

# PSI

# JOURNAL

**PSI Journal**

International Magazine

For Promotional

Products

July 2026

Volume 65



## Product Guide

Christmas, gift sets, bespoke products

Hobbies and crafts

## Industry

Businesses, events, markets

## Offene Systeme Software!

Al pioneer in the industry

## Fruit of the Loom

175 years. One brand. Growing together.

The EU's AI Regulation  
Seizing  
**opportunities,**  
managing **risks**

► **PSI**

**The Industry's  
Who and How.  
My PSI. Live.**

Exhibition  
Centre  
Cologne

**SAVE THE DATE**

**12 - 14 JAN 2027**

**SEE YOU NEXT YEAR IN COLOGNE!**

Built by




In the business of  
building businesses

The European leading trade show for promotional  
products, incentives and merchandising



**Editorial**

## Cologne instead of the old routine

 The PSI trade show is coming up again in six months' time. That sentence sounds familiar. Yet it means something completely different, because from 12 to 14 January 2027, the European promotional products industry will not be meeting in Düsseldorf again, but in Cologne for the first time. Farewell, Düsseldorf – Hello, Cologne. And Cologne is not just a pleasant change of scenery, but a statement: the routine was comfortable, but growth and fresh impetus demand a new setting.

For many years, Düsseldorf was a reliable home base. We knew the routes, the hotels and the routines. But this very sense of security came at a price: those who treated the PSI merely as a familiar, obligatory event on the calendar often failed to realise its full potential. The move to Cologne is forcing us to rethink things – and that's a good thing. After all, promotional products, incentives and merchandising have been under pressure for years due to supply chain stress, rising expectations regarding sustainability and brand presentation. Anyone who wants to succeed in this sector needs more than just business as usual.

The PSI 2027 is therefore the kick-off for the year's objectives: three days to finalise the lead pipeline, purchasing terms, partnerships and campaign ideas for 2027 with partners and colleagues. Cologne provides the perfect setting for this. Halls 7 and 8 are spacious, clearly structured and designed for effective presentation. The event avoids public and school holidays. This reduces scheduling pressure not only for exhibitors, but also for visitors from the industry and their sales and procurement staff.

At the same time, the PSI remains what it is: the leading trade show, home and hub of haptic advertising. The focus is on textile promotional products, finishing techniques, and topics such as health, safety and the outdoors. Thus, Cologne does not change the character of the trade show. The PSI trade show is coming up again in six months' time. Anyone who sees the move to Cologne merely as a logistical change of venue is missing out on potential. Those who view the PSI 2027 as the true start to the year will help determine there just how successful the promotional products industry will be in 2027.

On this note

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

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

<b>EDITORIAL</b>	1
<b>CONTENTS</b>	2
<b>TRENDS &amp; BRANDS</b>	4
<b>FOCUS</b>	
EU AI Regulation: Seizing opportunities, managing risks	8
<b>PRODUCT GUIDE</b>	
Christmas, Gift Sets, Custom-made Products	12
<b>INDUSTRY</b>	
Companies, Events, Markets	36
Sanders Imagetools: Secure Shipping of Beverage Cans	41
PromoSwiss: Elections, Setting the Course, New Faces	42
<b>PRODUCT GUIDE</b>	
Hobbies and Crafts	44
<b>COMPANIES</b>	
30 years of Offene Systeme Software!	54
Fruit of the Loom: 175 years. One brand. Growing together.	56
<b>PRODUCT GUIDE</b>	
Innovative products	58
<b>OPINION</b>	62
<b>PREVIEW – IMPRINT</b>	64



# OLAF. KEEP IT COOL.

## Your cooler to go.

Olaf is a compact mini cooler bag for on the go. Measuring 25 x 17 x 9 cm, it offers plenty of space for snacks and drinks and keeps everything nice and cool thanks to its aluminium inner lining.

Sturdy cotton, a practical zipper and a sturdy carrying handle make it the ideal everyday companion.

The bag is Fairtrade certified and tested to the OEKO-Tex Standard 100.

Olaf is available in natural and black and can be customized using screen or transfer printing.



