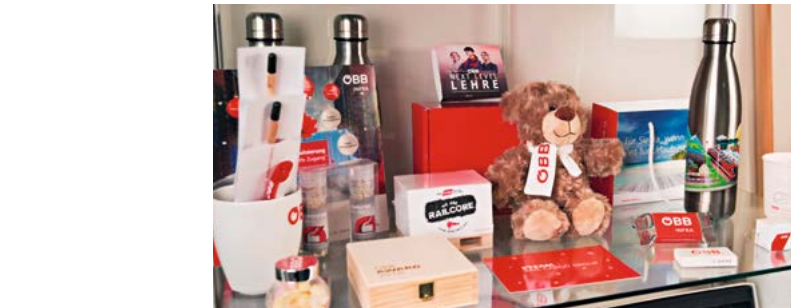
These promotional product professionals offer a wide range of products. The projects range from small-scale single orders to large-scale campaigns.

Efficiency, transparency, modern tools

In an increasingly more digital world, the promotional product experts focus on efficiency, transparency and modern tools without sacrificing personalised support. With clear processes and direct, straightforward communication, the company guides its clients through each step, from the initial idea about selecting the right product to production and delivery.

Continuity with new inspirational ideas for the future

The founder and managing director, Thomas Schaden, leads the company with his extensive experience and entrepreneurial vision. His daughter Jennifer Schaden already actively contributes to the strategic and operation-



al further development of the company, thereby providing valuable new insights and ideas. The long-term plan is for her to continue the business into the next generation, ensuring continuity and sustainable growth.

Gratitude for 25 years of trust

"For us, this anniversary is not only a cause for joy, but it is also an occasion to say thank you to our long-standing clients, employees and partners for their trust, exciting projects and the many ideas we conceived together. We look forward to what lies ahead and to making creative, sustainable and effective promotional products come alive," summarised Thomas Schaden. <

Finnish textile manufacturer Pure Waste has acquired the German start-up company Re-Shirt. The company has developed and patented an innovative screen printing ink that can be washed out at 40°C, thereby extending the life of printed textiles.

Pure Waste acquires Re-Shirt

How printed textiles last longer



Pure Waste's acquisition of Re-Shirt addresses one of the biggest problems and challenges in promotional and event clothing: textiles that have to be disposed of quickly because the messages printed on them become outdated. Pure Waste has set the goal of producing textiles with maximum durability and minimum environmental impact. The company focuses on durable materials, high-quality processing, 100 per cent recycled fibres and the longest possible life cycle for its textiles. Re-Shirt's washable MAGIC INK printing technology supports this approach by allowing the printed messages to be washed out after short-term use without damaging the garment.

