

PSI JOURNAL

PSI Journal

International Magazine

For Promotional

Products

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**Ban
starting**
in September 2026

Product Guide

Fitness, Beauty, Wellness
and Health

Parties, Events and Barbecues

Online Marketing

Haptic marketing impresses
at the OMR

15 years of

Print Tattoo

Lots of News for anniversary

Hirsch ideas

Strong brands that inspire

Industry

Companies, events, markets

Putting an end to
greenwashing

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Editorial

When brands join in the celebrations

As soon as a major global sporting event is coming up, the promotional products industry automatically turns its attention to the tournament schedule. A Football World Cup is now much more than 90 minutes of football and the final score – it is a huge stage for fan articles, merchandising, promotional products and incentives. I am therefore particularly curious to see what awaits us in 2026 at the Football World Cup in the USA, Canada and Mexico.

As we all know, North America is passionate about sports culture – some might say a little crazy. I wonder which images will ultimately prevail: a sort of Super Bowl World Cup with BBQ, nachos, beer and XXL-scale productions? A touch of the Stanley Cup with ice hockey drama and poutine? Or perhaps something closer to the Día de los Muertos with tacos, a sea of colours and Latin American joie de vivre? It will probably be exactly this mix – and I'm happy to be surprised.

The range of World Cup gadgets, giveaways and merchandise is just as exciting for me as the tournament itself. The cultural and culinary mix of these three host nations promises a vast array of stories, themes and product ideas. This provides brands with a wealth of marketing opportunities – from stadium backdrops and incentives for sales promotions and free gifts to public viewing events.

We'll be seeing a lot of this here too: on the streets, in shops and in fan zones. And that's exactly where we'll see just how strong our industry is. Which products will find their way into the fans' hands? Which ideas really catch on in everyday life, not just in TV adverts? And which combination of fan merchandise, brands and offers ultimately leads to a measurable increase in sales – whether for drinks, snacks or streaming subscriptions?

For the promotional products industry, this World Cup will serve as a yardstick and a benchmark. Concepts that work here will set the standard for future tournaments, leagues and events. Where do we stand, how much demand is there for our products – and how successfully can we, together with the world's favourite sport, create positive emotions, brand loyalty and joy – allowing brands to truly become part of the celebrations?

On this note

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

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

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Organisation to go

Pixi – a compact and sustainable organiser

Pixi is the ideal functional solution to storage cables, travel essentials and small items, especially on the go.

The format 18 × 18 cm combines compactness with an efficient interior layout: a spacious zipped pocket and the additional front pocket allow a structured organization. The checked lining adds a modern, high-quality touch.

Made from durable, recycled cotton (390 g/m²) and rPET, making it a GRS-certified product. Available in the colors natural and black. Suitable for customisation via screen or transfer printing.



www.misterbags.de



**NEW
2026**



Putting an end to greenwashing

6

Two years ago, new EU regulations came into force designed to better inform consumers and protect them from greenwashing. With two laws, Germany transposed the EmpCo Directive into German law at the start of 2026. The stricter rules will apply from 27 September 2026. An overview of the facts and the consequences for businesses.

Product Guide:

Active, emotional, visible 14 + 40

Our product themes in the areas of "Fitness, Beauty, Wellness and Health" and "Parties, Events and Barbecues" resonate with contemporary lifestyles and offer brands a highly relevant platform. All in all, these ranges offer a wide range of benefits: clear targeting of specific audiences, attractive customisation and flexible application options for successful marketing campaigns.



Haptic marketing takes the OMR by storm

38

Over 1,000 exhibitors and partners, more than 800 speakers and around 70,000 visitors from over 40 countries: the OMR Festival in Hamburg has once again demonstrated why it is Europe's leading platform for the online marketing and digital industry. And right at the heart of it all: the "exotics" from the promotional products industry, delivering another impressive performance.



A spirit of optimism at Hirsch ideas

58

HIP GmbH / Hirsch ideas has been a reliable partner for promotional products and bespoke items for decades. With the exclusive Quikflip and Liquid Pens brands, brand messages can be conveyed in a particularly creative and effective way. New: All Eskesen ballpoint pen models are now available in the range.



Seasoned with pure early summer

They bring early summer into the kitchen: These spices are the perfect promotional item for outdoor events and promotions. Available in test tubes, kraft paper bags or high-quality cork-stoppered jars, these and many other spice blends are ready for use outdoors.

Der kleine Gourmet GmbH
www.der-kleine-gourmet.de
 PSI 60906



Win them over with flavour

When the outdoor season begins, life moves outdoors – and this is precisely where promotional items have the greatest impact. People are more active, more on the move and more open to new experiences. Brands that are present at this time are not just seen, but experienced. Consumption becomes more spontaneous, more sociable and more pleasure-oriented. And this is where culinary promotional items come into their own.

Why are food-based promotional items particularly effective right now? Taste helps to establish a brand more quickly than visual stimuli alone. At barbecues, picnics or sporting events, products are shared – and the brand along with them. Food also pairs perfectly with typical outdoor occasions. For edible promotional items to reach their full potential, execution is key. The product should reinforce the brand message, supported by the packaging as the actual promotional space – clearly designed, brand-compliant and custom-printed.

Culinary promotional items capture the spirit of the times as the outdoor season kicks off: They create an immediate connection between the brand and the moment. Those that deliver a great taste experience don't just stick in the mind – they literally linger on the tongue.

**Power at your fingertips**

The start of the outdoor season is all about vitality and a fresh start. These new summer treats tap into the growing trend for “functional sweets”. They not only taste great, but also actively support your well-being. Multivitamin, lemon and cherry sweets provide valuable minerals on the go.

myfitmix GmbH – Sweets & Snacks
www.myfitmix.de
 PSI 47673

**Health-conscious and vegan**

This ginger shot combines a healthy, vegan recipe with sustainable packaging, making it ideal for health-focused campaigns and modern brand identities. Made according to a traditional recipe, the shot contains 22 per cent ginger juice, is lightly sweetened with agave syrup and rounded off with the flavour of fresh lemons.

Sanders Imagetools GmbH & Co. KG
www.imagetools.de
 PSI 46551





CASUAL. LIGHT. ALWAYS IN STYLE.

Redefine casual style with our new Bomber Jacket GRS (JN1379/JN1380) – featuring a modern design, soft Sugeno padding for comfort and a practical hood with drawstring.

www.daiber.de/en

daiber

Two years ago, new EU regulations came into force, which were designed to better inform consumers and protect them from greenwashing. In early 2026, Germany transposed the EmpCo Directive into national law through two pieces of legislation. The stricter rules will apply from 27 September 2026. Here is an overview of the facts and the implications for businesses.

Ban starting in September 2026

Putting an end to greenwashing



Companies that have made ecological sustainability their mission and act responsibly are prepared to invest heavily. After all, reputable and rigorous certification schemes are time-consuming and costly. Yet they have every right to be proud of what they have achieved and of course to communicate their achievements. Informative content for advertising, PR or social media channels certainly can then be presented in such cases. Many promotional products companies have also embarked on the path to sustainability, thereby strengthening not only their own competitiveness but also the industry's image. The fact that there are millions of copycats inventing inflated claims to deceive customers and consumers with supposed sustainability promises is a bitter blow for all those who are serious and honest.

Sustainability as a sales booster

Whether true or not, clever advertising claims that link products to sustainability themes are effective and consequently generate sales – in particular because customers and consumers often misjudge the reliability of advertising claims and labels. As they are generally unable to assess whether the claims are accurate, they often believe what they are told. This was revealed by a survey of more



The many faces of greenwashing

Deliberate deception

A core business that is inherently harmful to the environment (such as cruises, air travel or the oil industry) is disguised with claims of sustainability. False or misleading statements are intended to make the company's image and products appear more attractive.

Lacking transparency

Unclear labelling and vague or incomplete claims can (even unintentionally) cause confusion and create an unjustifiably lasting impression in the minds of customers or consumers. A lack of verifiable data and facts.

Excessive investment in sustainability-related advertising

Less is being invested in environmental protection than in lavish advertising campaigns. (For example, the Krombacher rainforest campaign)

Advertising with self-evident facts

Emphasising that laws are complied with and regulations implemented. Complying with legal obligations is a necessity, not an advertising argument.

Displacement and overemphasis

Emphasising sustainability efforts regarding individual products, services or business segments, in order to divert attention from environmentally harmful practices in other segments.

Trivialisation

The environmentally harmful effects of business activities are downplayed or ignored, so that the overall impression of the company turns out to be more positive.

Lobbying

Attempt to create a politically favourable climate in order to circumvent environmental regulations.

Association

Companies associate themselves with environmental organisations and initiatives without acting ecologically sustainably themselves. Or they advertise with nature or environment symbols, while often using green in the design of advertisements, without being able to provide evidence of ecological sustainability.

than 2,000 respondents conducted by a Göttingen-based institute on behalf of German consumer organisations. This lack of transparency and prevalence of misinformation is nothing short of misleading consumers and a major strain on companies that genuinely operate sustainably. In this respect, the European Parliament's decision in March 2024 to ban greenwashing in advertising makes perfect sense – even if it imposes additional burdens on businesses, as is almost always the case when the EU passes a resolution. However, the fact that untrue and exaggerated environmental claims, deliberately constructed misleading associations, “green” vocabulary, unsubstantiated environmental statements and pseudo-certificates not only deceive consumers but also, in fact, lead to ever-increasing environmental damage must be weighed against the effort involved.

Consumer protection as a goal

Even if not all the legislative requirements coming from Brussels are entirely clear and some go too far, the intention behind many of these initiatives is to ensure greater safety, quality and consumer protection. The tedious coordination processes, amendments and adjustments at the EU level often mean that years pass before a set of

rules becomes binding across Europe. The issue of greenwashing in its broadest sense has been in the works since 2022. The European Commission proposed the Directive on Empowering Consumers for the Green Transition on 30 March 2022. It forms part of a four-part package, alongside the proposal for an Ecodesign Regulation and the proposed directives on environmental claims and on promoting the repair of goods (right to repair). Member States are required to transpose the directive into national law by 27 March 2026. This took place in Germany in February 2026, and the regulations will apply from September 2026. The provisional suspension of the Green Claims Directive does not alter this (see the following section). Under the new EU consumer regulations, consumers are to be better informed about the lifespan and reparability of products and protected against greenwashing. Access to trustworthy information and protection against misleading business practices are intended to help people make sustainable consumption choices. Numerous studies demonstrate just how relevant the issue of misleading advertising is. An analysis by Horizont and Umweltdialog from 2025 revealed that over half of all environmental claims in print advertisements would still fail to meet the new EU requirements and could therefore be deemed inadmissible from 2026 onwards. Furthermore, consumer scepti-



Amendments to the EU Directive on Unfair Commercial Practices (2005/29/EC)

The EU Directive on Unfair Commercial Practices (2005/29/EC) regulates the conduct of businesses in competition and, in particular, the permissibility of advertising claims. General environmental claims and other misleading marketing tactics are prohibited.

Overview of general bans

General environmental claims without evidence

Terms such as “environmentally friendly”, “green”, “ecological” or “environmentally compatible” are not permitted if the claimed outstanding environmental performance cannot be substantiated with concrete evidence.

Advertising with emissions offsetting

Claims that a product is “climate-neutral”, “low-carbon” or “climate-positive” are prohibited if this is based exclusively or predominantly on the purchase of CO₂-certificates (offsetting). This means that manufacturers and distributors can no longer advertise that such a product has a neutral, reduced or positive impact on the environment in terms of its greenhouse gas emissions if this results from offsets outside the value chain. Company-specific claims are not covered by the new rule.

Misleading claims regarding scope

It is prohibited to give the impression that an entire product or company is environmentally friendly if the benefit actually relates to only a single aspect (e.g. only the packaging).

Unverified sustainability labels

The use of sustainability labels that are not based on an official certification system or are not recognised by government bodies is prohibited. This will enhance the credibility of sustainability labels. Furthermore, labels must be accessible to all companies and must publish their assessment criteria.

Vague promises

Statements such as “We will be plastic-free by 2030” are prohibited unless there is a detailed, measurable implementation plan in place that is regularly audited by independent third parties.

Advertising and legal obligations

It is prohibited to present legally required features as something special: products may no longer be advertised as being particularly environmentally friendly if the claimed feature is already required by law for all comparable products.

New obligations regarding durability, repairs and transparency

To make durability and reparability more transparent as criteria for purchasing decisions, the following bans and obligations apply:

The concealment of features that deliberately limit a product's lifespan.

Distributors must provide information on the availability of spare parts and repair manuals (e.g. via a repair index).

Withholding information that software updates may adversely affect the functioning of the goods.

Presenting a software update as necessary when it merely serves to improve functional features.

Claiming that a product has a specific lifespan in terms of duration or intensity of use under normal conditions of use.

Presenting products as repairable when repair is not possible.

Inducing consumers to replace or top up the consumables of a product sooner than technically necessary.

Withholding information about the impaired functionality of goods if consumables, spare parts or accessories are used that are not supplied by the original manufacturer, or making a false claim that such an impairment will occur.

Guarantee information should be made more prominent, and a new guarantee extension label is to be introduced. This is intended to highlight products with an extended guarantee period more clearly.

Additions: Misleading acts and misleading omissions

Explicit clarification that environmental and social characteristics, as well as circularity aspects such as durability, reparability or recyclability, must not be presented in a misleading manner.

Claims regarding future environmental performance (such as a company becoming climate-neutral in the future) must be transparent and verifiable.

In the case of comparative environmental claims, the comparisons must be objective and made using a consistent methodology and consistent assumptions.

Irrelevant characteristics or characteristics not directly related to a feature of the respective product or business activity must not be advertised.

cism is rising dramatically. According to the Capgemini Research Institute, around 62 per cent of consumers believed in 2025 that brands were engaging in greenwashing – a massive increase from just 33 per cent in 2023. Misleading advertising is unfair to consumers and damages a company's credibility and image in the long term.

Environmental claims under legislative scrutiny

The EmpCo Directive (Empowering Consumers For The Green Transition Directive), which we are primarily discussing here, is not an entirely new, standalone prohibitive regulation, but rather amends and expands existing EU consumer protection directives, primarily Directive 2005/29/EC (unfair commercial practices) and Directive 2011/83/EU (consumer rights). The EmpCo Directive and the Green Claims Directive can be understood as inter-linked legislative initiatives. The former addresses the issue from a consumer protection perspective and prohibits false claims, while the latter sets out criteria for businesses. The Green Claims Directive lays out the conditions that companies must meet and the technical requirements they must fulfil in order to make environmental claims. The key difference between the existing legal framework and the now-suspended Green Claims Directive is

the timing: companies must not only expect a warning following a false environmental claim (ex-post procedure), but in the future they would be required to undergo a verification procedure (ex-ante procedure) before they can make a claim. In addition to European legislation, there are other legal frameworks that target environmental claims. In Germany, for example, the Unfair Competition Act (UWG) already prohibits misleading claims that raise false expectations among consumers. Here is an example from the German Federal Association for Sustainable Economy: Advertising a product with the claim "100 per cent made from recycled marine plastic" is already only lawful today if all parts have actually been manufactured from recycled marine plastic.

Provisional suspension of the Green Claims Directive

The process surrounding the Green Claims Directive (GCD) is currently suspended, but has not been formally terminated. There are efforts, for example by the Danish Presidency, to revive negotiations with a view to deregulation. The Empowering Consumers Directive (EmpCo) remains in force. It will become binding across the EU from 27 September 2026 (in Germany via the Unfair Competi-



tion Act (UWG)). It prohibits generic claims such as “environmentally friendly” or “climate-neutral” without substantiated evidence. The GCD was intended to supplement the EmpCo rules and establish specific methods for the scientific substantiation of environmental claims. In principle, all companies advertising products or services with environmental claims (“green”, “eco”, “climate-neutral”) on the EU market would have been affected. However, companies with fewer than 10 employees and an annual turnover of no more than 2 million euros were to be exempted from the strict documentation requirements. With the suspension of the GCD, the originally planned, highly specific minimum scientific requirements and the obligation for prior verification by external experts are now no longer in place. Reasons for the criticism of the GCD included fears that the bureaucratic burden on small and medium-sized enterprises (SMEs) that fall just above the threshold would be disproportionately high, for example due to the costly pre-certification by external auditors. Critics also warned of a distortion of competition, as large corporations, unlike SMEs, have the necessary budgets and data departments, giving them a head start. The structural problem of over-regulation, which runs counter to the EU’s goal of reducing bureaucracy, was put forward as a further valid argument.