**STANDARD 100**  
16.HIN.95321  
Hohenstein HTTI



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



## EU AI Regulation: Seizing opportunities, managing risks **8**

Regulation is often seen as an obstacle to economic processes. In the field of AI, however, it could have exactly the opposite effect and give the sector a whole new impetus by reducing uncertainty and creating a clear framework. This opens up new opportunities for the promotional products industry.

## Product Guide: Give the gift of emotion. Strengthen brands.

**12 + 44**

With a focus on “Christmas, gift sets and bespoke products” as well as “Hobbies and crafts”, this issue demonstrates how promotional products can be used as powerful marketing tools. Discover how these products can be strategically positioned to precisely target audiences, convey brand values and embed messages for the long term.



## Embossing for the industry: It leaves a lasting impression **39**

Three-dimensional embossed prints on sweatshirts and jackets leave a lasting impression – in both senses of the word. What was previously found mainly in the retail sector is now increasingly finding its way into the promotional products and textile finishing industry. The printing service provider Rogac from Slovenia now offers this process, known as embossing, to the promotional products trade across Europe.



## An AI pioneer in the industry **54**

For 30 years, Offene Systeme Software! has focused on developing and supporting the industry-specific software KS1 and is regarded as one of the industry's technological trailblazers. With the deep integration of AI into its ERP system, the company is now also a pioneer in industry-specific AI solutions.



# Blue

## brings a longing for sea and sky

Rising temperatures bring a growing desire for freshness, light and clarity. This is precisely where promotional materials in blue shine. Blue evokes images of water, the sky and holidays – of cool drinks by the pool, the sea on the horizon or a cloudless summer's day. The colour has a calming, luxurious and energising effect. It conveys trust and ensures that brands remain refreshingly present even during the hot season.

This is why promotional items in blue are particularly effective at evoking emotions in the summer: They create a sense of coolness and freedom – a psychological counterbalance to the heat. Companies make targeted use of this effect to create positive brand experiences.

Typical examples include water bottles in ice blue, beach bags and cooler bags in nautical shades of blue, caps or sunglasses with navy blue accents, or towels in aqua or ocean blue. When combined with white, silver or transparent materials, blue looks fashionable, fresh and summery – ideal for practical promotional items that convey a genuine sense of lifestyle and leave a lasting impression.



### The "blue wonder"

Whatever the weather – whether the sun is shining or the coast is muddy and wet – flip-flops or wellies featuring a clear promotional message for the region or the tour operator are always a hit. As they're worn so often on holiday, the promotional message is constantly on display and is sure to turn heads, and not just on the beach.

Schuh-Depot Bockstiegel  
[www.schuhdepot.de](http://www.schuhdepot.de)  
 PSI 47439



### Measured promotion

This bright blue folding ruler, which really stands out in any artisan's toolbox, promotes its product with restraint and precision in the truest sense of the word. The duplex scale ensures clear measurements. The folding ruler's little brother, the 20-centimetre wooden ruler, also looks great on a desk in sky blue.

Metrie s.r.o.  
[www.metrie.cz](http://www.metrie.cz)  
 PSI 49174




### Clear and sustainable

With their clear, bright blue colour scheme, these pens made from recycled PET bottles convey not only sustainable values, but also a sense of summer, freshness and leisure. The CORE model combines material origin, design and functionality to create a harmonious whole. This makes the pen a credible brand ambassador.

Uma Schreibgeräte Ullmann GmbH  
[www.uma-pen.com](http://www.uma-pen.com)  
 PSI 41848





# **ONE JACKET, MAXIMUM FLEXIBILITY**

Wind- and waterproof on the outside, practical and warm on the inside – discover our new 3-in-1 Jacket GRS (JN1377/JN1378) for maximum flexibility in all weather conditions.

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

*daiber*



#### Versatile lighting

This stylish multifunctional LED lamp can be used as a torch, a hanging lamp or a table lamp. It is a versatile camping light, featuring a magnet, a hanging bracket and an adjustable silicone shade that can be removed if desired. With a total of three light modes, it provides pleasant lighting for any situation. High-quality workmanship, a pleasant haptic and discreet branding – a shining example of a successful blend of functionality, design and promotional impact.