Ideal for long-term use

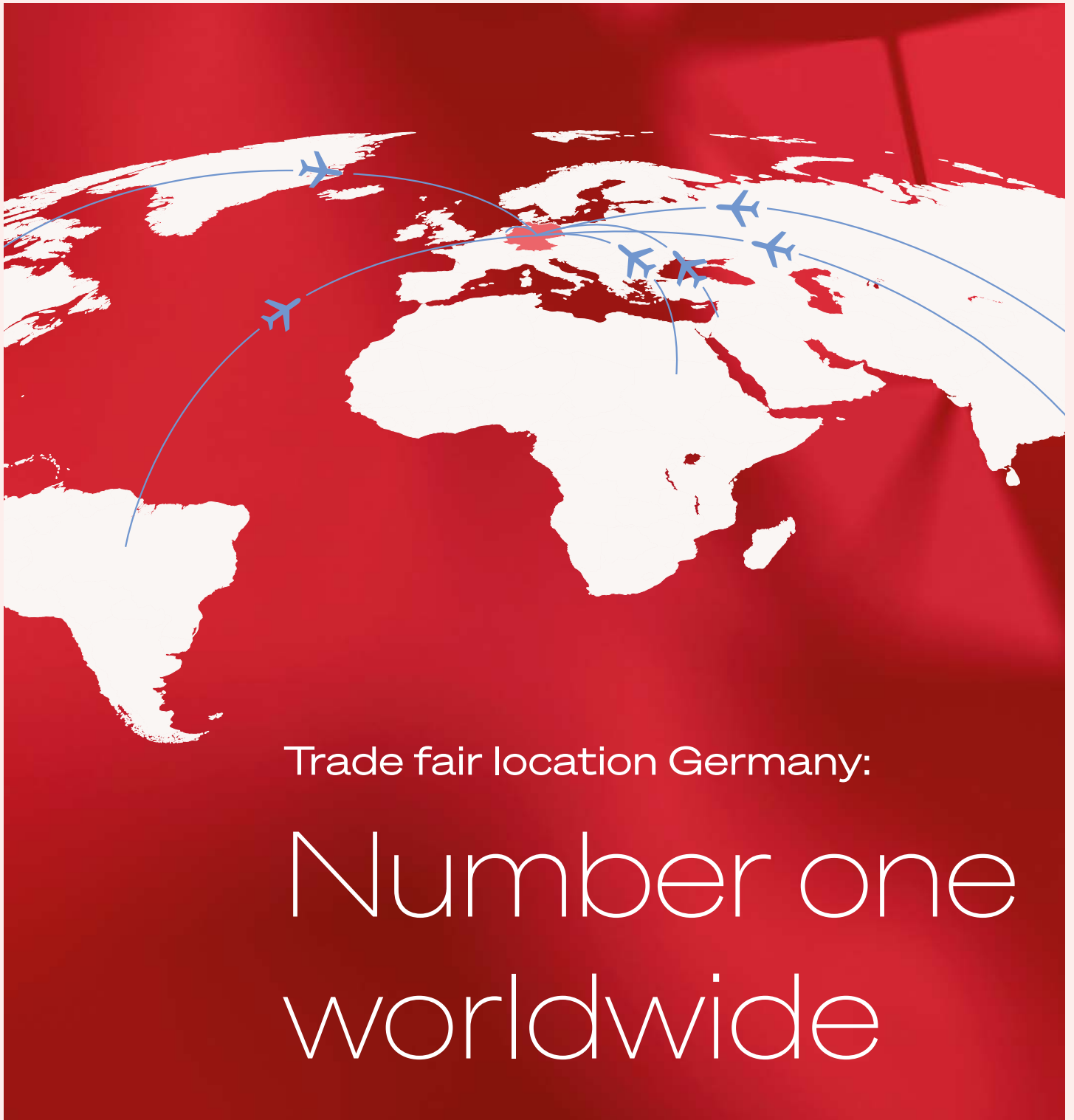
Promotional and event clothing is often only used once, as printed messages quickly lose their relevance. Re-Shirt's patented, washable screen printing ink changes this. Temporary promotional campaign or event-related prints can

be removed in the washing machine at 40 °C, leaving the textiles unprinted and suitable for reuse or reprinting. This opens up new opportunities for brands, agencies, designers and printing businesses. MAGIC INK is applied like conventional water-based screen printing ink – without any special pre-treatment or equipment. Temporary promotional campaign or event-related messages can be combined with permanent branding. When the messages are no longer relevant, they can be washed out. The cleaned garments can be reused privately or for multiple events. The extended service life of textiles reduces water consumption and CO₂ emissions by up to 95 per cent compared to single-use clothing, while also lowering costs.

Everyone should be able to use MAGIC INK

Following the acquisition, Pure Waste will make Re-Shirt's award-winning technology available to customers and selected partners. Licensing models are currently being prepared to enable screen printers in Europe, the USA and Japan to integrate MAGIC INK into their range of products. By integrating temporary prints into its product offer, Pure Waste is underlining its commitment to maximising the reuse of textiles. The result is fewer garments produced, less waste and a more responsible way of communicating through clothing. <

www.purewaste.com



Trade fair location Germany:

Number one worldwide

On average, Germany welcomes 2.5 million foreign visitors annually, attending national and international trade fairs. No other country attracts as many trade fair guests from abroad. auma.de/en



AUMA

Association of the German
Trade Fair Industry

The Optimum Way to Use Your PSI Membership | PSI Product Finder: the “Free Sales Rep.”

Membership in the PSI network offers many benefits. The PSI Product Finder is a real benefit as it is the largest promotional product database in Europe. All PSI supplier members can upload information on an unlimited number of products to the database during the year and can update their entries as needed. The Product Finder database enables suppliers to present their products on a single platform to around 4,000 certified PSI distributors. It is a highly effective and free marketing measure that is already included in the PSI membership. Members should use their options!