Companies are keen to “wash themselves green”. Whether in advertising, communications or the design of their premises, sustainability has been shown to boost turnover. The new legislation is intended to ensure verifiability and transparency in this respect.

Current legal foundations

EU Directives

- **Empowering Consumers for the Green Transition Directive ECGT, abbreviated EmpCo (EU 2024/825)**

It amends and supplements the existing Unfair Commercial Practices Directive (UCPD) (2005/29/EC) and the Consumer Rights Directive (2011/83/EU). The Directive entered into force on 26 March 2024.

It bans greenwashing and aims to ensure that information communicated is accurate and presented in such a way that consumers understand it correctly. Generic environmental claims and other misleading environmental product information, as well as uncertified sustainability labels, are prohibited.

- **Green Claims Directive (GCD)**

The GCD is supposed to further specify the EmpCo. Environmental claims, for example, should be scientifically substantiated and verified in advance by an independent body. This would apply to companies with more than ten employees and an annual turnover of over two million Euros that manufacture in the EU or wish to sell products there.

Current status: In June 2025, the European Commission unexpectedly announced that it was withdrawing the proposal for the Green Claims Directive. Widespread criticism of the bureaucratic burden, particularly on the approximately 30 million SMEs affected, as well as a lack of political support, led to the process being put on hold for the time being. There is currently no prospect of the GCD being finally adopted.

Implementation in Germany

In February 2026, Germany transposed the Directive into German law by means of two acts.

- Third Act Amending the Unfair Competition Act (UWG): implements Article 1 of the EU Directive.
- Act amending the law on consumer contracts and insurance contracts, and amending the law on treatment contracts: implements Article 2 of the EU Directive.

From 27 September 2026, the new rules will apply to businesses in the EU.

Companies obligated to act

In the future, green claims are only permitted when they are based on scientific standards. In order to make such claims, companies must prove in a first step that they are scientifically substantiated. Therefore, companies should carry out standard procedures such as a life cycle analysis (LCA) in order to prove that their claims are justified. To date, the Product Environmental Footprint (PEF) developed by the EU has been primarily discussed as an assessment tool. However, the PEF shall not remain the only assessment tool that can be used. It has not yet been definitively determined which other standards can be applied. In a second step, companies must then go through

an inspection system. To this end, independent external bodies are to be set up to check company claims and issue certificates of conformity following the successful verification of company statements. Companies are therefore well advised to implement appropriate systems and prepare for future audits.

Verification and sanctions

The Member States are required to set up competent authorities for monitoring. They should regularly check the accuracy of the environment-related information and environmental seals. To this end, they are to be granted extensive rights. This includes requesting the disclosure of and access to documents, data and information, ordering corrective measures, imposing penalties and publicising breaches. National courts and authorities are already cracking down very strictly on greenwashing under current competition law. In June 2024, for example, the Federal Court of Justice in Germany (BGH) tightened the reins. In a landmark ruling, it was made clear that advertising using the term “climate-neutral” is misleading unless it is directly explained how this status is achieved. This restrictive case law quickly had an impact: in 2024, Europe recorded a decline in greenwashing risk cases

“A major step towards greater transparency”

Carsten Schmitt, Promotionservice Schmitt GmbH

The EU's EmpCO Regulation is designed to combat greenwashing and vague environmental claims, and will apply across Europe from September. This is welcomed by many companies taking sustainability seriously and valuing clear facts.



Take Carsten Schmitt, for example, who, as Managing Director of Promotionservice Schmitt GmbH, has been championing sustainability since 2011 – a first step at that time was the ISO 14001 certification. “Whether it's an electric vehicle fleet, a solar panel system, optimising transport routes, reducing packaging or using the alternative of recycled materials – we take action wherever we can.” Schmitt involves his clients in this process in a highly professional manner: Together with his partner natureOffice, he offers a carbon footprint calculation at company

or product level using the ecozoom PCF calculator. The amount of CO₂ emissions calculated is used to determine support for the certified climate project. However, as this investment takes place outside the value chain, it must be clearly communicated in accordance with the new EU rules. For Schmitt, this obligation represents a major step towards greater transparency for customers and partners. “We've been working with natureOffice for a long time to ensure clear communication regarding the calculation of CO₂ emissions, particularly in relation to the Product Carbon Footprint. We have been providing verifiable figures for years: These are based on transport routes, materials and countries of origin, and are well-founded and scalable. At this point, our efforts are now also officially supported by the EmpCO,” says Carsten Schmitt, welcoming the new directive.

Every year, Promotionservice Schmitt also calculates its own corporate carbon footprint in accordance with the GHG Protocol and, based on the CO₂ emissions calculated for 2025 (81.988 tonnes of CO₂), supports Project Togo in reforesting fallow land and backing numerous social projects, such as clean drinking water initiatives and women's cooperatives. In the second half of 2026, part of the team will visit the site to experience it for themselves.

Truly sustainable business practices encompass entire companies. Consumers are often unaware of the environmentally harmful practices they are supporting when they buy a product. That is set to change.



of almost 19 per cent compared with the previous year, which experts attribute to the stricter regulation.

Challenges for the industry

Many challenges arise in practice: customer statements and briefings must be analysed and evaluated with regard to their conformity with the specifications. This is a process, which costs everyone involved time and money and ultimately also leads to customer requests not being realised at all or not being realised exactly as desired because they contain impermissible terms or issues. It remains to be seen whether there will be national authorities that scrutinise and, if need be, sanction advertising claims. Yet it is certain that the promotional products industry will also have to deal with the issue. After all, manufacturers, importers and distributors also use green claims in their market and corporate communication to (hopefully) rightly emphasise how seriously they take sustainability. They all should check whether their claims are compliant, verifiable and thus permissible. They also have to closely scrutinise their customers and plan on additional lead-time for projects. A survey revealed that many managers have recently come to terms with reducing or even discontinuing their sustainability-related communication in order to avoid penalties. “Green hushing” is the technical term for this. It remains to be seen whether this is the solution. Ultimately, if you are on the safe side, little can really happen. Communicating facts creates trust and credibility, which is what successful corporate communication should be based on. Thus, those who have something to say should definitely do so. And those who don't should not desperately try to do so, but rather develop other promotional strategies that focus on product benefits, for example. <

Penalties for infringements

Fines, the amount of which is based on the economic benefits gained from the violation and which are increased for repeated offences. Violations may result in fines of up to 4 per cent of annual turnover.

The confiscation of profits generated from the products in question.

Exclusion from public tenders and support schemes for up to twelve months.

Business associations and consumer protection organisations may take direct legal action against infringements (issuing formal warnings).



In the future, only sustainability labels based on recognised certification schemes will be permitted. Terms such as “organic” or “eco” will also be prohibited unless backed up by evidence.

www.bmuv.de
<https://eur-lex.europa.eu/legal-content>
www.dihk.de
www.vzbv.de
www.bnw-bundesverband.de
www.absatzwirtschaft.de
www.zdf.de



The products in this segment stand out for their practicality and **everyday use**. They accompany people in their daily lives, convey messages effectively and also foster a sense of emotional connection.



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



Experience Health and Freshness

Healthy nutrition, fresh ingredients and urban gardening are trendy at the moment, and this is exactly where the little microgreens garden from emotion factory comes in. This growing set enables people to grow vitamin-rich seedlings easily and combines enjoyment with an appealing brand message. A little home gardening project is created in the bamboo paper bowl. The set includes a substrate tablet and organic seeds, which customers can select: arugula lettuce, China Rose radish, Sango radish, or cress. The first microgreens can be harvested in just a few days, providing fresh, healthy accents for the kitchen. The grass paper sleeve, which can feature a customised imprint, conveys the advertising message in an eye-catching way and turns the little garden into a promotional product with real added value. This product offers fresh inspiration for any campaign as it is compact, enjoyable and right on trend.



PSI 60448
Rommelsbacher ElektroHausgeräte GmbH
Tel +49 985157580
m.urban@rommelsbacher.de
www.rommelsbacher.de

Variety at Your Fingertips

With the veggie drink & soup maker SVD 1400 Vera, the company Rommelsbacher ElektroHausgeräte GmbH is presenting a versatile solution for modern, health-conscious kitchens. The device enables users to make plant-based drinks from oats, soy, or almonds and also offers special modes for soups, porridge or smoothies. Nine programmes and an additional pulse mode provide flexibility while high-quality materials and state-of-the-art technology guarantee a consistently smooth texture. The cool-touch body and integrated safety features underscore the product's commitment to comfort and safety. It makes the product appealing to target groups that highly value sustainability and a healthy diet.

Environmentally Alternatives

Marcolor GmbH & Co. KG offers an environmentally friendly alternative to single-use makeup remover pads with its reusable pads. The pads are made from wood cellulose and cotton, do not contain any plastic, and are fully committed to sustainability. The pads are easy to use: moisten, cleanse, rinse and reuse. The pads can also be easily cleaned in the washing machine, which also extends their lifespan. Thanks to their compact size, the pads are ideal for travel and can be used in many different ways. Customisable packaging made from recycled cardboard enables targeted brand communication.



PSI 60675 • marcolor GmbH & Co. KG
Tel +49 6562931260 • psi@marcolor.de
www.marcolor.de



PSI 49982
Edition Michael Fischer GmbH - EMF Verlag
Tel. +49 89 21231744
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Self-Care with Added Value

The Self-Care Journal from Edition Michael Fischer GmbH focuses on personal development and mindfulness. With inspiring insights, exercises and food for thought, it supports users on their journey to finding more internal balance and satisfaction. The content can be adapted flexibly, and companies can integrate their messages in a targeted manner. Whether used as a compact giveaway or a high-quality hardcover book, companies can select the design and scope of the journals. With an integrated corporate design, the journal is turned into an authentic brand ambassador that will be used for a long time.

PSI 45829 • Goldstar Europe
Tel +353 42 9320331
nadine.heinrich@goldstar-europe.com
www.goldstar-europe.com



Versatile and Stylish While Out and About

With the Malmö travel bag, Goldstar Europe presents a flexible solution for sports and travel. The 30-litre model combines functionality with sustainable materials, as at least half of the PU materials used to make the bag are recycled. The water-repellent surface protects contents reliably while the well-designed interior and exterior compartments keep everything organised. Handles, an adjustable shoulder strap and an integrated trolley strap provide a high level of comfort in a variety of situations. Whether in the fitness studio or on short trips, the bag stands out with its versatility and is also ideal as a high-quality advertising medium committed to sustainability.



Flexible Advertising

The Fitbands resistance bands from Greenverta by Media Sp. z o.o. are more than just a training device and are sure to become a permanent part of recipients' daily routines. The Fitbands will become a useful part of warm-up and intensive workout routines, as they are lightweight and compact and can be used in a variety of ways. The durable material ensures a long lifespan, while the full-surface sublimation enables the realisation of custom designs. Every movement becomes another opportunity for brand visibility and interaction. The Fitbands are made from certified materials in Europe and stand for the responsible use of resources. Because these resistance bands are used regularly, they will not just sit on the shelf and will be in constant use.

PSI 60161 • Greenverta by Media Sp. z o.o.
Tel 48 571 550810
contact@greenverta.com
www.greenverta.com



PSI 47317 • tobra GmbH & Co. KG
 Tel +49 6762 962760 • psi@tobra.io
 www.tobra.io



Green Ideas for Herbs

The heart-shaped herb growing set from tobra GmbH & Co. KG combines sustainable production with easy cultivation of fresh herbs for the kitchen. The compact set includes peat-free substrate, natural clay powder and organic-certified seeds. Varieties such as basil, parsley, chives and dill are available and are easy to grow. When placed in moist soil and watered regularly, the seeds begin to sprout after just a short time. Whether on the windowsill or in the garden, the heart-shaped herbs can be grown in small spaces. Besides being practical to use, the set also focuses on ecological aspects and can come with customised packaging.

Gentle Care for Hands and Feet

The pumice from HEPLA GmbH stands for natural, easy-to-use skincare. It comes in a heart or oval shape and gently removes calluses and rough skin from the hands and feet. The comfortable haptics ensure a secure grip, both when used dry and when wet, such as in the shower or in the bathtub. A practical cotton cord lets you hang the pumice up to dry, so it is always ready to use. The pumice comes packed as a single product, is optionally available with a customizable promotional sticker, and is suitable for use as a functional advertising medium. The combination of benefits, longevity and natural material makes it a versatile everyday skincare aid.



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

A Quick Energy Boost

The Snack Balls from Der Zuckerbäcker GmbH combine pleasure and function in a small format. The small balls made from nuts and dried fruit are a quick source of energy and do not contain added sugar or artificial flavours. These snacks are therefore ideal for target groups that value natural ingredients and a healthy diet. Whether in the fitness studio, office or spa, the snacks are versatile and perfect for a variety of everyday occasions. Four flavours offer variety while customised packaging facilitates brand communication. It is a great example of a promotional product that combines enjoyment and energy with a health-conscious image.



PSI 48449 • Der Zuckerbäcker GmbH
 Tel +49 7131 8996146
 werbeartikel@der-zuckerbaecker.de
 www.suesses-schenken.de





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



Drinking with Style

With the INFUSE+ thermos bottle, TROIKA Germany GmbH is presenting a functional and elegant everyday product for mobile target groups. The double-sided vacuum insulation keeps beverages hot for up to twelve hours or cold for up to 24 hours, making this 550-ml bottle a reliable companion in the office, at sports or on trips. A special feature is the cap fastener, which can be opened and closed with a single hand, providing users with quick access. The bottle has an integrated sieve, which keeps ingredients such as fruit or herbs inside, while the large opening makes it easier to fill up. It combines durability with convenience as it is made from high-quality stainless steel and comes with a non-slip silicone base and a practical double carabiner.

Digital Balance Brought to Life

With Well O'Clock, the company i4 d.o.o offers an innovative promotional product that specifically targets digital distractions in everyday life. The concept combines physical NFC tags with an intuitive app to help people consciously reduce their use of disruptive smartphones. Users place the tags in typical distraction areas and set selected apps to pause by just tapping the prompts. These haptic components are what make the system different from traditional software solutions. This system facilitates long-lasting changes in behaviour. Every set contains several tags and a keychain, and the sets can be fully customised – from the packaging to the app surface.



PSI 49482 • i4 d.o.o.
 Tel +38 640436480
 grega@inventedfor.com
www.invented4.gifts





PSI 45829 • Goldstar Europe
Tel +353 42 9320331
nadine.heinrich@goldstar-europe.com
www.goldstar-europe.com



Relaxing Writing

With two innovative writing instruments, Goldstar Europe combines functionality with stress reduction in everyday life. The Nora pen, made from recycled plastic, stands out with its soft-touch surface, integrated stylus and a smooth-gliding rotating mechanism that serves as a subtle, stress-relief feature. The company's product portfolio also includes the aluminium Wave Spinner, which has a rotating element specifically designed to provide tactile relaxation. Both models provide a precise writing feeling thanks to their high-quality refills and combine modern design with practical additional features for digital use. They are versatile aids that win people over in everyday office routines while acting as striking advertising mediums.

Training with Effective Advertising

With a customisable skipping rope, Brand New Lab offers a versatile fitness product that combines performance with brand visibility. The combination of natural wood handles and an optional recycled RPET rope underscores the company's commitment to sustainability, while modern printing and engraving technology offer customers high-quality customisation options. Both the handles and the rope can be customised, turning the product into an eye-catching advertising medium. At the same time, the jump rope stands out for its light weight, durability and user-friendliness, making it suitable for use in sports, events and marketing campaigns.



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

Relaxation in a Small Format

The pinewood sachet from Multiflower GmbH combines traditional knowledge of nature with modern advertising. Filled with fine pine shavings, the compact product releases its distinctive scent, known to be soothing and promote sleep. The sachets become a discreet companion for greater well-being in your everyday routine, whether in your bedroom, office or while travelling. The design options offer additional added value: The little flags can be customised with logos or messages, even for small-quantity orders, which facilitates brand visibility. This light, handy and versatile product wins people over with its natural touch and emotional message.