**Nestler-matho GmbH**  
[www.nestler-matho.de](http://www.nestler-matho.de)  
 PSI 41816

#### Fruity and elegant

Those who value elegance and modern style will love this set of tasteful glass jars with aluminium lids. It contains blends of freeze-dried fruit with natural flavours. The minimalist design of the reusable components makes for a distinctive brand statement.

**SLODKIE sp. z o.o.**  
[www.slodkie.eu](http://www.slodkie.eu)  
 PSI 46325



#### Double the functionality

A table napkin that also serves as a cutlery holder is always well received by guests: Both items are presented on the table in a clean and decorative manner. They also reduce the distance staff have to walk, as the sets can be prepared in advance during quiet periods.

**Kandinsky Deutschland GmbH**  
[www.kandinsky.de](http://www.kandinsky.de)  
 PSI 46232



# Added value through additional features

Promotional items have long since become more than mere brand ambassadors – their true value often only becomes apparent through fun additional features. This secondary benefit keeps a product in everyday use, rather than letting it disappear into a drawer.

The secondary benefit is not just a pleasant extra, but often the real game-changer in promotional items. There are several clear reasons for this. A product that does more than expected is used more often. Every additional use represents another brand touchpoint – at no extra cost. Furthermore, promotional items with an additional function remain in circulation for longer because they are useful in a variety of situations.

The surprise of a secondary benefit always creates a slight “aha” effect. It is precisely this moment that increases people’s affinity for the product. The more practical an item is, the less it is perceived as promotion. It becomes part of the daily routine and thus has a more subtle impact.

In short: The more versatile a promotional item is, the greater its relevance in everyday life and the longer the brand remains in people’s memories. The secondary benefit transforms a promotional item from a one-off giveaway into a lasting accessory – and that is precisely where its strategic value lies.

# A matter of facts.

Certified exhibition data is our trademark. For six decades.



Verified exhibitor and visitor data you can rely on. It provides clarity and enables quick decisions.

This makes trade fair success plannable and measurable.

Regulations are often seen as obstacles to economic processes. In the area of AI, however, it could have exactly the opposite effect and give the sector a whole new impetus by reducing uncertainty and establishing a clear framework. This opens up new opportunities for the promotional products industry.

## The EU's AI Regulation

# Seizing **opportunities**, managing **risks**

**W**hen the term “artificial intelligence” (AI) was first coined, it is unlikely that anyone could have imagined how profoundly digital technologies would come to shape everyday life. It was first used in a funding application to the Rockefeller Foundation for the “Dartmouth Summer Research Project on Artificial Intelligence” in 1955. With the launch of ChatGPT in November 2022, interest in AI surged virtually overnight, and it quickly became clear that

**An EU regulation could give a significant boost to the use of AI in the promotional products industry.**

entirely new opportunities were emerging in both private and business spheres. “There is a huge opportunity for advertising and marketing: companies that establish standards, processes and expertise now will be able to use AI more quickly and effectively than others”, explains Christian Kleemann, CEO of KI Café, who hosted a highly acclaimed workshop at this year’s PSI trade show. However, he noted that there are still significant gaps in knowledge: “Many people are still at the very beginning when it comes to AI.”





**Christian Kleemann,**  
CEO KI Café



**Ina Schöne,**  
AI & DSGVO Officer KI Café

### The first comprehensive regulation for AI

The knowledge gaps described by Kleemann are also related to the fact that legal regulations have not kept pace with the meteoric rise of AI chatbots. On 21 May 2024, a good year and a half after the launch of ChatGPT's success story, the Regulation on Artificial Intelligence (AI Regulation; also known by its English name, the "EU AI Act"), the world's first comprehensive legal framework governing the use of AI was adopted. The regulations came into force on 1 August of the same year, although most provisions will only apply in full from 2 August this year. Ina Schöne, AI & GDPR Officer at KI Café, emphasises in this respect that virtually every company is affected by the regulation, referring to Article 3(4) of the Regulation, according to which "deployers" are defined as natural or legal persons who use an AI system under their own responsibility for professional purposes. However, this is also accompanied by a great deal of uncertainty: "Given the current lack of clarity surrounding the interpretation and implementation of the AI Regulation, as well as the European Commission's efforts to postpone the deadlines for the entry into force of the requirements for high-risk AI, uncertainty remains high", said Schöne. According to her, there is also a lack of best practices – that is, good examples of how the AI Regulation is being implemented in practice – which could lead to legal problems.