A year-round presentation platform

The Product Finder is an all-year presentation platform and a digital extension of the trade show. For exhibitors, this means: When uploading images of exhibits to the trade show page (because they will remain there until the following September), upload them to the Product Finder, too. It will round off your trade show presence perfectly. Members who upload their products to the Product Finder will be present year-round with their products, will significantly increase their reach, and effectively advertise their products. Of course, the information must be kept up to date, which is why we would like to remind suppliers to update their products regularly. It is the only way distributors can get relevant search results that could lead to orders.

Updating products with a few clicks

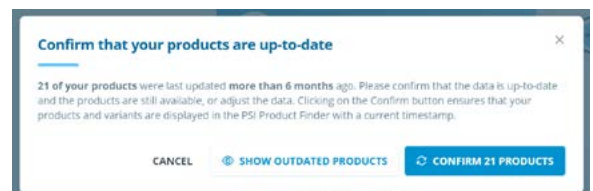
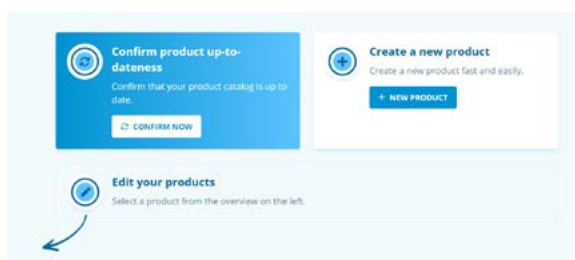
Confirmation that the product information is up to date is a specially designed feature of the database, which ensures that all product information in the

PSI Product Finder is kept up to date. With the update feature, suppliers can easily and quickly confirm their entries are correct. It solves the problem effectively. Updating product information was designed to be simple to minimise the time members need to spend on this. Once a product entry is older than six months, the option to update the information automatically appears in the back end of the Product Finder. Suppliers can either review their entire product catalogue or individual entries, and with a few clicks, confirm that the information is correct and that the products are still available. After the entry is confirmed, it is assigned a timestamp of the update, which is displayed on the product detail page of Product Finder. Updating products places them higher in the search results when a search filter for updated products is used. It is important that product information updates are not merely done as a formality. It is in suppliers' interests to ensure that the recorded information is accurate and that the products continue to be available.

A powerful duo for your marketing

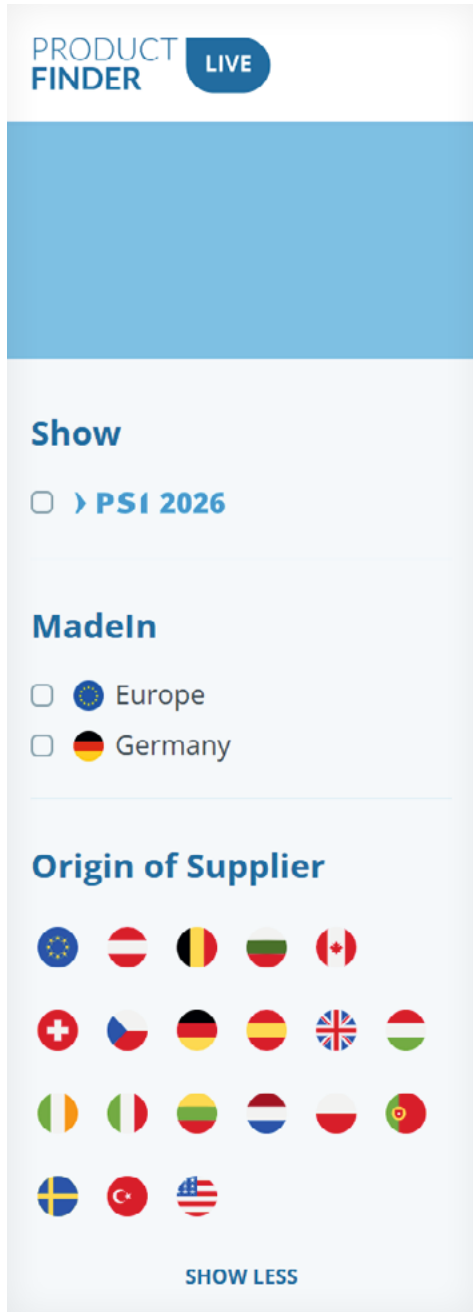
The PSI Product Finder and the Supplier Finder are separate tools that work independently but complement each other perfectly. While suppliers enter their product groups and certificates in the Supplier Finder so that distributors can find them as supplier companies, the PSI Product Finder is a product database which distributors use to search for specific products. Suppliers can present their product assortment there year-round and receive queries directly through the system. The Product Finder, however, is not a shop. It is a contact platform intended to bring together suppliers and exhibitors with distributors. So, make the most of every opportunity that PSI membership offers and enter your product information into the PSI Product Finder! <

my > PSI



The system reminds suppliers to update their information when products have not been updated in the past six months.