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



PSI 46596 • POLYCLEAN International GmbH
 Tel +49 2561 86558300
 psi@polyclean.com
 www.polyclean.com



Photo: © Anja & Marco Tiwisina, Tiwigrafie GbR

From Workout to Recovery

With the sports towel, rPET ActiveTowel® Sports, POLYCLEAN International GmbH is presenting a modern functional product for fitness and wellness. The towel combines sustainability with high performance as it is made from recycled polyester and polyamide. The innovative microfibre offers high absorbency while remaining lightweight and compact in size. This makes the product ideal for use while out and about, during training or while travelling. Particularly noteworthy is the customisation option to use high-quality photo printing to make brand messages visible directly on the surface. Different packaging varieties offer additional communication areas.



PSI 42020 • MBW Vertriebsges. mbH
 Tel +49 4606 94020 • info@mbw.sh
 www.mbw.sh

Relieving Stress with a Squeeze

Mbw Vertriebsgesellschaft mbH brings fresh wind to the world of anti-stress promotional products with its Herr Bert® series. The figurines made from flexible polyurethane foam can be easily squeezed and then will return to their original shape. This form of stress relief has a playful effect with a long-term impact. The new Feuer Bert® (fireman) series addresses current issues and offers a wide variety of options that reflect different roles. Custom printing turns every figurine into a personal brand messenger with high recognition value. These characters can uplift the mood and interact with recipients in many different places – the office, at home, or out and about.





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

Making a Statement

With its 'Organ Donor' keychain, HEPLA GmbH focuses on a promotional product that serves a purpose beyond its basic function. The oval-shaped keychain combines long-lasting materials with a clear, socially relevant message. The doming sticker makes the 'I am an organ donor' notice clearly visible, while the backside offers space for custom brand messaging. Its compact shape and comfortable haptics make it a practical companion to attach to a keychain. Companies can increase their visibility with this product, while also making a statement about their responsibility and commitment. Different finishing methods facilitate the realisation of custom designs.

Helper for Skincare Products

With its aluminium soap containers, Dosenspezialist GmbH focuses on a well-thought-out combination of functionality and sustainability. Whether in the fitness studio, while travelling or in your bathroom at home, the light, stable and rust-free containers reliably protect soap bars and skincare products from external influences. The containers come in different sizes, so they can be used flexibly to store a range of items, from small beauty products to larger skincare products. The reusable containers offer a long-lasting alternative to plastic packaging, thereby promoting a more mindful use of resources. At the same time, they stand out for their simple, modern design, which blends harmoniously into a variety of settings. It brings more organisation, hygiene and comfort to users' everyday lives.



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

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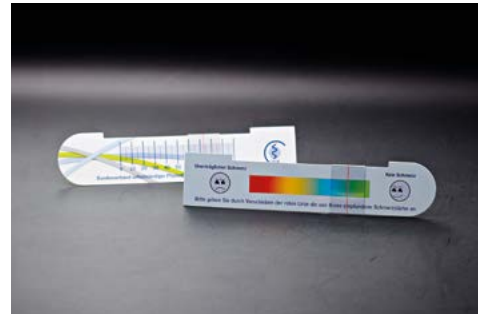


HALFAR

BEST OF BAGS



PSI 60675 • marcolor GmbH & Co. KG
 Tel +49 6562931260 • psi@marcolor.de
 www.marcolor.de



Promotional Pain Scale

The pain scale from marcolor GmbH & Co. KG is a promotional product that intelligently combines information and function. Developed for use in the healthcare sector, the scale makes it easier to assess pain intensity and create a reliable basis for communication between patients and medical personnel. The visual depiction of complex sensations makes abstract conditions tangible and aids diagnostics and follow-up care. The pain scales are made from robust plastic, produced in Germany, and win people over with their longevity and precise workmanship. At the same time, they provide ample space for personalisation using silkscreen, UV-digital or UV-offset printing. Customisation keeps a brand visible in everyday life. Seven standard forms and flexible custom-made solutions enable the scales to be specially designed to meet a variety of requirements.

Moments for All Senses

With the Wellness-Triple, Multiflower GmbH brings a compact skincare product on the market that effectively combines relaxation with a brand message. Three different bath salts – orange, pomegranate and Dead Sea – offer a variety of aromatic experiences and promote personal well-being in people’s everyday lives. The combination of nourishing ingredients and aromatic accents speaks specifically to a health and wellness-oriented target group. Packaged in a handy format, the set is ideal as an eye-catching promotional product that adds value through its customisation options. The packaging can be personalised, even for small print runs, which provides opportunities for creative brand presentations.



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

PSI 61041 • PromoSpark Creations Inc
 Tel +16314648828
 info@promospark-creations.com
<https://promospark-creations.com>



Compact Fitness Message

The kettlebell keychain from PromoSpark Creations Inc. translates the fitness and activity trend into a handy advertising format. The product is made from flexible Soft-PVC and stands out with its pleasant haptics and high durability in everyday use. The design options range from classic printing to custom-shaped 3D logos, which can be used to place brand messages strategically. The keychain is a relevant and effective giveaway, especially in settings such as fitness studios, sports events or health campaigns. Its compact size makes it a constant companion in users' daily lives, thereby ensuring continuous brand visibility.



PSI 47673
 myfitmix GmbH - Gesunde Werbung
 Tel +49 6195 673210 • info@myfitmix.de
www.myfitmix.de

Snacks with Brand Impact

With its assortment of snacks, Myfitmix GmbH focuses on a successful combination of enjoyment, functionality, and promotional impact. The assortment includes protein bars, multi-seed varieties and fruit muesli combinations, all of which appeal to active, health-conscious target groups. Different flavour combinations ensure greater variety while high-quality ingredients provide long-lasting energy. The snacks are packaged in handy formats, making them ideal to take along while out and about. The available customisation options are particularly interesting for companies because they can convey their brand messages directly in everyday situations at work or during sports or recreational activities.

Visibility That Protects

ReflAktive, a safeReflex GmbH brand, sells reflective jogging bands, which are functional promotional products with clear safety benefits. The bands are worn on the arm or ankle and reliably reflect light sources such as car headlights or streetlights. They significantly increase the visibility of joggers and walkers, especially in situations with poor lighting. Thanks to their light, flexible construction, they can be put on quickly and are just as easy to stow away. The bands do not have a steel core, so it is comfortable to wear in everyday life. Custom imprints make it possible to place striking branding directly on the product, and thus in the user's physical environment. It combines safety and practicality for everyday use with a lasting advertising impact.



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



PSI 46887 • Römer Wellness
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de

A Little Break for the Daily Grind

Römer Wellness focuses on targeted relaxation in everyday life with a compact massage brush. Flexible silicone knobs gently stimulate the scalp and promote circulation, which can contribute to both relaxation and activation. At the same time, the brush helps spread skin care products evenly, thereby increasing their effects. The minimalist design combines aesthetics and functionality, making the product a versatile companion for use at home or on the go. The brush can be customised with engraving, making it an ideal personalised promotional product.

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



Dental Care with Bamboo

With the bamboo toothbrush, HEPLA GmbH is presenting an environmentally friendly alternative for daily dental care. It is made from renewable raw material and combines ecological responsibility with functional quality. The natural-coloured bristles with medium firmness ensure deep cleaning, while the ergonomic handle lies comfortably in the hand, ensuring it is safe to use. Delivered in a cardboard box, the toothbrush also offers a generous printing area that can be customised using laser engraving. This product is an example of how an everyday item can be turned into a long-lasting brand ambassador that raises environmental awareness while offering practical benefits in everyday life.

Less sugar, full flavour

Enjoy snacks more mindfully without compromising on taste: with its vegan fruit gums containing 80% less sugar, Kalfany Süße Werbung is expanding its range to include a modern alternative for anyone looking to reduce their sugar intake. The recipe contains no gelatine, is rich in fibre and boasts 80 per cent less sugar compared to conventional fruit gums. In terms of taste, this new product is every bit as good as the classic varieties. Fruity flavours of strawberry, raspberry and blackberry ensure a well-rounded taste experience. Colouring is achieved exclusively using food colour concentrates, giving the fruit gums an appealing appearance too. The product is packaged in a transparent or white promotional sachet, available in either conventional or compostable film. This makes the fruit gums ideal for companies wishing to combine modern confectionery products with a clear message. The product is available from 5,100 sachets (approx. 20 g each) and can be delivered within approximately 15 working days of print approval.



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

PSI 47460 • B&B Promotional Sweets
 Tel +48 22 7246165
 office@promotionalsweets.pl
 www.promotionalsweets.pl



Energy That Remains

The hand-made energy bar from B&B Promotional Sweets combines nutritional benefits with an eye-catching brand presentation. A high share of nuts and seeds provides valuable energy for physically and mentally active target groups, from ambitious athletes to anyone focused on learning. Whether as a quick energy snack during an intense training session or as a regeneration aid afterwards. Five flavour varieties, including chocolate, guarana or nut-pumpkin, add variety and cater to different preferences. When packaged in a transparent foil bag with a customisable paper cover printed in CMYK, the product becomes a mobile advertising surface.



Versatile Use

The bandanna from Promo-House is an example of a product that effortlessly combines functionality and advertising impact. It is a versatile accessory that adapts to dynamic lifestyles and can be used flexibly as head protection, a headband, or a neck warmer. It really stands out in sporting environments due to its absorbency. It keeps sweat away and is very comfortable to wear, even during intense workouts. At the same time, the textile surface provides the ideal space for customised branding. Logos, slogans or graphic elements are visibly worn in everyday life – in the fitness studio, while jogging, or in people's free time. With this promotional banana, brands have an ongoing presence in the direct surroundings of their target group.

PSI 48917 • Promo House s.c.
 Tel. +48 12 4114242
 biuro@promohouse.pl
 www.krawaty.info

Natural Skincare

With the Me-Time Friend massage brush, Frank Bürsten GmbH offers a high-quality natural product for holistic well-being. The brush is made from beech wood from regional forests and leaves a lasting impression with its sustainable sourcing and careful processing. Depending on the design, the brushes feature either natural bristles or plant fibres, which enable a wide range of applications, from relaxing massages and skin cleansing to stimulating blood circulation. Its rounded edges make the massage brush comfortable to handle, while the robust construction ensures a long lifespan. Custom finishing can turn the brushes into advertising media that convey a natural and high-quality message.



PSI 41853 • Frank Bürsten GmbH
 Tel +49 7673 888650
 info@frank-brushes.de
 www.frank-brushes.de



Healthy, All Year Long

The tear-off calendar "Die Ernährungs-Docs" from Athesia Kalenderverlag GmbH provides information, inspiration and continuous brand visibility. Based on the popular TV show, the calendar provides everyday tips and recipes for a healthy diet and prevention. The calendar supports users throughout the year, offering new inspiration for a more mindful lifestyle. The compact table format makes it a practical companion in everyday situations, and customised advertising can be placed on it, even for small quantity orders. The optional individual shipping service also opens up other ways it can be used. The available customisation options turn the calendar into a sustainable communication medium that simultaneously conveys knowledge.

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

For An Active Brand Presence

The double-sided stainless-steel bottle from Goldstar Europe is ideal for anyone who wants to combine functionality with brand impact in their everyday lives. With a capacity of 710 ml, it keeps beverages reliably cool for up to six hours and thus helps ensure regular fluid intake – especially in a sports-related context. The durable powder coating protects the bottle from chipping and extends its lifespan. It features a leak-proof cap and a practical carrying strap. As an advertising medium, the bottle offers enough space for customised logos, which will be visible to users during training sessions or everyday situations.



PSI 45829 • Goldstar Europe
Tel +353 42 9320331
nadine.heinrich@goldstar-europe.com
www.goldstar-europe.com

Classic Skincare with a Personal Touch

With Lipcare Deluxe, KHK GmbH focuses on a tried-and-tested promotional product with a high-quality design. For decades, the company has produced lip care products made in Germany that stand out with their quality and longevity. Different versions of the elegant stick with a shiny case are available and can feature different formulations, ranging from classic lip care to natural cosmetics or formulations with SPF. Customisation options, such as engraving or imprinted packaging, make the product a versatile brand messenger.



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



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



Conveying Safety

With the smoke detector RA170Q, Indexa GmbH offers a promotional product that goes beyond conventional promotional products. The detector, which has been tested in accordance with EN 14604 and is Q-certified, stands for a high level of safety and reliability. It is equipped with a permanently integrated 10-year battery and is easy to set up by using the adhesive pad. It wins people over with its user-friendliness and long lifespan. When used as a giveaway, it not only promotes a brand but also conveys your concern and sense of responsibility towards recipients. The available custom-printing options for the casing ensure long-term visibility in the private lives of the people who receive them.

PSI 46551
Sanders Imagetools GmbH & Co. KG
Tel +49 9401 607980
welcome@imagetools.com
www.imagetools.com



Free Energy for Active Moments

With the electrolyte effervescent tablets, Sanders Imagetools is focusing on a functional promotional product that captures the spirit of active lifestyles. The tablets provide important minerals, such as magnesium, potassium and calcium, in addition to specially selected B vitamins, and they help maintain mineral balance during physical activity or after long nights. The refreshing apple flavour guarantees an enjoyable drinking experience, while the recipe is intentionally low in calories, vegan, and free of artificial additives. When the ten tablets are packed in a handy tube with customised printing, this functional nutritional supplement becomes an eye-catching brand messenger.

Relaxation in a Handy Format

The mini fascia roll from team-d Import-Export Warenvertriebs GmbH is a compact training and wellness product for daily use. It was developed to treat tension and is suitable for use on different areas of the body, such as the back, neck or legs. Using the fascia roll stimulates blood circulation and supports lymph flow, which contributes to regeneration. The light material, made from expanding polypropylene, is robust, environmentally friendly and recyclable. Thanks to its handy size, the roll can be transported easily and used flexibly – whether at home, in the fitness studio or while out and about. Custom finishing options turn them into functional advertising mediums.



PSI 60742
team-d Import Export Warenvertriebs-GmbH
Tel +49 7181 989600 • info@team-d.de
www.team-d.de

MAGNA sweets strengthens its organisation and professional expertise

MAGNA sweets is investing in the targeted development of its internal structures and strategically expanding key areas of the business. With new colleagues joining the executive support team, marketing, the print shop, IT and accounting, the company is focusing on sustainable growth, clear processes and professional expertise.

Christian Zerwes will take on the newly created position of Executive Assistant. A graduate in business administration, he previously worked in management consultancy and has extensive experience in analysis, organisational development and process optimisation. At MAGNA sweets, he will play a key role in the company's strategic development. His focus will be on designing efficient structures, optimising processes and providing sustainable organisational support for the company's continued growth.

In the marketing department, Chiara Lüders is responsible for strategic brand communication. A qualified marketing communications specialist, she successfully completed her further training in marketing shortly before joining the company. She previously worked in the promotional products industry and therefore brings a deep understanding of market requirements and target audiences. Her focus lies on clear brand positioning, digital initiatives and modern, consistent brand presence.

MAGNA sweets is also adding further expertise in other areas of the business: Mohammed Elouardi, Anja Mittler and Kashyap Jagani are joining the production team in the in-house print shop. They all bring in-depth expertise in printing and finishing and will help ensure high quality standards for customised promotional sweets.

Sneha Shivalkar and Amitkumar Vora are supporting the further development of the technical infrastructure in the IT department. Drawing on their expertise, they support digitalisation processes and ensure that systems remain stable and future-proof. In the accounting department, Daniela Oberhofer brings her business skills to the team and supports the structured development of administrative processes.

<https://magna-sweets.de>



The new recruits (from left): Back row: Christian Zerwes, Kashyap Jagani, Amitkumar Vora, Daniela Oberhofer. Front row: Mohamed Elouardi, Chiara Lüders, Sneha Shivalkar, Anja Mittler. Photo: MAGNA Sweets

RETUMBLER® DUIX bottle series wins the Red Dot Award 2026

The RETUMBLER® DUIX bottle range from Cologne-based multi-specialist REFLECTS® has been honoured with the Red Dot Award: Product Design 2026. The in-house development impressed an international jury in particular with its constructive design solutions and clear development approach, which combines functionality, user-centricity and design precision. According to the company, the entire REFLECTS® team is delighted about this special recognition. "It acknowledges the intensive development work aimed

at creating a user-friendly, durable and technically sophisticated solution," comments Managing Director Meinhard Mombauer. The bottle is available in three versions: "Thermo" with vacuum insulation (500 ml), "Sport" made from genuine Eastman Tritan (600 ml) and "Steel" made from recycled stainless steel (750 ml). At the heart of the design is a newly developed 2-in-1 screw-top lid that combines two openings: a small one for comfortable drinking and a large one for quick filling and easy cleaning. All three versions are leak-proof, dishwasher-safe and designed for carbonated drinks.

www.reflects.com



Image: Reflects GmbH

Once crowned “The Sultan of Swag” by The Wall Street Journal and venerated by colleagues and competitors alike for his lifelong commitment to the industry he helped to shape, Norman Cohn, chairman emeritus of the Advertising Specialty Institute (ASI), passed away, surrounded by family. He was 93.