### AI is often not used properly

Christian Kleemann also observes that many companies are completely unaware of the changes brought about by the AI Regulation: "Very few people realise that the EU AI Act imposes training and documentation requirements that have been in force for some time. In practical terms, this means that any organisation using ChatGPT and similar tools must ensure that its staff receive appropriate training." However, in most cases, this is not happening. Kleemann reports that AI is frequently being used, often secretly and without oversight: "We call this 'shadow AI': employees use AI tools while management has either

pushed responsibility elsewhere within the organisation or attempted to ban their use altogether. In my view, that is currently the biggest mistake companies can make. After all, AI is a leadership issue", warns the AI expert, who therefore sees the AI Act as an opportunity rather than an obstacle. "It establishes the framework. Particularly when it comes to creative processes such as writing or image creation, uncertainties surrounding copyright are holding back many companies in the industry. The new regulation does not resolve every issue, but it does create transparency, for example through labelling requirements, documentation and clear lines of responsibility." According to Article 50 of the AI Act, the use of AI-generated content must be disclosed. This is intended to make it clear that an image, a piece of text or a prediction was not generated directly by humans, but by a machine.

### The AI Act reduces uncertainty

Implementing the AI Act will initially involve a considerable amount of work for businesses. "Advertisers should first and foremost take stock of the AI systems they use, particularly tracking tools and AI-powered personalisation features. If the advertising consists of AI-generated content, this content should be reviewed to ensure that it does not contain or disseminate so-called deepfakes (see Art. 3(60) AI Regulation) and, where necessary, labelled as AI-generated content (see Art. 50 AI Regulation) for the purposes of user information," advises Ina Schöne. If these measures are carried out, the implementation of AI could give the advertising industry a whole new impetus. "Rigid systems, a lack of knowledge about the possibilities and a lack of strategic leadership are unnecessarily holding many businesses back. In our projects, we see time and time again that as soon as it becomes clear that the EU AI Act is not an obstacle but a framework for proper implementation, many fears disappear," predicts Christian Kleemann. "The regulation offers a great opportunity to capitalise on the potential of AI in an even more profitable way." >>

# The AI Regulation: Using AI safely

The AI Regulation governs the use and development of artificial intelligence in the European Union, with the aim of capitalising on opportunities without losing sight of the risks.

## What is the aim of the AI Regulation?

The AI Regulation supports the development and use of artificial intelligence in Europe.

It establishes a uniform legal framework for the entire EU single market. This enables businesses to operate across Europe under the same conditions. Clear rules, transparency and accountability help build trust in AI technologies.

The regulation protects people from the potential risks posed by AI applications, particularly where fundamental rights such as democracy, the rule of law and environmental protection, as well as health and safety, could be affected.

## Who do the rules apply to?

They apply to all companies, public authorities, organisations and other entities that use an AI system within the EU or place it on the EU market. The key factor is whether the AI system is used within the EU and therefore has an impact on EU citizens. The rules therefore apply regardless of whether a company is based in the EU or in a third country.

## What obligations does the AI Regulation entail?

Anyone who uses or develops AI is required to build up AI literacy, which includes staff training, among other things.

Organisations must be able to demonstrate compliance with the requirements applicable to the relevant AI risk category.

Certain AI systems must comply with transparency requirements, including informing users when they are interacting with AI or when content has been generated by AI.

Requirements related to quality, safety and risk management must be met, particularly in the case of high-risk AI applications.