New Filter in the PSI Product Finder | Find Suppliers Even Faster – Worldwide



View of suppliers' back-end start page
in the PSI Product Finder

The PSI Product Finder, Europe's most extensive database, continues to grow and is updated continuously. The new search and filter features enable users to search for products even more effectively in order to get specific results. The PSI Product Finder and PSI Supplier Finder feature a new filter that let distributors search for suppliers by their country of origin. The PSI databases contain a wide variety of suppliers from many different countries, which is why the new country-of-origin filter makes the product and supplier search even more user-friendly. The filter helps distributors structure the search results to their needs. For example, if distributors need to place last-minute orders, they can set the filter to search for suppliers in their local area – regardless of where they are in the world.

Of course, the PSI Product Finder can only demonstrate its full potential if suppliers regularly expand their product ranges and update their product data. You can find out how easy this is on the left-hand side, in the Help Center, or during a personal consultation with Martina Lipp, PSI E-Business Manager. <

More information is available
in the Help Center:
[www.psiproductfinder.de/
helpcenter/supplier](http://www.psiproductfinder.de/helpcenter/supplier)

To schedule a personal consultation,
please contact:
importe-productfinder@reedexpo.de
or telephone number
+49 211 90191-721.





Sustainable light on the go

The Mini Micro Deluxe Foldable ECO LED from Micro Mobility Systems D GmbH is a well-designed children's scooter that combines sustainability with functionality. The deck, made **from recycled ocean plastic**, demonstrates how eco-friendly materials can be integrated into everyday life without compromising on stability. LED wheels ensure visibility without the need for batteries, whilst the lean-to-steer system playfully promotes balance and coordination. A height-adjustable handlebar adapts as the child grows, and the folding feature makes transport and storage easier. The result is a product that combines mobility, safety and environmental awareness in a modern design.

PSI 60521 • Micro Mobility Systems D GmbH
Tel +49 7428 9418360 • info@micro-mobility.de
www.micro-mobility.de



Cleverly organised keys

TROIKA Germany GmbH's NAIL GUARD EASY key ring stands out thanks to its sophisticated features and durable design. Crafted from brushed stainless steel, it combines robustness with a modern aesthetic. At its heart lies the patented opening mechanism, which allows **keys to be attached effortlessly** without damaging fingernails. Three additional rings ensure organisation and flexibility in everyday life. The integrated carabiner makes it easy to attach to bags or belt loops. This transforms an everyday item into a smart accessory that combines comfort and design in a compelling way, whilst also serving as a high-quality promotional item.

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





Writing in balance

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

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

Everyday elegance

EBERHARD GOEBEL GMBH & CO. KG's folding umbrellas stand out thanks to their successful blend of functionality and stylish design. The ergonomically shaped handle sits comfortably and securely in the hand, underlining high standards of comfort and design. The cover, made from **high-quality polyester pongee fabric**, is available in either matt black or an elegant cream-white satin finish and is complemented by a fastening strap with an elegantly concealed metal press-stud. The case itself is also well thought-out, featuring a practical oval opening. The sturdy frame features a reliable automatic opening and closing mechanism, a three-part, black powder-coated metal shaft, and eight wind-resistant ribs made of fibreglass, nylon and aluminium or stainless steel elements with reinforced centre ribs. The designer handle, made from ABS with an integrated release button, combines sporty elegance with functionality, complemented by a non-slip grooved profile and a carrying strap. Black metal tips with a nickel finish further reduce the risk of injury.

PSI 43420 • EBERHARD GOEBEL GMBH & CO.KG
 Tel +49 7311 40130 • info@euroschirm.com
www.euroschirm.com



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Emotions that remain

With the “Wunschknaller” and “Wondercandle Set”, emotion factory, part of Heri-Rigoni GmbH, is focusing on emotional brand communication. Wunschknaller transforms classic party poppers into **playful moments of joy**, which, thanks to customisable packaging, become an appealing promotional message. The concept is complemented by the Wondercandle Set, in which glittering sparklers are displayed on customisable cards. Whether numbers, symbols or messages – the design choices are diverse and create special occasions for brand presentations. Both products thrive on surprise, interaction and positive emotion. This creates small moments that remain in the memory for a long time and add an emotional dimension to classic promotional items.