Norman Cohn, ASI Chairman Emeritus

Obituary

Whe 2023 recipient of the Counselor Lifetime Achievement Award, Cohn spent 75 years at the forefront of the promotional products industry, launching his illustrious career first as a distributor while still in high school. He later switched to the supplier side and ultimately, to heading up ASI, the Trevoise, PA-based, family-owned organization that serves as a central hub of the promotional products industry.

Under his decades of stewardship, Cohn helped usher the \$27.7 billion promotional products industry into a new millennium, championing technology and innovation, while still holding true to the tenet that the industry is a relationship-based business above all. “If I’m to be remembered for anything, I’d like it to be for helping the over 20,000 distributor and supplier members grow their businesses

and improve their profitability,” Cohn once said. “I love the idea that they will be able to pass on their businesses to future generations like our family has done.”

ASI CEO Ashish Mittal said of Cohn, “Though our time together was brief, it was enough to understand the depth of what Norman built – not just a business, but a set of values, a culture and a standard of care that has guided this company for decades. I am humbled to step into this role at such a profound moment, and I do not take lightly the responsibility of honoring everything he and this family have created. His legacy will not simply be remembered here – it will be the foundation on which everything we do is built.”

In reflection, Tim Andrews, who retired as president and CEO of ASI in March 2026 after 23 years on the job, said, “Over more than two decades, I had the privilege of working alongside Norman, but our relationship extended far beyond business. He took a genuine interest in my life, my friends, my family and my growth, offering guidance and encouragement in ways that were always thoughtful and personal. He was always there just when I needed him, or saying just what I needed to hear. I came to admire not only what he built, but who he was – a man of deep kindness, humility and with a great sense of humor. I loved him, and I will always be grateful for the influence he had on my life.”

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Source + Photo: ASI Central

POLYCLEAN International expanding Its management structure

POLYCLEAN International GmbH is expanding its management structure and setting a clear signal of continued growth. Maik Hesselink joined the company as the second managing director on 1 March 2026.

He will drive strategic and operational development forward together with founder and managing director Ulrich Pohlmann.

With this second managing director, POLYCLEAN is laying the foundation to consistently realise its market potential, scale its processes, and further professionalise the organisation. This step is part of a long-term growth strategy focused on stability, innovative strength and national and international expansion.

Maik Hesselink brings an analytical, scientifically grounded approach to business management. His focus is on further developing internal structures and the business model's scalability. "I look forward to taking an active part in shaping POLYCLEAN's future. The company has a strong basis and great potential. Together, we will systematically tackle the next steps in our growth," says Maik Hesselink. "With Maik Hesselink, we are getting a manager who brings new perspectives and reinforces our business during a dynamic period of growth," adds Ulrich Pohlmann.

POLYCLEAN is a specialist for P-9000® microfibre cloths that are known for their high and reliable cleaning performance. The products can be used for demanding industrial applications or for cleaning displays and eyeglasses, and they can feature a custom design and high-quality printing. www.polyclean.com



The new management duo (L to R):
Ulrich Pohlmann and Maik Hesselink.

Promonotes: New responsibilities, familiar faces

Promonotes GmbH, a renowned producer of custom-designed promotional products made from paper, is continuing to evolve strategically and is intentionally relying on proven expertise from its own ranks.

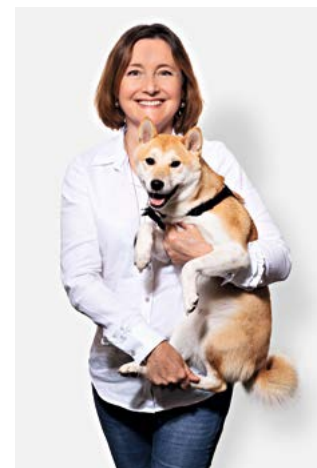
In the summer of 2025, the company welcomed Ronny Linsener to the sales team. Following the bankruptcy of Papierhelden GmbH, he joined Promonotes, bringing his extensive industry experience and product know-how to the team. Effective immediately, Ronny Linsener will now be responsible for managing the sales accounts for postal code areas 7, 8 and 9. "With his extensive experience in the paper industry, he will personally assist partners and customers in the future, while further developing and strengthening existing business relationships," says Gerrit Bruns.

At the same time, Myrande Pillon will assume a new position within the company. After several successful years in sales, she is switching to Promonotes' customer service team. "We are delighted to have found the ideal person for our customer service team with Myrande. She has worked for our company for more than ten years and knows our products inside and out. Her many years of sales experience, including at previous employers, make her a great asset to the team and enable her to hit the ground running. Gerrit Bruns remarks, "This is how we ensure we can continue to offer our customers the best service possible. The fact that both positions could be filled internally underscores the strength of the company, and Promonotes is very grateful for this indeed."

www.promonotes.de



Ronny Linsener



Myrande Pillon

Dürninger Textile Printing has long been renowned for its textile finishing services, which rely on a wide variety of printing techniques. The company's regular clients include firms from across Germany, Austria and Switzerland. Since 2023, this long-established company has also been successfully investing in its own embroidery facility.

Dürninger Textile Printing is investing in embroidery

Reviving an old craft

Founded in 1747, the company decided in 2023 to invest in an embroidery division as well. As a result, it purchased the first embroidery machine and software, recruited qualified staff, and significantly stepped up its marketing efforts in this area. Given that the craft of embroidery is under threat of extinction, this has so far proved a worthwhile investment. "After three years of successful groundwork, the Dürninger embroidery division is now bearing fruit," says Managing Director Albrecht Kitzler. Nationwide marketing efforts are leading to an ever-increasing number of orders, prompting investment in two further embroidery machines and an expansion of the embroidery team. According to Sales Director Roland Lensing, the new state-of-the-art machines from a Japanese manufacturer are the "Mercedes" of the embroidery industry. The company now operates a total of three four-head and one single-head embroidery machines.

Training in the art of embroidery

Roland Lensing speaks with pride about how Dürninger is making a significant contribution to preserving and reviving traditional crafts in the region. "Embroidery is virtually impossible without qualified and experienced staff; the trade is dying out and cannot be replaced by machines alone. "With our experienced embroidery staff, we want to prevent the loss of knowledge about embroidery and train young people in this field," adds Roland Lensing.

A comprehensive range of embroidery services

Demand is high, particularly in the region. Associations, restaurants, clubs, businesses and private individuals make use of the comprehensive range of embroidery services offered by the Herrnhut-based company. Whether it's a single item or large quantities, Dürninger Textile Printing can embroider virtually any fabric. Embroidery is particularly popular in the work wear segment. This is where the advantages of embroidery really become apparent. "An



The two embroidery specialists working on the new machines: Romy Grumbach-Sentker (front) and Shanna Priepke. Photo: Abraham Dürninger & Co GmbH

embroidered logo is high-quality, long-lasting, durable, wash-resistant and has a beautiful three-dimensional look." Production manager Michael Enkelmann is enthusiastic about this finishing process, which is of course also suitable for T-shirts, polo shirts, hoodies, shirts, jackets, aprons, blankets, towels, scarves, hats, caps and much more.

Embroidery workshop GOTS-certified

The Dürninger embroidery workshop is GOTS-certified. The Global Organic Textile Standard (GOTS) is recognised as the world's leading standard for the processing of textiles made from organically produced natural fibres. It sets high environmental standards throughout the entire production chain, while also requiring compliance with social criteria.



Thalina Schmittel

New Senior Art Director & Team Lead Creative at Bartenbach

In a company statement, Bartenbach AG announced that Thalina Schmittel joined the company, based in Mainz, Germany, as Senior Art Director & Team Lead Creative in February. In her position, she serves as the interface between the agency's creative brand communication and the haptic brand world of promotional products and merchandising products. Thalina Schmittel brings extensive experience in graphic design, team leadership and digital branding and has developed customised merchandising and e-commerce solutions for national and international clients.

Bartenbach

At Bartenbach, she will focus on the creative synergy of haptic communication and storytelling. The aim is to turn promotional and merchandising products into brand ambassadors – strategic, visual and haptic. Her home zone encompasses comprehensive brand and promotional product strategies, CI-compliant collections, and sustainable product designs that seamlessly incorporate brand identity and tactile appeal. As Team Lead Creative, she is responsible for the strategic and professional further development of the creative team. "I see great potential for combining creative ideas with efficient structures and for developing the department in a future-oriented way by using AI-supported design processes," says Thalina Schmittel.

With the new position, Bartenbach underscores its commitment to further expanding the promotional product and merchandising segment creatively and strategically. "For us, promotional products are not just giveaways or inexpensive gifts, but rather a key tool in brand management and an integral part of the marketing mix," says Managing Director Jörg Grünewald, who is responsible for the Purchasing department and suppliers. "With Thalina, we are gaining an experienced creative professional, who brings together brand understanding, product design, and process expertise." It is particularly important in the growing full-service business with complex B2B brands that campaigns, digital touchpoints and haptic brand experience fit together seamlessly. It is precisely at this interface where Bartenbach thinks the new employee will be a key asset.

www.bartenbach.de

cyber-Wear launches a new format with PPD 2026

With Premium Partner Days 2026 (PPD), cyber-Wear – a Europe-wide merchandising, design and promotion agency headquartered in Mannheim – is launching an exclusive event format from 24 to 26 June 2026 that 'rethinks collaboration and takes partnership to a whole new level'. Under the motto 'Follow our dream – and be part of the movement that turns ideas into impact', the Premium Partner Days bring together people who not only talk about the future, but also want to actively shape it. According to a statement from the company, the venue in Ketsch will become 'a meeting place for visionaries, doers and future shapers in our industry' during these three days.

The PPD 2026 has been carefully curated:

- 30 selected premium partners.
- Three intensive days full of exchange on an equal footing.
- Hands-on innovations.
- Roadshow character with a summer feeling.

The focus is on 'genuine encounters, relevant content and sustainable inspiration. No traditional lectures, but dialogue, inspiration and shared perspectives.' As it goes on to say, the PPD 2026 'also marks the start of something bigger.' As a pre-premiere of a scalable event format, it will be further developed and expanded together with partners from 2027 onwards. More information is available directly from cyber-Wear.

<https://mycybergroup.com>



Image: cyber-Wear



Looking ahead: to mark the 15th anniversary of Print Tattoo by Stainer, the brand is unveiling several improved tattoo formulas and setting new standards in metallic tattoos. Also new: the innovative website.

Print Tattoo by Stainer

15th anniversary: looking ahead

Quality is evident in the details. To mark its 15th anniversary, Print Tattoo by Stainer is looking ahead and presenting several improved tattoo designs. Thanks to the targeted reduction in ingredients, these temporary adhesive tattoos are now even gentler on the skin and safer. Print Tattoo is setting new standards, in particular when it comes to metallic tattoos: these are produced without embossing foils, using a special printing process with cosmetic inks and a particularly skin-friendly adhesive. The combination of FSC-certified transfer paper and recyclable backing paper results in tattoos that meet the highest standards of quality and safety. Each tattoo variant is individually tested and safety-assessed in accordance with the Cosmetics Regulation (EC) No 1223/2009. The safety assessment is carried out by TÜV Rheinland, and all tattoo variants are also dermatologically tested.

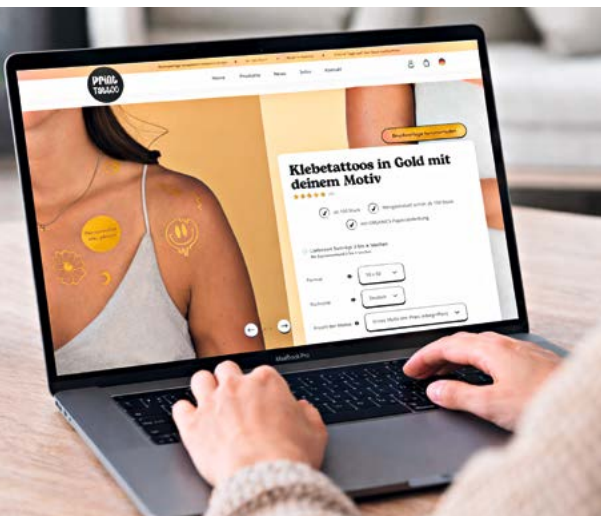
Development into a sought-after brand

For 15 years, Print Tattoo by Stainer has stood for creative, high-quality tattoos “made in Austria”. What started as an idea has developed into an internationally highly sought-after brand. The anniversary provided the opportunity to systematically develop not only the product but the entire brand. As part of the relaunch, the brand identity, website, processes and organisation were modernised. A new corporate design gives Print Tattoo a clear, contemporary look. The revamped website offers intuitive navigation, an integrated tattoo designer for better visualisation, as well as additional payment options and new image and video formats. Technically, the platform is designed for further growth. In parallel, internal processes were optimised with the introduction of a new ERP system, while the team was expanded in a targeted manner. In this way, Print Tattoo is laying the foundations for international projects and consistently expanding its presence beyond the German-speaking region.

Focus on international growth

Looking ahead to the coming years, Print Tattoo by Stainer is focusing on international growth, expanding production and building strong partnerships. Temporary tattoos remain a versatile, eye-catching promotional tool for campaigns, events and creative brand activations. Print Tattoo by Stainer is a brand of Stainer Schriften und Siebdruck GmbH. With its roots in Austria, the company has been synonymous with high-quality printing and finishing solutions for many years and has long been recognised beyond the country’s borders. This experience forms the basis for the high quality and reliability for which Print Tattoo is internationally renowned.

The anniversary provided an opportunity to systematically develop not only the product but the entire brand as well.



Also new: the website

The second half of the Welcome Home Tour 2025/26 has started: The fourth of the six stops was held in the deep southwest of Germany, where a wide range of new products and trends was presented in a small area with a special atmosphere, creating an opportunity for inspiring dialogue.

Welcome Home at Kalfany Süße Werbung

Sweet Kick-off

First work, then some fun. This is how one could best summarise the kick-off of the spring phase of the latest Welcome Home Tour. Since the headquarters of the host, Kalfany Süße Werbung, is located near Europa-Park, the festivities were held in the Berlin ballroom at the amusement park's Confertainment Center. Under the gaze of the former heads of state of the Federal Republic of Germany (portraits of all former presidents are displayed there), 16 leading promotional product producers presented their products to around 130 promotional product distributors. As was the case with the other dates for this well-established event for leading promotional product distributors, attendees took full advantage of the opportunity to make new connections in a relaxed and friendly atmosphere, deepen existing connections, and gain valuable inspiration for their day-to-day operations. The products presented ranged from office supplies and sunglasses to drinkware and bags. Visitors therefore had the opportunity to learn about the latest products across various product segments and meet with exhibitors in person. Visitors particularly appreciated the opportunity to see the products in person. The Welcome Home Tour, which stops at six different locations throughout Germany, offers exhibitors the opportunity to strengthen their regional distributor networks.

Sceptic Outlook

The current economic situation is an important topic for everyone in the promotional product industry, as it is anything but rosy at the moment, especially given the escalation of the Iran conflict in recent months. Since promotional products are among the first items cut during difficult economic times, these problems are not leaving the pro-



Kalfany Süße Werbung invited distributors to the kick-off of the spring phase of the Welcome Home Tour, held in the Berlin Ballroom at the Confertainment Center of the Europa-Park Rust.

motional product industry untouched. However, when talking to the Welcome Home Tour exhibitors, it became apparent that producers are being affected very differently by the latest turbulence. While some have a rather pessimistic outlook for the future due to the rising raw material prices and falling customer demand, others remained fairly relaxed in light of the latest geopolitical turbulence. Even though some promotional product producers reported that the number of orders has fallen, they also reported that the volume of their individual orders has increased. For others, the situation was reversed: The volume of individual orders has fallen, while the number of orders has increased.