## What is exempt from the rules?

Private use of AI systems

AI systems developed and put in operation for the sole purpose of scientific research and development

Research, testing and development work on AI systems or AI models prior to their being placed on the market or put into service

AI systems that are placed on the market or put into operation exclusively for military, defence or national security purposes

## The AI Regulation in a nutshell

### Objectives

The AI Regulation aims to promote the development and use of trustworthy artificial intelligence in the EU, to enable innovation and to minimise risks. In doing so, it seeks to protect health, safety and fundamental rights.

### Target groups

The Regulation is aimed at businesses, public authorities and organisations that use or develop AI.

### Risk-based requirements

AI systems are classified based on their area of application and according to the risk they pose to users. Most AI systems pose little or no risk. However, the higher the risk, the stricter the requirements regarding transparency, security and compliance.

### EU jurisdiction

The European Commission's AI Office is responsible for general-purpose AI (GPAI) models, such as large language models. The regulations are being phased in and apply in full from August 2027.

# AI as an effective tool in the promotional products industry

The American Promotional Products Association International (PPAI) is investigating the adoption of artificial intelligence (AI) in the promotional products industry by means of regular surveys of leading companies (PPAI 100). Although the data relates to the US market, it provides valuable insight into trends and developments that are also relevant in Europe. An overview of the latest results.

**A**ccording to PPAI, by 2024/2025 most larger companies in the industry were already using AI solutions in their day-to-day operations. 92 per cent of suppliers and 87 per cent of distributors were actively exploring the use of AI. The PPAI trend analysis for 2026 shows that many companies have moved beyond the trial phase and are increasingly integrating AI into their daily workflows. Almost a quarter of the companies surveyed stated that they had already firmly integrated AI into their internal processes. A further 69.2 per cent were at various stages of implementation or onboarding.

## AI as a competitive factor

Efficiency is the primary driver behind the adoption of AI. Particularly in light of margin pressure, supply chain challenges, and rising costs, many companies view AI as a means of improving efficiency. This includes the automation of routine tasks, reducing employees' workloads, accelerating the preparation of quotations, and enhancing data and market analysis to support sales growth. A comparison of the PPAI surveys from 2025 and 2026 reveals a clear evolution in the use of AI. The latest data demonstrates a strong focus on integrating AI into core business processes and using it operationally in day-to-day activities to improve efficiency across the entire organisation. Overall, AI is no longer regarded as a topic for the future but as a key competitive factor in the promotional products industry. The focus is shifting from "Should we use AI?" to "How can we use AI efficiently and strategically?"

## Industry-specific tools have a bright future

There are still several obstacles to overcome when integrating AI. Both suppliers and distributors have concerns about data privacy, face resistance from employees, encounter challenges with system integration, and view the high cost of AI technology as a barrier to further adoption. Respondents' calls for more tools and software solutions tailored specifically to the promotional products industry highlight the need for specialists capable of developing such applications and integrating them into existing systems. Offene Systeme Software is a pioneer in this field in Germany (see page 54). <

## Key objectives for the use of AI

### Process optimisation

The vast majority of distributors use AI primarily to improve operational efficiency.

### Customer experience

Enhancing service offerings and delivering more personalised customer communications

### Sales growth

Using AI to identify new sales opportunities

### Cost reduction

Streamlining operations and reducing operating expenses

The use of AI in businesses can reduce the workload on employees and lead to greater efficiency. It is essential to handle these unprecedented possibilities responsibly and to evaluate the results critically.



## Christmas, gift sets, customised products



Festive products and individually assembled gift sets provide the **perfect opportunity to build customer loyalty** and run seasonal marketing campaigns. Custom-made articles highlight the brand's uniqueness and create genuine "wow" moments.

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

## A bombastic surprise

Stadtgärtner specialises in green gifts that not only bring joy but also benefit the environment. Take, for example, the highlight of any Christmas party or New Year's celebration: a filled table bomb that slings its surprises out via a lever mechanism. Once unwrapped, the table bomb can even be easily reused. Complete with a customisable sleeve, each table bomb comes as standard with a customisable A6 postcard, a securely sealed bag of confetti and a one-square-metre flower sponsorship. Both the sleeve and the postcard can be branded entirely to your own specifications. Based on a modular system, the additional fillings can be flexibly combined from a range of growing and emotional Stadtgärtner products, as well as high-quality partner items. These surprises are available for orders of 15 items or more.