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

Making a statement in everyday life

With their STABILO BOSS ORIGINAL REALRED, Stabilo Promotion Products GmbH & Co. KG are expanding their portfolio to include an eye-catching colour option specifically developed for effective brand communication. The classic highlighter takes on a new expressiveness in carmine red, which stands **for visibility and clear messaging**, particularly in a corporate context. In addition to its high recognition value, the product stands out thanks to proven quality features such as anti-dry-out technology, water-based ink and variable line widths. Companies benefit from a wide range of customisation options, such as logo printing or bespoke packaging solutions. The highlighter is suitable for use in the office, in training sessions or at events, making it a lasting brand ambassador. With this product, Stabilo Promotion Products GmbH & Co. KG combines trend awareness with functionality, transforming a community-driven colour trend into an effective promotional item for professional use.



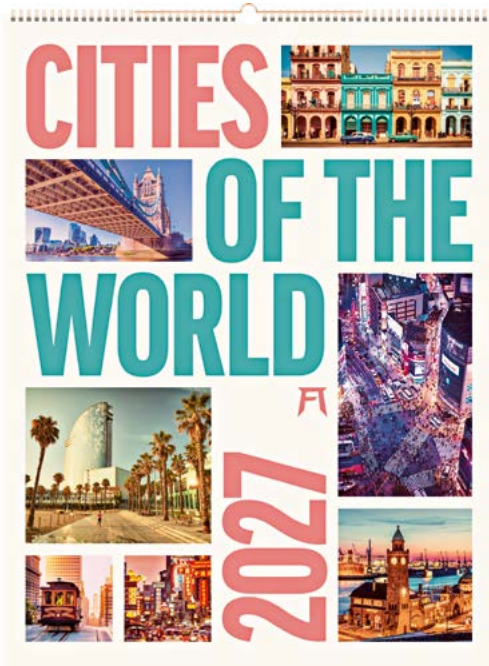
PSI 43287 • Stabilo Promotion Products GmbH & Co. KG
Tel +49 911 5673455 • service@stabilo-promotion.com
www.stabilo-promotion.com

Light everywhere

Spranz GmbH's Metmaxx® outdoor lamp “LuminaFlex” combines innovative lighting technology with maximum flexibility. At its heart is an extendable, eight-metre-long string of lights that creates atmospheric **warm-white lighting modes** and can be compactly stowed away after use. This is complemented by a powerful central light that can also be used independently. With up to six hours of operating time, a robust construction and IPX44 protection, LuminaFlex is ideal for camping, patios or travel. The integrated rechargeable battery and various lighting modes ensure versatile applications. The product combines functional benefits with lifestyle appeal and follows the company's credo of making design products accessible at no extra cost.

PSI 41462 • Spranz GmbH
Tel +49 261 984880 • info@spranz.de
www.spranz.de





Enchanting destinations

With their "Cities of the World 2027" calendar, Ackermann Kunstverlag present enchanting urban destinations as a **visual journey through the year**. Striking photographs take the viewer from Havana to Tokyo, capturing architecture, lighting and the unique flair of these cosmopolitan cities to create atmospheric monthly spreads. The image compositions resemble curated mood boards, instantly transporting viewers to bustling streets and iconic skylines. The product stands out not only for its aesthetic appeal but also for its sustainable production: It is printed exclusively in Germany on FSC®-certified paper, complemented by transparent CO₂ offsetting in collaboration with NatureOffice. Customised branding is available even for small quantities.

PSI 40604 • Ackermann Kunstverlag
 Tel +49 89 4512549273 • b2b@ackermann-kalender.de
www.ackermann-kalender.de

Small gesture: big impact

With its "Bee Buffet" test tube, Multiflower GmbH features a sustainable promotional product with ecological added value. Filled with a **bee-friendly seed mix**, it encourages people to play an active role in promoting biodiversity. Once the seeds have been sown, the tube can be reused in a variety of ways, such as for storing herbs or spices. A customisable flag provides space for brand messages and turns the product into an appealing promotional tool. Compact, lightweight and functional, the Bee Buffet combines environmental awareness with practical use, thereby appealing to a target group that values sustainable solutions.