Experiencing Sweets Production Live

Kalfany Süße Werbung, the host, sees the current situation relatively calmly. Ralf Stefansky from Field Sales – Northern Germany summed it up perfectly, “Sweets are always a good bet.” Trade show visitors could see them made with their own eyes. Three time slots were availa-



Exhibitors were well-informed about Kalfany Süße Werbung's products thanks to the previous day's tour of its production facilities.



Keeping spirits high by trying out the products offer.



Christoph Spomer from Reflects was pleased to meet the sales partners in person.



In a Great Mood for their 'Home Game': Ralf Stefansky (Field Sales – North) and Tanja Frühwald (Field Sales – South) at Kalfany Süße Werbung.



A factory tour provided an interesting look into the production of fruit gum and chocolate.

ble for visitors to take a tour of the nearby factory in Herbolzheim. Visitors were could see up close how fruit gummies and chocolate are made and were delighted to try them out straight off the production line.

A chance to visit the park

After the trade show ended at 5 pm, visitors and exhibitors still had time to enjoy free entry to Europa-Park. To

obtain free entry, attendees needed to collect stamps from all exhibitors in their stamp booklet. The weather was not a reason to miss out on this option, as spring was in full bloom on the day of the event. <

<https://kalfany-suesse-werbung.de>

With over 1,000 exhibitors and partners, more than 800 speakers and around 70,000 visitors, the OMR Festival in Hamburg has once again demonstrated why it is Europe's leading platform for the online marketing and digital industry. And right at the heart of it all were the "exotic" players from the promotional products industry, delivering another impressive performance.

Merchandise you can touch

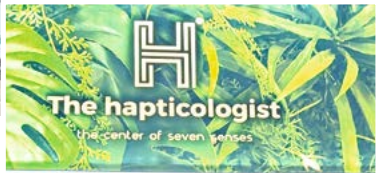
Haptic marketing takes the OMR by storm



Truly exceptional in the digital landscape, the "The Hapticologist" stand was both a constant eye-catcher and a magnet for visitors.

Even at its debut a year ago, the stand "The Hapticologist – The Centre of Seven Senses" caused quite a stir as an "outsider" among the exhibitors at Europe's largest digital trade show, the OMR Festival in Hamburg. With DJ music, signature drinks, an award-winning masterclass and creatively showcased merchandise, the stand became a crowd-puller amid the digital environment of the OMR. Numerous awards, including a Gold Stevie Award and the German Agency Award, confirmed its

success. Reason enough for the organisers – key players in the promotional products sector – to take the concept a step further; this time with a larger, more experience-oriented stand, which once again stood out as a striking exception amid the array of sometimes large-scale presentations. Decorated in floral green, rich DJ beats and refreshing cocktails attracted visitors to the "coolest bar in the world", where the teams from the organising companies once again gave the audience a taste of multisensory advertising and were able to create numerous touchpoints.



Hall 4 of the Messe Hamburg exhibition complex, which was entirely used for the OMR Festival, was the venue for "The Hapticologist".



Decorated entirely in floral green, the striking interior of the "coolest bar in the world" was a constant attraction for visitors to the trade show.



Two of the creators of the bar concept: PSI director Petra Lassahn and cyber-Wear CEO Steven Baumgaertner.



The "green" stand was also a popular motif for the press.



The display cases showcased a variety of themed merchandise.



The bartenders were constantly busy keeping up with the demand for delicious cocktails.



There was delicious finger food to go along with the fresh drinks.



DJ Marcel was in charge of the rich sound and cool beats.

The stand as an experience and knowledge platform

The stand brought together the expertise of 14 leading partner companies from the promotional products and merchandising business. The joint stand served as an experience and knowledge platform, showcasing how promotional products can be strategically presented, complemented by networking opportunities, a bar atmosphere, an in-depth masterclass and a guided tour. The focus was on the concrete added value for marketing decision-mak-

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There was enormous interest in haptic advertising in the merchandising sector: the masterclass with Olaf Hartmann was fully booked.

“Simply WOW – what we as an industry can achieve together when we pull in the same direction!”

Steven Baumgaertner



Three experts on the use of merchandise (from left: Alexander Timm, Jennifer Treiber Ruckenbrod, Martin Drust) alongside Olaf Hartmann and presenter Steven Baumgaertner.



Excitement as the guided tour begins.

>> ers: haptic advertising creates an emotional connection, extends contact times and enhances the impact of digital touchpoints. “The Hapticologist” demonstrated in a practical way how physical brand experiences can be specifically integrated into modern campaigns.

Concentrated industry expertise

Nine innovative suppliers and manufacturers (prodir, mbw, uma, Kalfany Süße Werbung, Halfar, Polyclean, Richartz, Fare and SIGG) and three creative promotional products agencies (cyber-Wear, Kolibri and Rheinwalt) as well as the PSI network represented the diversity and strength of this marketing discipline. Together, they combined expertise spanning the entire value chain and provided insights into trends, best practices and successful models for incorporating merchandise into the marketing mix. The implementation of the bar concept was entrusted to PSI director Petra Lassahn, who, as an authorised RX signatory, also heads the legendary Bar Convent Berlin. She is a true expert when it comes to staging events and bringing brands to life. The project was co-initiated by Steven Baumgaertner, CEO of cyber-Wear. The initiative was once again supported by two strong media partners: the PSI Journal, the trade magazine of the PSI Network, and HAPTICA®.



Always the centre of attention: the OMR duck, which became a cult favourite on just its second appearance.

Memorable emotional experiences

At the heart of the initiative is the question of how brands can remain tangible in an increasingly digital world. “The Hapticologist” sees itself as a live platform for multisensory brand management: promotional products are not merely presented, but deliberately “staged” as emotional experiences that linger in people’s memories. In a relaxed bar atmosphere, this fostered discussion, inspiration and new perspectives on physical brand communication. The joint stand clearly demonstrated the contribution haptic advertising can make to brand loyalty: it attracts attention, reinforces digital campaigns and offers real touchpoints that generate trust and a sense of connection. In doing so, the initiative specifically targets the digital and marketing community at the OMR.



Guided Tour Station for Süddeutsche Zeitung:
Print media also make use of merchandise.

“At OMR, we as an industry demonstrated that multi-sensory touchpoints significantly enhance the impact of digital touchpoints.”

Petra Lassahn



The second-to-last stop on the guided tour: the SAP stand.

Highlight Masterclass

To give visitors a deeper understanding of haptic advertising and multisensory marketing through expert insights and illustrative examples of sensory communication in theory and practise, “The Hapticologist” once again incorporated both the masterclass and guided tour formats into the programme. As was the case a year ago, Olaf Hartmann, one of Germany’s leading experts in multisensory brand management, was secured as a speaker for the once again fully booked masterclass. In his talk “Why Advertising Fails and Brand Experience Wins”, he explained the proven effectiveness of haptic advertising in a digital world and its significance for modern marketing campaigns, before discussing with representatives of renowned brands how physical brand experiences can be strategically integrated into marketing campaigns and developed into targeted levers for brand strength.



The starting and finishing point of the fast-paced tour through the world of merchandising: The Hapticologist, representing the origin of all products used in merchandising.

Merchandise in action

The guided tour, which was also fully booked, was led by Steven Baumgaertner and visited selected stands of major brands and companies – Revolut, Süddeutsche Zeitung, KPMG and SAP – where the brand managers provided insights into their merchandising strategies and demonstrated the haptic communication tools they incorporate into their merchandising programmes. The tour’s destination was, of course, The Hapticologist stand – the very origin, so to speak, of all products used in merchandising.

Themed displays

The glass display cases integrated into the stand walls showcased products arranged into themed displays, clearly demonstrating the benefits of haptic advertising within specific marketing campaigns. The displays on the exterior walls also contributed to the stand’s appeal with their ever-changing imagery from the world of multidimensional advertising. Inside, the bartenders had their hands full keeping up with the demand for delicious cocktails and tasty finger food.

“Simply WOW!”

To sum up, these were two intense days that were as impressive as they were impactful for both the hosts and visitors alike, the essence of which co-organiser Steven Baumgaertner puts in a single sentence: “Simply WOW – what we as an industry can achieve together when we pull in the same direction!”

Products for parties, events and barbecues **really come into their own during social occasions.** They symbolise fun, interaction and shared experiences, thereby attracting a great deal of attention and visibility. See for yourself ...





PSI 44186
 team-d Import-Export Warenvertriebs GmbH
 Tel +49 7181 989600 • info@team-d.de
 www.team-d.de

A highlight for connoisseurs

The Rundum barbecue lamp is more than just a simple lamp. This clever product from team-d is, of course, suitable for many more uses than just at the barbecue. Thanks to a strong magnet on the underside, it sticks firmly to any metal surface. This illuminating promotional product features a 360-degree rotating head and a three-watt bulb that provides 100 lumens of light. It is powered by the three AAA batteries included in the package.

Delicious barbecue products

A barbecue just isn't the same without well-seasoned meat, fish and vegetable specialities: the high-quality spices and spice blends from Henosa-Plantanas in Baden-Württemberg are essential for any barbecue party. Beautifully packaged in sachets, cork-top jars, spice mills, tins or test tubes, these flavour enhancers are a hit with customers. For orders of 100 items or more, the label can be completely customised and the spice variety freely chosen.



PSI 47992 • Henosa-Plantanas Group GmbH
 Tel +49 7306 926230 • coo@plantanas.de
 www.werbenmittee.de

A refreshing dual-purpose design

The sustainable and practical wooden barbecue tongs from Hepla combine two barbecue party essentials in one: the tongs, featuring a large printing surface, are made from natural beech wood and have an integrated stainless steel bottle opener on the back side. Thanks to the poor thermal conductivity of the wood, the barbecue tongs are heat-resistant, thereby preventing the risk of burns. The gripping ends of the tongs feature grooves that hold food securely, preventing sausages, steaks or vegetables from falling into the embers when turning. They can be easily cleaned with water and a little washing-up liquid and are also suitable for use in the kitchen as a spatula or at the buffet table as serving tongs. Available in a natural, light wood colour with quick delivery, the product offers many opportunities to showcase cost-effective and attractive promotional ideas and meet customer requirements. It is made in Europe and available in large quantities at short notice. Upon request, the wooden barbecue tongs can be finished with screen printing or a high-quality laser engraving at our in-house print shop.

PSI 41583
 Hepla-Kunststofftechnik GmbH & Co. KG
 Tel. +49 5681 9966 • info@hepla.de
 www.hepla.de



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



A style icon with a long tradition

Twenty years ago, Rastal set an international standard for contemporary beer enjoyment in sensory-optimised craft beer glasses with the iconic Teku cup. To mark the anniversary of this icon, the manufacturer is adding another variation to the range: the Teku mug. The design is once again the work of the cult Italian brewer Teo Musso. As with the original Teku cup, the upwardly tapered shape and the outward-flaring rim have been incorporated. This slows the flow of the drink, spreads the beer more widely across the tongue and thus intensifies the sensory experience. The relief facet in the lower part of the glass enhances light reflections, emphasises the beer's brilliance and pays homage to the tradition of Bohemian glass art. With a capacity of 0.4 litres, the Teku mug offers ideal conditions for professionally serving classic lagers. Combined with a logo finish, the mug offers maximum visibility in the hospitality sector and immediately catches the eye.

Compact Barbecuing

The Barbecue Grill 4000 is the electric version of the classic barbecue, combining the benefits of electric cooking with the advantages of a covered barbecue. Fast, safe and clean, this electric barbecue is a modern alternative to gas and charcoal. The compact BBQ 4000 is ready for use on the balcony or in the garden without any lengthy preparation: all you need is a power socket. When barbecuing indirectly, the lid ensures optimal heat retention, while the temperature gauge keeps everything under control. The solid cast-iron grill grate produces perfect grill marks. With temperatures of up to 300°C, portable and weather-independent, the BBQ 4000 is suitable for indoor and outdoor use, either as a table-top grill or, with the BGW 100 grill trolley, as a flexible grill station.



PSI 60448
 Rommelsbacher ElektroHausgeräte GmbH
 Tel +49 9851 57580
 m.urban@rommelsbacher.de
 www.rommelsbacher.de

PSI 46311 • Troika Germany GmbH
 Tel +49 2662 9511-0 • d.geimer@troika.de
info.troika.de/business



A must-have for barbecue experts

Crafted with attention to detail and finished in grey and red, this key ring from Troika brings a real BBQ vibe to everyday life. This lovely product features three pendants – a ketchup bottle, a barbecue and barbecue tongs – as shiny mini charms made from chrome-plated cast metal and colourful enamel. Whether on a key ring or as a gift for true grilling experts, it is a must-have for barbecue fans, picnic lovers and anyone who celebrates summer. The three mini charms are attached to a high-quality key ring so that neither keys nor charms go lost.

Natural helpers

Available from Holz Frank, these barbecue tongs and salad servers made from FSC®-certified beech wood are the perfect promotional products for summer promotions, events and the catering industry. They are sturdy, tasteless and gentle on food when used in bowls, making them ideal for barbecues, catering and beer gardens. A custom engraving is precisely applied by laser, ensuring a lasting, high-quality brand presence right at the table or barbecue. The two-piece salad cutlery set, consisting of a spoon and a fork-spoon, each 30 centimetres long, stylishly complements any outdoor table setting. They are a sustainable, practical promotional product with high visibility and optimally suited for everyday use.



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

Enjoying the garden party

With the scent of barbecues in the air, laughter in the garden and good company, the square stainless steel lunchbox with a bamboo lid from Dosenspezialist is the perfect choice. The product is robust, durable and stylish, keeping snacks, salads, side dishes or freshly grilled food safely and appetisingly packed. The natural bamboo lid not only gives it an elegant, high-quality look, but can also be used as a practical chopping or serving board, making it ideal for picnics, festivals or garden parties. Easy to clean, reusable and completely plastic-free, it stands for sustainable enjoyment with style. Whether at a summer party, when camping or at your next barbecue, food can be presented and transported in an environmentally conscious and tasteful way with this lunchbox. It is a must-have for anyone who wants to combine functionality, design and a natural look.



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



PSI 42020 • mbw Vertriebsges. mbH
Tel +49 4606 94020 • info@mbw.sh
www.mbw.sh

Charming barbecue companions

The barbecue sizzles, someone laughs, a hand reaches for BBQ Bert®: this funny product from mbw® makes its way across the table, comes to a halt, and is picked up again. This is exactly what brand presence feels like – the kind that doesn't fade away after a few minutes. Characters like Herr Bert® or the Schnabels® squeaky ducks aren't just passing fads. They're here to stay – on the kitchen table, in the office, at the next barbecue. They are visible every day and, incidentally, very charming. And when individually printed with a logo or message, every product becomes a clear ambassador. This creates more than just a pleasant moment for customers. They pass on something that brings joy and keeps their companies in the spotlight time and again. Either for use in retail or as a creative addition, this product is an effective brand ambassador wherever people are enjoying themselves.



A practical carrying solution

The RB Cool Basket from Recycle Bags is a versatile, stylish and practical carry basket for everyday use, picnics and barbecues. Thanks to its clever, foldable design, it's easy to take with you and can be stored away to save space. The sturdy frame keeps the basket upright, while the spacious main compartment offers room for shopping, lunch or essentials. Easy to carry, the integrated cooling function keeps food and drinks fresh for hours, making it ideal for picnics, barbecues and outings. A zip-up front pocket provides additional storage space. Made from robust 300D RPET derived from recycled PET bottles, this practical product from the Netherlands is available in sand, brown, black, navy and olive green. The clean-lined surfaces offer ideal opportunities for effective brand presentation. It is designed for everyday use to raise brand visibility.

PSI 48301 • Recycle Bags / SL Bags.com
Tel +31 575 511170 • info@slbags.com
www.slbags.com



PSI 60997 • Zwiesel Fortessa AG
 Tel +49 9922 98186
 b.weinberger@zfg-de.com
 www.zwiesel-glas.com



Stylish and practical

The new Click series from Zwiesel Glas combines minimalist design with well-reflected practicality for everyday use. The range has been developed for space-saving storage and combines clear aesthetics with functionality. Featuring an all-purpose glass, a whisky glass, and a long drink and beer glass, the series of products offers versatile options for water, soft drinks, juices, coffee drinks, spirits or beer. Thanks to their balanced proportions and precise stackability, the Click glasses embody natural simplicity and timeless design. They are ideal for customised finishes, such as engravings, prints or other creative solutions, to showcase the customer's brand elegantly and to a high standard at events or barbecues.