PSI 46131 • KHK GmbH  
 Tel +49 2233-71771-0 • sales@lipcare.de  
 www.lipcare-werbemittel.de

## Winter lip care

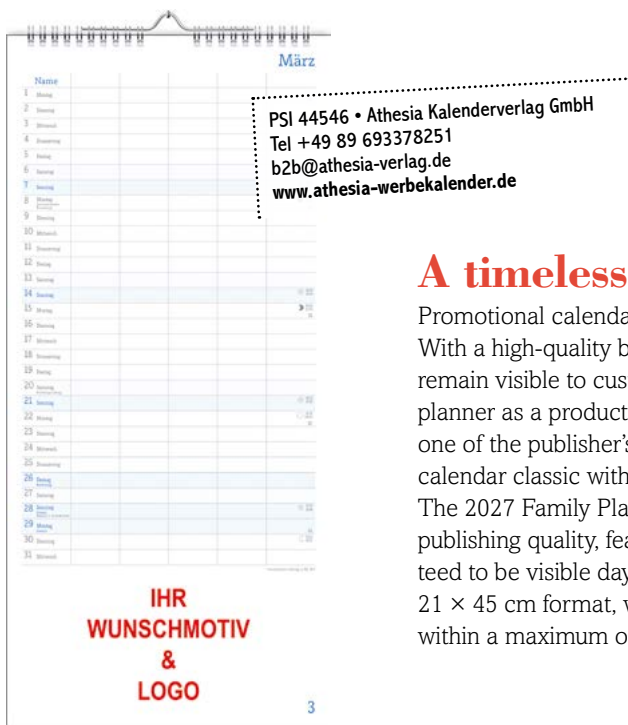
The cosmetics specialists at KHK have developed lip care products with a Christmas scent in their in-house laboratory. The Baked Apple lip balm captures the magic of the festive season with its warm apple and vanilla fragrance. Good lip care is particularly valuable during the cold season and is therefore a well-received personal gift. Thanks to their long-lasting nature, these nourishing Christmas greetings made in Germany offer high promotional impact. As a special eye-catcher, they are also available with three different 3D attachments on the cap: a heart, a Christmas tree or a Santa hat. All KHK lip care products are manufactured in accordance with the Cosmetics Regulation and Cosmetics GMP and are registered on the CPNP portal.

## Emotional Design

The Bobble tins from ADV PAX Lutec GmbH are sure to attract maximum attention at the point of sale during the Christmas season. These decorative slip-lid tins, made from electrolytic tinplate, are available in Santa, Deer, Snowman, Angel and Elf designs, combining premium metal packaging with an emotive Christmas design. A particular highlight is the eye-catching bobble on the lid, which makes the tins genuine eye-catchers on the shelf. The tins are ideal for confectionery, tea, as giveaways, gift sets or for seasonal promotional campaigns. The reusable metal tins offer added value and can be kept as decorative storage containers even after Christmas.



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



PSI 44546 • Athesia Kalenderverlag GmbH  
Tel +49 89 693378251  
b2b@athesia-verlag.de  
www.athesia-werbekalender.de

## A timeless advertising classic

Promotional calendars are among the absolute classics of physical advertising media. With a high-quality branded calendar from Athesia, advertisers are guaranteed to remain visible to customers 365 days a year. In 1998, Heye launched the first family planner as a product innovation. It has since been printed millions of times and remains one of the publisher's most successful calendar series to this day, making it a timeless calendar classic with many added benefits and as unique and individual as a company. The 2027 Family Planner can be designed entirely to your own specifications and in publishing quality, featuring your own chosen motifs and corporate design. It is guaranteed to be visible day after day. This eye-catching product is supplied in a practical 21 × 45 cm format, with a minimum print run of 500 copies and reliably delivered within a maximum of 8 weeks.