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



— Advert —

On to new horizons



Change isn't always comfortable. But it is often exactly what makes growth possible. That's why I'm looking forward to the next step we're taking together as the promotional products industry: The PSI will take place in Cologne for the first time from 12 to 14 January 2027.

Some of us feel unsettled or unsure whether this was the right decision. However, we are not leaving what is familiar because it was bad, rather because it is time to break new ground and broaden our horizons. For many years, Düsseldorf has been a trusted meeting place for our industry – a place where we have met, exchanged ideas, carried out business and experienced a sense of community.

But new opportunities also await us in Cologne. The city is international, vibrant, and offers exciting culinary and cultural experiences – and it is a major trade show location. There is a lot happening here on the Rhine, and this is where we will continue to grow. The new surroundings bring us fresh energy, new ideas and new partnerships. One key advantage is of a purely practical nature: the event is now scheduled a week later in January. This not only makes the start to the new year more relaxed – for many exhibitors, and indeed for many visitors, it makes the event possible in the first place. There will no longer be any clashes with public holidays or school holidays.

I am certain that the PSI in Cologne will be exactly what it has always been: the key kick-off trade show for our industry – the place where the market, networks and prospects for the future come together. This is where trends are not only identified, but also put into context. This is where talks take place that lead to decisions. And this is where many of us find the inspiration that carries our business through the year.

We are already working on providing guidance to make the relocation as easy as possible for you – from information on travel and accommodation to recommendations for hotels and restaurants. We want Cologne to feel familiar to you quickly, so that this important step forward is easier to take.

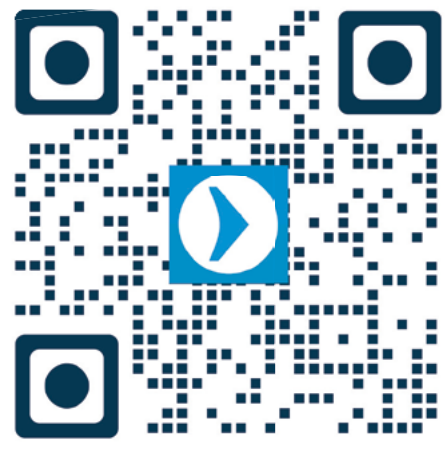
Let's remain open to new things as an industry – and let's meet again in Cologne in 2027 to discover new opportunities on new horizons and shape them together. I look forward to seeing you and spending time in Cologne.

Yours truly,

Petra Lassahn
Director PSI



PSI MEDIA GUIDE



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Active, emotional, visible

Our product themes in the areas of “fitness, beauty, wellness and health” as well as “celebrations, events and barbecues” resonate with contemporary lifestyles and offer brands a highly relevant platform. Fitness and health products stand out with their practical benefits and regular use. They accompany people in their daily lives, convey brand messages credibly and ensure a long-term presence. Beauty and wellness products also create an emotional connection, foster positive brand experiences and align with themes such as self-care and balance. Products for parties, events and barbecues are particularly effective during social occasions. They stand for fun, interaction and experience, thereby attracting high levels of attention and visibility. Whether during summer promotional campaigns, company parties or promotional events, these products are used, displayed and remembered. Altogether, these ranges of products offer a wide range of benefits: clear targeting of specific audiences, attractive customisation options and flexible applications for successful marketing campaigns.

Please already start thinking now about your product ideas for the July 2026 edition of the PSI Journal, which is dedicated to the themes “Christmas, Present Sets and Custom-Made Products” as well as “Hobbies and Handicrafts” and send your product suggestions (image and text) at the latest by **22 May 2026** to: **Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de**

Promotional products go digital: part two



Once again, our thriving industry will be showcasing itself on 5 and 6 May at the renowned OMR Festival in Hamburg, one of Europe's largest events for the online marketing and digital sectors. The venue is the bar “The Hapticologist”, where 12 innovative companies, together with the PSI network, will bring the versatility and power of haptic advertising to life.

99 years of inspiring design



Since 1927, the name Koziol has been synonymous with design from the Odenwald. To this day, its unique products continue to delight customers around the world. This year, the company is celebrating its 99th anniversary. Over the course of nearly ten decades, the company has reinvented itself time and again without losing sight of its core values: outstanding design, sustainability and craftsmanship.

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This makes trade fair success plannable and measurable.



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