Perfectly chilled

Featuring a mottled pattern and made from recycled 600D polyester from Goldstar Europe, the Nest wine bottle cooler bag keeps wine bottles stylishly cool at parties. It is not just a cover, but an elegant accessory for wine or champagne. For the best cooling effect, simply place this bag in the freezer before use to keep drinks cool for longer once removed. The cooler bag features two elasticated side panels, can be flexibly adjusted to fit different bottle sizes and guarantees safe transport. The design is rounded off by a subtle inner label and a sewn-on jacquard label. Lightweight yet durable, it is perfect as a gift, for entertaining or as a promotional product for events, combining practical functionality with a stylish look.



PSI 45829 • Goldstar Europe
 Tel +353 42 9320331
 nadine.heinrich@goldstar-europe.com
 www.goldstar-europe.com

Creativity at a click

DreamPen transforms ordinary pens into eye-catching promotional products. The Clip4you range features creative 3D clips inspired by summery motifs, including ketchup bottles, refreshing drinks and mini speakers, making them perfect for barbecues, festivals and outdoor events. These pens can do more than just write: they attract attention, evoke emotions and ensure that the promoted brand sticks in people's memory. Clip4you is fully customisable, making it the ideal promotional product for food and drink campaigns as well as lifestyle promotions.



PSI 45720 • DreamPen Producer of ballpens
 Tel +48 68 4772232 • sales@dreampen.com
 www.dreampen.com, www.clip4you.com

PSI 49006 • Mart Ceramic sp. z o.o.
Tel. +48 12 270 09 30 • mart@mart.com.pl
www.mart.com.pl



Relaxed picnicking

This season, enamel picnic tableware is an absolute must-have for anyone who values style and comfort while relaxing outdoors. Light-weight, durable and hard-wearing, Mart's enamel products from Poland are perfect for picnics, camping trips and travel. The timeless design lends a touch of nostalgia to the outdoor setting. The Emalia Mart brand comprises 100 per cent Polish products manufactured by Mart Ceramic – a company with over 30 years of experience and a craftsman's attention to detail. Enamelled plates, bowls and mugs are also ideal as promotional products. The wide range of design options, the extensive colour selection and the option for logo embossing make them practical and eye-catching promotional gifts for businesses. And since enamel is exceptionally durable, the product will accompany you for years to come, thereby strengthening brand awareness during pleasant moments of relaxation outdoors.

Stylish glass tumbler

Featuring a bamboo lid and a capacity of 500 millilitres, the Cádiz borosilicate glass tumbler is currently very trendy. This unique drinking vessel is made from single-walled borosilicate glass and offers an alternative to plastic. This versatile product can be used as a standard drinking glass or as a to-go option by adding the FSC®-certified bamboo press-on lid and polypropylene straw, making it convenient for on the go. This cup is designed for cold drinks only, is BPA-free and FDA-approved. It comes in an FSC®-certified kraft gift box, making it an excellent choice for modern, conscious consumers.



PSI 45829 • Goldstar Europe
Tel +353 42 9320331
nadine.heinrich@goldstar-europe.com
www.goldstar-europe.com

Sporty Money Box

Crafted in a special football shape from electrolytic tinplate, the money box from ADV PAX Lutech GmbH is a promotional product for sports campaigns. With a diameter of 185 millimetres, it offers sufficient space for coins and is easy to use in everyday life thanks to its integrated slot. High-quality printing allows for customisation and a strong brand presence. The product is ideal for use at football events and seasonal promotions with a wide reach. Even after use, the money box remains in use for the long term as a decorative item or practical storage solution, and therefore stays in the customer's field of vision.

PSI 61159 • ADV PAX Lutech GmbH
Tel: +49 7123 38007-0 • info@adv-pax.de
www.adv-pax.de



PSI 44281 • Victorinox AG
Tel +41 41 8181211
corporatebusiness.hq@victorinox.com
www.victorinox.com

Professional turning

As temperatures rise, many activities move outdoors again. The barbecue season, in particular, reaches its peak. For the barbecue pro, only the best tools will do. The barbecue turner from the long-established Swiss manufacturer Victorinox is the ideal tool for anyone who values control and precision. The square stainless steel blade is perfect for turning, serving and checking food on the barbecue – robust, functional and well-designed. The barbecue turner is personalised by etching on the stainless steel blade.



A parade of little highlights

Festivals and events thrive on details that linger in the memory. Decorative pencils from Reidinger capitalise on this, transforming a classic writing utensil into a special eye-catcher with added value – little highlights for big occasions. Whether sparkling crystal pencils, high-quality crown pencils or practical magnetic pencils: they all combine practicality with a decorative touch. As customisable promotional products with a financial contribution to climate action, these products convey brand messages in style and attract attention on tables and counters. The result is appealing companions that remain part of everyday life long after the event has ended. They can be easily customised using the online configurator.



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

A fruit gum like a cocktail

In 2026, Kalfany Süße Werbung is once again bringing an exclusive flavour highlight to the market – inspired by the sun, the sea and a tropical vibe. The new Blue Coconut variety combines fruity variety with a creamy coconut flavour, making it perfect for brands that want to stand out. Inside the customisable bag, customers will find a summery mix of blue fruit gum palms in blackcurrant, blueberry, plum and blackberry flavours, combined with white fruit gum coconuts that surprise with their delicate coconut aroma. Whether as a summer mailing, event snack or brand-promoting giveaway – this edition is guaranteed to attract attention. The details: Packaged in a 20g promotional bag – available in glossy or matt laminated, transparent or white bags – delivery time: approx. 15 working days after print approval.



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

PSI 43892 • Römer Lifestyle by Römer Wein und Sekt GmbH
 Tel +49 6541 8129-0
 info@roemer-lifestyle.de
 www.roemer-lifestyle.de



Sturdy accessories

The practical Rominox® barbecue accessories are sure to delight barbecue enthusiasts and turn any garden party into a culinary experience. The set of two elegant Rominox® stainless steel Furnum skewers from Römer Lifestyle is popular with both meat-eaters and vegetarians. The sharp tip makes it easy to skewer food. The movable slider helps to remove food cleanly from the skewer, guaranteeing no dirty hands, no food on the ground and no skewer between your teeth. The Rominox® BBQ 5-in-1 tongs are also an innovative and professional all-round tool with five practical functions in one: barbecue tongs, a barbecue fork, bottle opener, grill rack cleaner and grill rack lifter. The robust and high-quality construction makes this promotional product a highlight for any BBQ. Römer Lifestyle offers an engraving service to personalise the products.



Approaching customers directly

The customised industry and theme box from mbw® known as Festivals and Events offers promotional product distributors a carefully compiled selection of promotional and gift items, specifically tailored to the needs of event and festival organisers, as well as event agencies. The selection of products in the box is perfectly tailored to the target audience and contains popular promotional and gift items, chosen on the basis of in-depth industry knowledge and ideally suited to applications relating to events and festivals. The box can be used to easily present suitable samples to customers quickly and easily, and to tap into new potential. On request, the boxes can also be sent directly and discreetly to selected customers.



PSI 42020 • mbw Vertriebsges. mbH
 Tel +49 4606 94020 • info@mbw.sh
 www.mbw.sh

A stylish drinking experience

Adoma's high-quality plastic cups impress with a look that is almost indistinguishable from real glass at first glance. This ensures a stylish drinking experience even at events where glass cannot be used. Whether elegant wine and champagne goblets, classic party cups with a capacity of 0.3 litres and 0.4 litres, or matching party shot glasses with a 4 cl capacity, the plastic versions are in no way inferior to their glass counterparts. The range of products also offers suitable options for beer lovers, such as beer steins, wheat beer mugs and Oktoberfest mugs in various sizes. The products combine the brilliant appearance of glass with the practical advantages of plastic: they are virtually unbreakable, dishwasher-safe and can be custom printed.



PSI 43999 • Adoma GmbH
 Tel +49 7522 9716-0 • pm@adoma.de
 www.adoma.de



PSI 49090 • TDI Die Stadtgärtner GmbH
Tel +49 5921 8183986
werbemittel@diestadtgaertner.de
www.diestadtgaertner.de



A natural thank you

The long-lasting promotional gifts from Stadtgärtner offer a unique alternative to chocolates or a traditional bouquet of flowers. These growing kits are not only sustainable, but also a creative idea that can be customised to match your corporate design. They serve as a special “thank you” for excellent collaboration. For example, the compact, high-quality planting box is available. It is a set that includes seeds, a growing mat made from 100 per cent hemp, and a moisture barrier, which makes it a gift with lasting appeal. The box can be customised inside and out, as can an insert and stickers, for maximum advertising space. Available varieties include wildflowers, daisies and strawberries. Stadtgärtner uses only natural, ecologically valuable raw materials and manufactures its products by hand in northern Germany. These green products are lovingly crafted specialities with real appeal.

Smart rain and sun protection

Quality umbrellas from Rain & Sun Protection Fare® are perfect for any event. The Remscheid-based manufacturer offers practical 2-in-1 products that provide rain and sun protection with a sun protection factor (UPF) of 50+. The new FARE® FiligRain ToGo mini pocket umbrella features a shoulder strap, leaving your hands free while ensuring the ultra-lightweight umbrella is still ready for use during sudden showers or to provide shade on hot days. The adjustable strap can be attached either to the case or the top using a click fastener. The mini pocket umbrella also impresses in terms of sustainability: the extra-lightweight polyester pongee fabric is made from recycled plastics (rPET) and offers excellent UV protection with a sun protection factor of 50+, while the plastic handle, cap and lanyard click fastener are made from recycled ABS (rABS). The range of products also includes the Travelmate Camper beach parasol, with its practical travel size that fits into almost any suitcase. The parasol and two-piece lower shaft can be quickly and easily assembled on site. It is available in seven colours, which can be customised via screen printing on the wedge, the sleeve or the fastening strap. With the Allover Xpress Service, orders of 100 or more can be fully printed with the desired motif on the inside or outside using digital all-over printing. The FARE®-Skylight pocket umbrella is a real eye-catcher, especially at dusk. It features an LED interior light that switches on automatically when the umbrella is opened. A pleasant added bonus is the detachable carrying strap, which can be attached to an eyelet at the top. It is ideal for creating a creative lighting display at your next garden party.



PSI 43144
Fare – Guenther Fassbender GmbH
Tel +49 2191 60915-0 • info@fare.de
www.fare.de



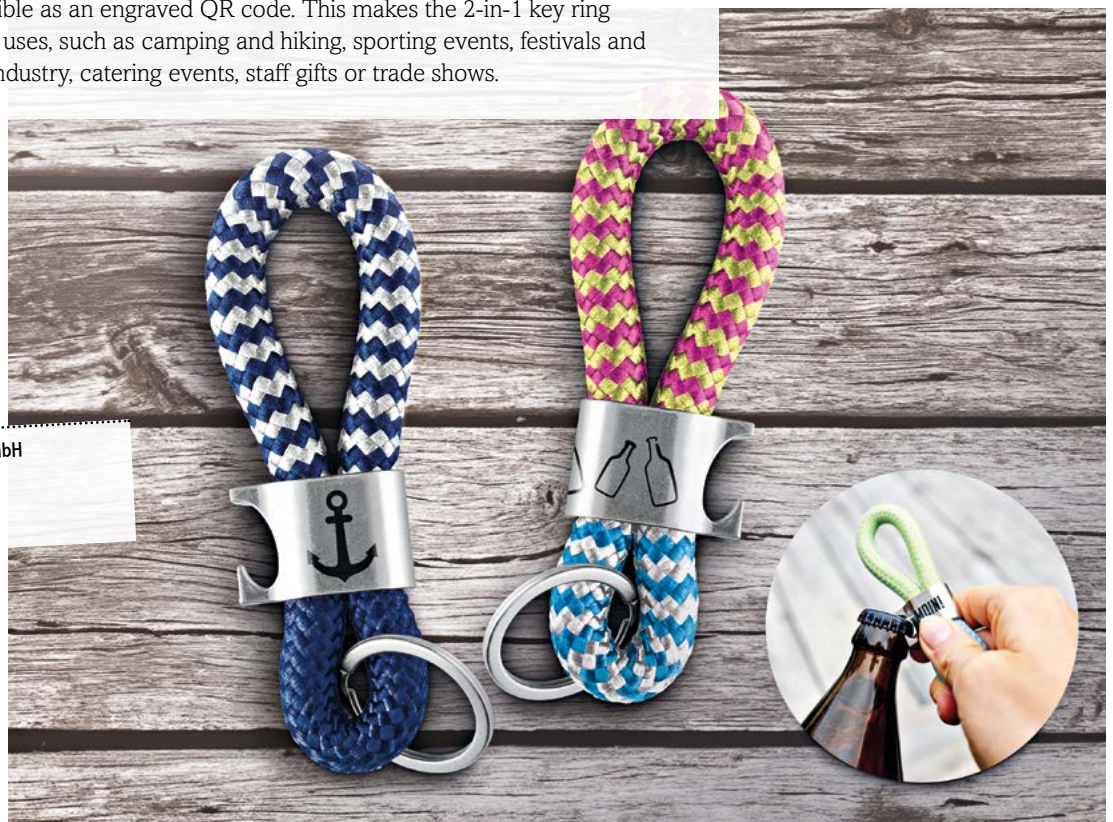
Growing enthusiasm

Stadtgärtner's growing kits offer a unique alternative to chocolates or a traditional bouquet. They serve as a green business card for the advertising company, are sustainable, creative and can be customised to match the corporate design. The mini-garden in a paper cup comes as an all-in-one package containing a coconut fibre growing tablet and seeds. Whether it's basil for a barbecue or four-leaf clover for the staff, the variety and selection are large. Herbs, flowers, vegetables or specialities such as a "climate tree" are available. The wraps, lid labels and instruction cards can be custom-printed. For its products, Stadtgärtner relies on natural, ecologically valuable raw materials such as soil, seeds and clay, most of which are sourced regionally. All products are handmade in Germany in collaboration with sheltered workshops. Many of the products can be customised to meet the specific needs of customers.



Opening doors and bottles

The innovative 2-in-1 key ring with a bottle opener from ants & friends is protected by design and utility patents. With its dual purpose, it goes beyond the function of a simple accessory. In addition to its main task of keeping your most important keys together, the small, unobtrusive bottle opener effortlessly opens any drink with a crown cap. The key ring is made from recycled PET bottles. The cord is available in up to four colours, customised to your corporate design according to the Pantone colour system. All-round laser engraving on the metal bottle opener is just as feasible as an engraved QR code. This makes the 2-in-1 key ring suitable for a wide range of uses, such as camping and hiking, sporting events, festivals and outdoor events, the travel industry, catering events, staff gifts or trade shows.



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

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



Perfectly organised

With the modern smartphone lanyards from happy Ross GmbH, your smartphone is always within easy reach, while keeping your hands free. This makes these products ideal for use at events, trade shows and festivals where organisation, networking and flexibility are essential. The adjustable, finely textured cord lanyards can be produced in the customer's chosen colour and perfectly adapted to the relevant corporate design. The advertising message can be printed on a small flag or engraved on an elegant metal slider. Combined with the smartphone patch, the lanyard is an eye-catching advertising medium – the patch is simply inserted between the smartphone and its case, enabling quick, universal attachment. It also can be printed on one or both sides as required.

A handy helper for tableware

Chill and grill: Whether it's a summer party, a company celebration or a barbecue event, you need promotional products that not only look good but are actually put to use. This is precisely where an often-underestimated classic comes into play: the marcolor dish towel. In the hands of the barbecue chef, as a serving aid for bread or as heat protection when handling hot plates, it is an indispensable event helper. Tea towels impress not only with their robust and sturdy quality made from 100 per cent cotton, but also with their large advertising space. With a custom recipe print, a barbecue scale with cooking levels or a humorous slogan, a simple tea towel becomes a lasting brand ambassador. Made and printed entirely in Germany, it remains in use not just for one event, but for many occasions afterwards. Custom designs are available for orders of 100 or more.

PSI 60675 • marcolor GmbH & Co. KG
Tel +49 6562 93126-0
kontakt@marcolor.de
www.marcolor.de



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

A hot giveaway for cool computers

Ready for a fiery customer highlight? The edible barbecue charcoal from Der Zuckerbäcker is a real sales hit! This snack is the ultimate icebreaker for any business event: the jet-black pieces of marshmallow look deceptively real and are guaranteed to spark conversation at the buffet or on the exhibition stand. Whether as a creative incentive at a summer team event, a humorous giveaway for the barbecue season, or an exclusive branding tool for the next company party, these “sweet briquettes” are a treat for all customers who love something special. The barbecue charcoal is available in various packaging options that are visually perfectly matched to the rustic barbecue theme. This ensures that the brand is promoted positively and with a smile.

PSI 47317 • tobra GmbH & Co. KG
Tel +49 6762 962760 • psi@tobra.io
www.tobra.io

Personalised and versatile

With the EcoTag gift tag made from FSC®-certified birch wood, tobra adds a personal and sustainable touch to presents. Whether used as a short message or a decorative extra, it is incredibly versatile and turns every gift into something special. Thanks to its cord, the tag can be attached directly to gifts, packaging or bags and remains a lasting keepsake. In addition to the standard EcoTag shape, custom contours can also be easily produced. There are almost no limits to the imagination here. Made in Germany and powered by solar energy from the company's own photovoltaic system and certified green electricity, this product provides a fully sustainable promotional solution with added value.



Compact pocket ashtray

You can be environmentally responsible on the go in a simple and stylish manner with the new Kraftpapier pocket ashtray from Hepla. This compact accessory stands out thanks to its natural design made from sturdy kraft paper and is the ideal solution for anyone who values cleanliness and environmental awareness in their daily life and at events. Whether during outdoor activities, at festivals or on a stroll through town, the pocket ashtray ensures that cigarette butts can be disposed of safely and tidily. The inside of the cup is lined with a special protective film that is heat-resistant and reliably traps odours. Thanks to its light-weight and handy design, the pocket ashtray fits easily into any bag and is always at hand. It actively helps to reduce environmental pollution caused by cigarette waste – a small contribution with a big impact. On request, this practical promotional product can be finished with pad printing on its attractive print area in our in-house print shop.



PSI 41583
Hepla-Kunststofftechnik GmbH & Co. KG
Tel. +49 5681 9966 • info@hepla.de
www.hepla.de

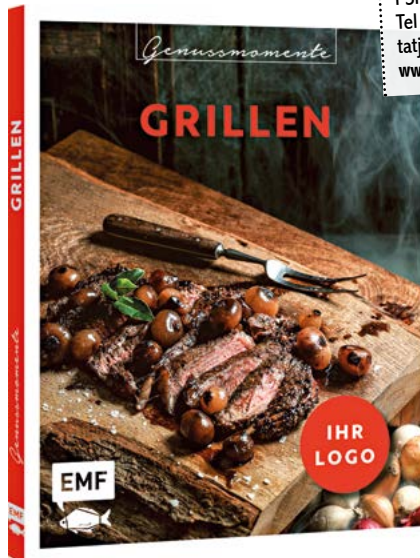
PSI 60448
 Rommelsbacher ElektroHausgeräte GmbH
 Tel +49 9851 57580
 m.urban@rommelsbacher.de
 www.rommelsbacher.de



Keeping delicious food warm

Attractive and versatile, indispensable and a real gem for any set table, the practical heat-retaining plate from Rommelsbacher Electrical Household Appliances is a must-have. The brushed stainless steel heating surface is durable and easy to clean. When the cable is plugged in, the plate heats up to maximum temperature in just eight minutes. The cable can then be removed and the unit placed on the table or buffet. The warming plate keeps food warm for up to 60 minutes without having to be reconnected to the power supply. It is extremely practical for many occasions, such as mobile use on a serving trolley or for al fresco dining, and equally popular as a practical gift item made in Germany.

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



Becoming a barbecue expert

Whether classic, exotic or international: every barbecue expert will find the perfect recipe in this clever book from the EMF Publishing House, Edition Michael Fischer. From beef burgers and pulled salmon to grilled apple compote, these delicious creations will allow you to surprise your customers with an unforgettable barbecue experience. On request, EMF Publishing House can tailor the book's content and design to suit your company and target audience. A logo can also be placed on the cover. This means you can create a fully customised product with a flexible page count, special features and your own corporate design.

Emotion meets brand impact

Festivals and events thrive on making a strong impression, and this is precisely where promotional products such as the pins, lanyards and key rings from Pins & mehr with personal branding have an impact. Pins & mehr supplies customised, eye-catching products for a powerful brand presence. Whether as a stylish entry accessory, high-quality merchandise or a targeted networking tool, the products combine functionality with an emotional appeal. Thanks to a wide range of materials and manufacturing techniques, virtually any design requirement can be realised precisely and in line with the brand. Excellent craftsmanship and customised finishes result in unique companions that leave a lasting impression long after the event has ended.



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



PSI 44186
 team-d Import-Export Warenvertriebs GmbH
 Tel +49 7181 989600 • info@team-d.de
 www.team-d.de

Keeping things dry

Tohei is the clever roll from team-d and the solution for campers, barbecue enthusiasts, mothers, anglers and simply anyone for whom a kitchen roll is invaluable when out and about. In this cleverly designed roll, the paper towels stay clean and dry, as they can be unrolled very easily and, thanks to the handle, can also be used while hanging. The target group is huge: there are 39.7 million households and millions of barbecue enthusiasts, motorhome owners, boat owners, picnickers, anglers, hunters, taxis and so on. The roll is available from stock in black with a snowflake texture and without printing. Stock items can be printed on request. Custom production can be arranged for orders of 1,000 or more. The dimensions are approximately 30 by 12 centimetres.

PSI 47306 • EMCO Tex GmbH
 Tel +49 591 9140603 • n.rudau@emco.de
<https://emco-tex.com/de/werbematten/logomatten>

A durable barbecue mat

The barbecue season is getting underway and nothing is more of a nuisance than having to remove stubborn oil and grease stains from the patio floor after a barbecue. Made from sustainable, regenerated Econyl® yarn, the custom-printed barbecue mat from Emco Tex offers the ideal solution. It reliably protects floors from grease and dirt while also serving as a stylish feature. The robust barbecue mat is flame-retardant, non-slip and ensures that the grill stands securely. With a custom design, logo or name, it also makes the perfect gift and an effective tool for customer loyalty. Available in quantities of one.



Self-adhesive and perfectly fitting

Parking tickets in the form of stickers designed to be applied to the inside of the windscreen are the ideal solution for festivals, events and large-scale gatherings. They are simply attached to the inside of the vehicle's windscreen, providing optimal protection against the elements and tampering. The stickers can be written on, for example with the date, registration number or contact details. Whether for access authorisation, proof of parking or as an advertising medium, the parking ticket stickers combine functionality with a strong brand presence. After the event, they can be removed easily and without leaving any residue. The self-adhesive textile passes are also perfect for events, offering a practical yet stylish solution for the smooth organisation of events. These high-quality stickers impress with their elegant appearance and pleasant feel. They are made from fine textile silk and can be custom-printed using either UV digital printing or screen printing. Formats and designs can be flexibly adapted to the specific event concept. The range extends from classic backstage passes and press passes to VIP and accreditation stickers. The textile passes are writable and adhere reliably to clothing without damaging it. Formats and designs can be flexibly adapted to the specific event concept and contribute significantly to a professional event experience.



PSI 60675 • marcolor GmbH & Co. KG
 Tel +49 6562 93126-0
 kontakt@marcolor.de
 www.marcolor.de



PSI 40823
 Klio-Eterna Schreibgeräte GmbH & Co KG
 Tel +49 7834 973152 • klio@klio.com
 www.klio.com

Ballpoint pens without compromise

The ballpoint pens in the Any Colour You Want series are a new and eye-catching product. Writing utensils specialist Klio-Eterna can now produce them in custom colours for a small additional charge. For orders of 3,000 or more, the selected models are coloured to Pantone specifications for an additional charge of 300 Euros. Four models are available in 17 variants and four different materials. This makes for a particularly diverse selection, ensuring there is a suitable model for every brand and every use. The result is a flexible, affordable and unique ballpoint pen that perfectly showcases brands and guarantees high brand recognition. Incidentally, for colour approval, only one component in the special colour needs to be sampled. For models outside the “Any Colour You Want” series, the minimum order quantity is 5,000 plus standard surcharges.

Trends for the outdoor season

Modern barbecue thermometers allow for precise control of the core temperature, ensuring meat, fish and more are cooked to perfection. The digital barbecue thermometer, the wireless Smart BBQ Kitchen-Chef 2 meat thermometer and the digital professional kitchen thermometer are ideal as practical and effective promotional products that offer genuine added value. The digital barbecue thermometer enables you to effortlessly cook a perfect piece of meat or fish. Two stainless steel sensors allow you to monitor up to two items on the barbecue simultaneously, giving you full control over the core temperature to achieve your desired degree of cooking. In addition to pre-set cooking levels, you can also set custom temperatures and a timer. The Smart BBQ Kitchen Chef 2 guarantees that meat and fish are grilled just the way you like. The product measures core and cooking chamber temperatures and can be conveniently controlled via the Temprobe app or directly via the charging station with its VA display. The wireless stainless steel probe, which is heat-resistant up to 300 °C, is rechargeable, dishwasher-safe and offers maximum flexibility when barbecuing and cooking. Practical functions guarantee perfect results. The compact folding thermometer also enables precise measurements of food and drinks using a stainless steel probe. Thanks to IP66 protection, the thermometer is washable and particularly hygienic. Practical features ensure comfortable everyday use. Many TFA Dostmann products can be supplied as customised promotional items using standard printing methods. Laser engraving is also available.



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



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0 • d.geimer@troika.de
info.troika.de/business

A visual treat

Racing and Golf are two key rings from Troika, each featuring three customisable domed stickers. The individual design makes these key rings a personal favourite: distinctive, versatile, and always with you. They are the perfect choice, whether on your keys, backpack or sports bag. Crafted from cast metal, chrome-plated, glossy, multi-coloured and silver-coloured, Racing brings the adrenaline of the racetrack straight to your key ring with its dynamic motorsport motif – perfect for fans of speed, style and the chequered flag. Last but not least, Golf shines as a charming gift for true golf fans: the charm adds personality to your key ring, bag or golf bag. Thanks to its robust construction, it retains its shape and remains reliable even with frequent use. Design meets passion – always at hand, always on par. Both key rings are sturdy and ideal for everyday use, on a sports bag or on a key ring. The versatility of the domed decal sticker also ensures high visibility. After all, it can be customised and is therefore the perfect ambassador for your desired advertising needs.



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

A breath of fresh air for advertising

This eye-catching and truly unique product from Lumitoys GmbH promises to bring a breath of fresh air to advertising: the Message Fans not only provide users with a pleasant cooling effect on hot summer days, but also display the chosen message right before their eyes. The practical lanyard on the handle ensures that the fan is ready for use in no time and can be stowed away just as quickly, without the need for a long search or having your hands tied up. The fans can be programmed with up to six texts, each containing 20 characters, which are played back one after the other. A wide variety of LED colours are available, and the casing can be designed in accordance with the Pantone colour system. Additional printing on the handle is possible, and delivery in a folding box – which can be custom-printed on request – completes the perfect giveaway. The fan is available both as a model with replaceable batteries and as a rechargeable version.

Unforgettable summer moments

When it comes to seasonal promotional products, timing and relevance are key to success. With the start of the barbecue season, Slodkie's products offer a unique opportunity to engage your target audience in a relaxed, convivial setting. The Savory Twist Midi Trio collection fits perfectly with this trend. Each set contains three small bottles of carefully selected spice blends, making it a practical companion for summer cooking. Customers can choose from four flavour variants, ranging in weight from 55 to 107 grams: Smoked Summer Plate, Lemon Roast Table, Italian Summer Kitchen and Garden Season Plate. With fully customisable packaging and space for a logo, this product enhances the brand experience. Using these products offers a subtle yet effective way to associate your brand with flavour, beautiful summer moments and unforgettable barbecue occasions.

PSI 46325 • Slodkie sp. z o.o.
Tel +48 22 6479000 • sales@slodkie.com
www.slodkie.eu



PSI 46470 • B&B Promotions Sweets
 Tel +48 22 7246165
 office@promotionalsweets.pl
 www.promotionalsweets.pl



Spicy flavour boosters

The barbecue spice set from B&B Promotional Sweets is a handy and practical set comprising three barbecue spices, presented on a customisable card shaped like a barbecue. Each set contains three transparent bottles filled with the most popular barbecue spices: all-purpose seasoning, chicken seasoning and pork neck seasoning. Other spice varieties are available on request. The bottle packaging makes it easy to measure out and use the spices. Thanks to the handy eyelet at the top of the card, the set can be hung in a convenient spot in the kitchen or next to the barbecue. The bottles are packaged in a cardboard box with full-colour digital printing in CMYK. The minimum order quantity is 100.

Open Sesame

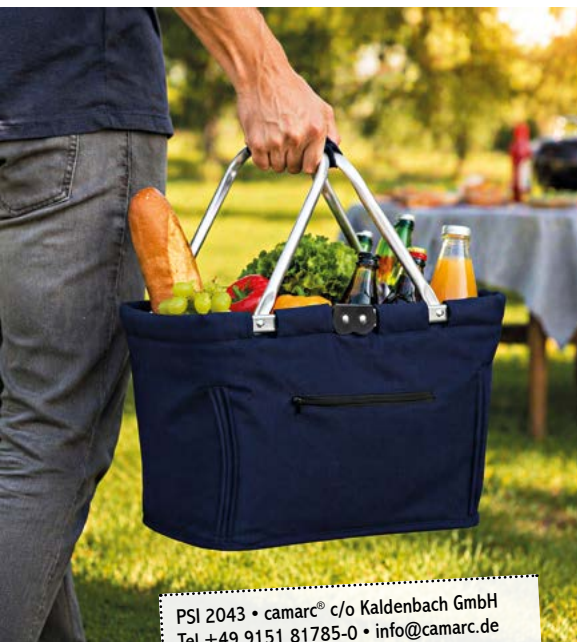
Thanks to 3D printing technology, bottle and can openers can be fully customised. From shape and colour to full-colour prints and raised markings, with absolutely no design limitations, dothat from Poland designs and finishes bottle openers in any shape imaginable. The range of products extends from classic bottle openers to smart can openers that are gentle on fingernails. This is where functionality meets everyday convenience. Both variants can also be fitted with an NFC chip, which allows instant access to digital content with a simple tap. Whether at a barbecue, a festival or on the beach, opening a drink enables you to interact with the brand, ensuring that it remains within reach and visible at all times.



PSI 61141 • dothat
 Tel +48 602305253 • biuro@dothat.pl
 dothat.pl

Keeping things tidy on the go

At parties, events, barbecues and wherever people gather, the camarc® ECO Compre is just the right product. With its sturdy aluminium frame, durable materials and foldable design for quick set-up, it's a reliable companion for any occasion. It has space for everything you need in terms of drinks and snacks, and its front zipped pocket keeps things tidy on the go. At the same time, it showcases the brand: the advertising space on the front places the design exactly where it will be seen. Available in black, dark blue and red, the ECO Compre adapts to any setting, from understated to eye-catching.



PSI 2043 • camarc® c/o Kaldenbach GmbH
 Tel +49 9151 81785-0 • info@camarc.de
 www.camarc.de • www.kaldenbach.com



HIP GmbH/Hirsch ideas has been a reliable partner for promotional and custom-made products for decades. It creates creative, effective brand ambassadors through its exclusive brands, Quikflip and Liquid Pens. All Eskesen pen models are now available in its product range.

A Sense of Optimism at Hirsch Ideas

Strong brands that inspire



Unique products that convey brand messages innovatively: the Quikflip Hoodie and the Liquid Motion Pens are exactly that – real eye-catchers with added value.



The iconic Liquid Pens are classic promotional products: endlessly diverse, creative and eye-catching. HIP now has all Eskesen models in its assortment.

When the Austrian company's liquid products showed up at the PSI in the middle of the nineties, they were an immediate hit, because the mousepads, mouse apparatuses and pens sold under Hirsch's Liquid Ideas brand fascinate people straight away with their moving images, which are created by the 3D pieces floating in liquid. Liquid products offer numerous possi-

bilities for customised branding using the large array of swimming figures, background motifs and product varieties available.

Liquid motion pens: new models

The Liquid Motion Pens especially have taken the world by storm as unique merchandise, souvenirs, and – above



Quikflip is a global success – and now also in the promotional product industry.

The practical Quikflip, with its adjustable straps, is available in a variety of styles, including as a rain jacket or windbreaker.

all – effective promotional products, becoming the company's flagship product. They are based on the technology of the Danish producer Eskesen, which ceased its production operations in Denmark in 2024 and has since withdrawn from the market. However, the promotional product industry does not need to do without the original pen with its endless design possibilities using moving images. In fact, the opposite is true: Hirsch Liquid Ideas has expanded its product range and now offers all Eskesen models under the Liquid Motion Pens brand with its proven creative and finishing services.

Fresh wind with the successful Quikflip brand

In pursuit of a strategic new direction after the pandemic, Hirsch set out for new horizons and acquired the European licence and distribution rights for Quikflip under the label QUIKFLIP Apparel Europe – a stylish hoodie that can be transformed into a practical rucksack in just seconds. QUIKFLIP Apparel Europe entered into a strategic partnership with GET IMPRESSED, one of Italy's leading promotional product suppliers. As part of their joint venture, the two companies introduced the one-of-a-kind Quikflip hoodie to the entire European promotional product industry. Quikflip, the sensational innovation from the USA, is now widely available throughout the European promotional products industry. It is no wonder that Quikflip has been a bestseller in the USA for many years. Thanks to the patented Quikflip® Conversion Technology, the trendy hoodie can be turned into a super-light-

weight compartment built into the back and then worn as a sleek, ergonomically designed rucksack. Whether during leisure time, at the office or while out and about, Quikflip does a great job: You will always have your favourite accessory within reach and your hands free, no matter where you are. The two integrated storage compartments are very practical for smartphones, keychains and wallets. Perfect for all hoodie lovers with an active lifestyle, which means target groups that enjoy unique and trendy ideas.

Double branding, double impact

Quikflip is a high-quality, stylish hooded sweatshirt with brushed cotton lining as a textile advertising medium with immense potential. Because every jacket can be customised: Sublimation printing can be used to finish both the inner part of the hoodie that is visible as a backpack and the jacket itself. The Quikflip offers interesting design options and many promotional opportunities, and comes in many colours and sizes. Several versions of the Quikflip are available: the Lite and Classic versions of the hoodie or pullover. At the last few PSI trade shows, the innovative, versatile product was an absolute hit: "PSI was almost too short to explain all the options for the fantastic hoodies to the interested attendees, including their two functions, double branding and double impact. The great interest in Quikflip and the discussions we had in the first quarter showed us clearly that customers are primarily looking for innovative products that are something special, especially when their budgets are limited." <

Since 1927, the name Koziol has been synonymous with design from the Odenwald region in Germany, and its unique products continue to delight customers around the world to this day. This year, the company is celebrating its 99th anniversary.

Design brand celebrates an odd-numbered anniversary

99 years of inspiring products



Here's to the next 99 years (from left): the trio of managing directors Stephan Koziol, Daniel Koziol and Thorsten Muntermann.

Koziol is an institution in the region and has won over fans all around the world. Over the course of almost ten decades, the company has reinvented itself time and again without losing sight of its core values: excellent design, sustainability and craftsmanship. With the most modern technology and innovative materials, Koziol remains the “state of the art” even in its 99th year. Owner Stephan Koziol sums it up clearly: “Our greatest strength is and remains our in-house production here in the Odenwald. It makes us unique worldwide.” Despite its international presence, the company still feels like a craft business today – taking the same pleasure as in the days of

the company’s founder in creating beautiful things for everyday life. Koziol products are now sold all over the globe: from the Odenwald to the Caribbean, to Africa and many other regions of the world.

Made in Germany

The family-run business from Erbach in the Odenwald has been manufacturing exclusively in Germany for three generations – a conscious choice. This ensures that expertise, quality and fair, transparent and resource-efficient production are maintained. In addition to its craftsmanship, Koziol is characterised by a high level of innovation.

New business areas such as smart takeaway solutions, functional reusable tableware and, above all, Superglas are opening up international growth opportunities. Today, Koziol operates in four business areas: Superglas for the catering and hospitality sectors, MOVE! reusable tableware for catering and takeaways, incentives for the promotional products business, and Collection for specialist distributors and direct sales.

The sustainability brand

Sustainability is a core brand value and shapes every aspect of the business. The state-of-the-art machinery ena-



The Italian designer and architect Paolo Pedrizetti came up with the idea for this original lemon squeezer in 1999. Its distinctive name is AHOI.



The spaghetti server called GINA makes serving pasta a real pleasure. It was created in 1996 by the Darmstadt-based design duo Jan Hansen and Frank Person.

The Antwerp-based design studio PINKEYE designed the KASIMIR cheese grater in 2010. It raises its prongs and grates Parmesan, Gouda and other cheeses into fine strips.



bles particularly efficient and resource-efficient production. CO₂ emissions are continuously being reduced through the use of renewable energy and our own photovoltaic system, among other things. Another focus is on innovative materials based on recycled vegetable oils. They contribute to the circular economy and reduce the use of new raw materials. Sustainability is also evident in the durability of the products: high-quality materials, excellent design and superb craftsmanship make Koziol products long-lasting everyday companions.

Award-winning products

Many Koziol classics have been part of the collection for over 25 years, and some are currently enjoying a revival. Durability is the best form of sustainability. Stephan Koziol is convinced: "Our portfolio makes us unrivalled in the market. We help our customers to act more sustainably and stand for unique, award-winning products, the responsible

use of resources and environmentally friendly production. Happiness is sustainability!" To mark the anniversary, three popular classics – the GINA spaghetti server, the AHOI citrus press and the KASIMIR cheese grater – have been reissued in new, trendy colours. (See these pages)

Outstanding staff

Koziol's success is built on a team of dedicated staff who develop new products using their skills, creativity and willingness to experiment. The rapid development of new plastics is constantly opening up new possibilities. For example, the Superglas collection will soon switch to Tritan Renew – a recycled material – as a further step towards a circular economy.

How it all started

The history of Koziol begins on 27 November 1927. Aged 19 then, Bernhard Koziol registered his business as an ivory carver and set up his first workshop in his own bedroom. Initially, he produced jewellery made from ivory, mother-of-pearl and amber. In the 1930s, the company switched to innovative thermoplastic materials – a decisive step for the future of the business. In 1979, Stephan Koziol joined the company and developed a distinctive, contemporary design language that gained international recognition and was regularly honoured with awards.

Heading into the future with new ideas

Koziol has continually reinvented itself without losing sight of its values. Since 1927, it has created beautiful things to improve our lives. With Daniel Koziol, the third generation has been actively working on the brand's development for over ten years. CEO Daniel Koziol emphasises that "Our flexibility, modernity and investments in technology, digitalisation and renewable energy make us fit for the future – combined with craftsmanship, creativity and market insight, we are ideally positioned." <



A connector for everyday mobile life

With the MCO1, Prodir presents an aluminium connector designed as a functional everyday tool that **sets new trends in brand communication**. Unlike traditional carabiners, which are designed for extreme loads, the MCO1 is specifically aimed at everyday use between the office, events and on the go, reliably holding together keys, badges and other important items. Made from anodised aluminium, the product combines low weight with high stability and a durable, resilient surface. Aluminium stands not only for robustness but also for sustainability, as it is infinitely recyclable and thus conserves resources in the long term. Consisting of three precision-manufactured parts, the connector stands out thanks to its meticulous craftsmanship, whilst offering a generous surface area for customised brand messages that can be applied via multi-colour printing or laser engraving. Various colour options and finishing choices allow for tailored adaptation to corporate designs and give the product additional brand recognition. As an extension of the existing range of writing instruments and notebooks, the MCO1 opens up new ways of making brands visible in everyday life, as it is constantly used, carried and noticed.

PSI 42332 • PRODIR
Tel +41 91 935 5555 • sales@prodir.ch
www.prodir.com

Markers for modern workplaces

With their STABILO MARKdry, Stabilo Promotion Products GmbH & Co. KG is launching a promotional item that combines functionality, sustainability and brand visibility in a single product. The marker, which has a wooden shaft, fills a gap in everyday office life by being usable **on both whiteboards and paper**, thereby creating new efficiency particularly in trainings and workshops. Instructors and participants benefit from a seamless writing system without a change of medium, which makes presentations more structured and dynamic. The ink-free refill ensures a consistent flow of colour without drying out and guarantees constant readiness for use, a decisive advantage during periods of intense work. At the same time, the MARKdry scores highly as a promotional item thanks to its customisability: From the printable wooden shaft and corporate design colours to fully customisable packaging, it offers numerous opportunities for targeted brand promotion. The product also sets new standards in terms of sustainability, as it is made from PEFC-certified wood and is solvent-free, thereby meeting the growing demands for environmentally friendly promotional materials. The robust, sharpenable refill ensures a long service life, whilst clear visibility on paper and easy removal from whiteboards provide additional flexibility.

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





Built to last

The Monolith notebook from Goldstar Europe is made from an unusual material: stone paper. Designed in A5 format, **it combines modern design with high durability**, making it particularly suitable for use on the go. The soft cover, made from 375g material, feels pleasantly soft to the touch, whilst the water- and tear-resistant inner pages can withstand even the toughest conditions. A total of 50 lined sheets provide ample space for notes, ideas or sketches. Practical details such as the integrated pen holder on the back make everyday life even easier. The chlorine- and tree-free material underlines their commitment to sustainability.

PSI 45829 • Goldstar Europe
Tel +353 42 9320331 • nadine.heinrich@goldstar-europe.com
www.goldstar-europe.com

Elegant partner umbrella with carbon

This partner umbrella from Goebel features a high-end frame with an automatic opening mechanism. It is crafted from **materials that are both lightweight and extremely sturdy**: The high-quality shaft is made of genuine carbon fibre, whilst the ribs are constructed from wind-resistant fibreglass with additional double ribs made of stainless steel. A nickel-plated metal cap protects the umbrella tip. An elegant round hook handle made of solid maple wood with a subtle grain completes the look. The canopy and cover are made of polyester pongee fabric (matt) with a PFAS-free lotus effect treatment.

PSI 43420 • EBERHARD GOEBEL GmbH & Co.KG
Tel +49 731 140130 • info@euroschirm.com
www.euroschirm.com



Messages that stick

MYRIX's customisable sticker sets are a versatile promotional tool that remains visible in everyday life. The company offers **creative design options** in line with corporate identity, ranging from vibrant motifs to special finishes such as metallic or gloss effects. The stickers are easy to peel off and can be used flexibly – as trade show giveaways, inserts or promotional items. Optionally, a customisable cardboard sleeve ensures high-quality presentation. MYRIX combines creative freedom with efficient production and short lead times. The sticker sets stand out thanks to their widespread impact, as they are collected, passed on and used long-term.

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Tangible reach, real impact

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year ago, “The Hapticologist” was still just an experiment. This year, our multisensory bar was already an established feature of the OMR Festival in Hamburg. On 5 and 6 May, we were right at the heart of the action once again – at one of Europe’s largest events for online marketing and the digital industry. This initiative was developed jointly by key players from the promotional products industry and the PSI Network.

Studies show that traditional advertising accounts for only part of a brand’s impact. What really matters are experiences that people physically encounter and emotionally internalise. With our “Center of Seven Senses”, we deliberately created a space where brands could not only be discussed, but also experienced through sight, sound, smell, taste and touch – complemented by intuition and perception. It was not just a show, but a statement, because brands do not operate in a one-dimensional way. Their power unfolds through the interplay of the senses.

Nine manufacturers (prodir, mbw, uma, Kalfany Süße Werbung, Halfar, Polyclean, Richartz, FARE and SIGG), three agencies from the PSI Network (cyber-Wear, Kolibri and Rheinwald) as well as the Haptica magazine, the PSI Journal and the PSI Network itself have demonstrated that haptic advertising is a strategic component of modern brand management – not as a counterpoint to the digital world, but as an effective complement. Our goal is to introduce haptic advertising to the representatives of online marketing and the digital economy – as a building block in an integrated marketing mix that makes campaigns not only visible, but tangible. The masterclass “Why Advertising Fails – and Brand Experience Wins” has reinforced this approach with both practical examples and well-founded insights.

Especially at a time when so much is becoming more digital, faster and short-lived, there is a growing demand for brands that are not just visible, but tangible. That is why “The Hapticologist” is more than just a bar serving cool drinks. It is a visible sign that our industry is confidently embracing its role in the marketing mix.

And we are just getting started: we invite more manufacturers, distributors and agencies from the PSI network to join us next year in further developing “The Hapticologist”. With clarity, courage and a passion for experimentation, we’re showing the online and digital industry what haptic advertising is capable of.

Yours,



Petra Lassahn
Director PSI



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With the focus areas 'Christmas, present sets and custom-made products' and 'hobby and crafts', this edition shows how specially selected promotional products can be used as powerful marketing tools – for targeted customer engagement, emotional brand resonance and lasting advertising impact. Festive promotional products and customised gift sets offer ideal opportunities to build customer appreciation, foster customer loyalty, and launch seasonal campaigns. Customised products underscore a brand's uniqueness and create a real wow moment. On the other hand, products from the hobby and crafts segments win people over with their practicality, durability and real-world applicability. They encourage creativity, convey competency, and position the company as approachable and solution-oriented. Find out how these product groups can be strategically used to target specific audiences precisely, convey brand values, and ensure that advertising messages leave a lasting impression.

Please start thinking now about your product presentations for the August/September 2026 double edition of the PSI Journal that fall under the themes 'ecological and sustainable products and 'sweets, vegan treats, and enjoyment' and send us your product suggestions (image and text) by 26 June 2026 at the latest: Edit Line GmbH, Redaktion PSI Journal, email: hoechemer@edit-line.de

175 Years of Fruit of the Loom



Fruit of the Loom is celebrating its 175 anniversary this year. To honour the occasion, the brand launched the Grown Together campaign – visuals that capture growth as a collaborative effort with partners, customers and distributors. The campaign was produced with a new AI hybrid method that enhances real product photography with digitally created imagery.

Promotional product as a marketing instrument



Promotional products have been an integral part of marketing practice for many years, but until now, very little scientific research has been conducted on them. With the recently published book "Promotional Products: Fundamentals, Forms and Impact", there is now a comprehensive, empirically based analysis of this communication tool. We took a look at it for you.

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Deputy Chief Editor: Ursula Geppert

Editors: Martin Höchemer, Christian Jacob, Jutta Menzel,
Dagmar Brandt, Simon Dietzen

Duty Editor: Martin Höchemer

Publication Management: Simon Dietzen

Advertising Sales Manager: Marlene Ramos

Cross Media Sales

Senior Sales Manager: Senija Menzel,
senija.menzel@rxglobal.com

Sales Manager: Adrian Papke, adrian.papke@rxglobal.com
Daniel Schellenbeck, daniel.schellenbeck@rxglobal.com

Junior Sales Manager: Celina Kunikowski,
celina.kunikowski@rxglobal.com

Regional contacts

Belgium and France: Reed Exhibitions
ISG Belgien und Frankreich
Bryan Piscou,
bpiscou@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Erika Poleggi
erika.poleggi@reedexpo.it

Spain: Reed Exhibitions Italia Srl
Malvina Tralli
malvina.tralli@reedexpo.it

Turkey: Istexpo
Sevinc Abdullayeva,
sevinc@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

Design: Edit Line GmbH, Mainz
by order of PSI Promotional Product Service Institute,
RX Deutschland GmbH

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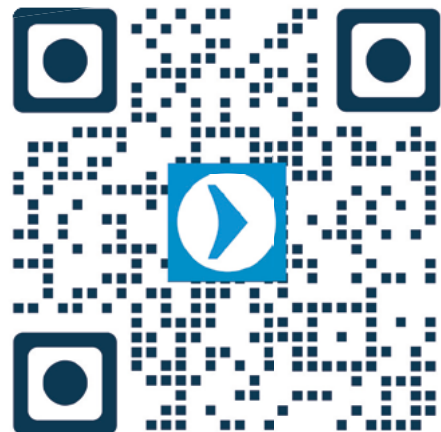
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