## Small Christmas baking set

Made from tinplate and nestled in a handy box, the cookie cutters from Multiflower enable you to present customers with a lovely and practical giveaway. The packaging is ideal for displaying a promotional message in its standard design. It can even be customised for orders of 250 or more. Weighing around 20 grams, the gift includes two cookie cutters, each measuring five centimetres and shaped like a Christmas tree and a star. The recipe is included on the packaging. Baked goods are not included.



PSI 45974 • Multiflower GmbH  
Tel +49 6226 92798-0 • info@multiflower.de  
www.multiflower.de

## A delicious surprise

The "Collection under the tree maxi" is an elegant Christmas gift set from Slodkie, designed for brands wishing to create a warm, festive impression. Inside, recipients will find a decorative Christmas tree made of milk chocolate with freeze-dried plums and golden star sprinkles, complemented by four gift-shaped chocolates. The chocolates offer a festive variety of flavours, including milk chocolate with a spiced filling, orange peel and cloves, or dried plums. This set combines seasonal flavours with high-quality presentation and strong visual appeal. The packaging is made from white paper as standard, with kraft paper or ecru paper with grass fibres available as an option. The tray is made from R-PET, making the product a well-considered choice for Christmas campaigns and festive brand promotions.



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



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

## Mobile brand ambassador

Fare umbrellas are durable, visible and effective promotional products. They are most effective when used regularly in everyday life. The advantage of umbrellas lies in the combination of practical utility and a large advertising space, and that they are often used for many years. Umbrellas are everywhere. As mobile advertising media, they ensure continuous visibility. Umbrellas offer numerous design options, from colour-rich printed motifs to subtle finishes such as doming or laser engraving. Furthermore, a decisive factor in the success of promotional umbrellas is their quality. Only durable products are used in the long term and thus achieve their full advertising impact. For decades, Fare has relied on high-quality materials, trustworthy technology and meticulous craftsmanship. The umbrellas are tested for durability and wind resistance and sometimes even accompany their users for decades. At the same time, FARE ensures compliance with all relevant legal requirements, for example through independent testing in accordance with the EU chemicals regulation REACH. Thanks to their high practical value, they are readily accepted and used regularly. This gives umbrellas a decisive advantage over many short-lived promotional products.



## Delightful gifts

A gift speaks louder than a thousand words: mbw's charming promotional ambassadors bring joy and leave a lasting impression, whether as a small token of thanks for loyal customers, as a gesture of appreciation for dedicated employees, or as a surprise on special occasions. Choose from the fluffy Minifeet® soft toys as a warm New Year's greeting, the Schnabels® squeaky duck in a fun design for Christmas or Herr Bert® as a relaxation guarantee for stressful days. It is a stress figure with unmistakable charm. All products from the North German company can be customised with a logo or message. Whether for a company anniversary, a trade show or the festive season, these gifts convey emotions in a humorous, likeable way and always with a personal touch.



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



PSI 45974 • Multiflower GmbH  
Tel +49 6226 92798-0 • info@multiflower.de  
www.multiflower.de



## St Nicholas Cup

The delicious chocolate from Multiflower brings joy during the pre-Christmas season and makes for a welcome sweet surprise for valued customers. For orders of 250 or more, you can choose to have the wrapper printed with your advertising message or, alternatively, create a completely customised design. Weighing 44 grams per gift, the Lindt chocolate ball (12.5 grams) and the four chocolate Santa figures (5 grams each) await connoisseurs and add that special something. The advertising space measures 110 by 10 millimetres on the standard-design sleeve. Alternatively, an advertising space measuring 215 by 42 millimetres is available for a custom sleeve design.

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



## O Little Christmas Tree

The emotion factory is presenting an original promotional item that effectively combines natural charm, Christmas spirit and brand visibility – the new Tiny Tree. The set consists of a small terracotta pot, a soil tablet and seeds of your choice, available with spruce or Nordmann fir seeds. A particular eye-catcher is the presentation packaging in the shape of a fir tree. It offers generous advertising space and can be customised. In addition, the pot can be finished with a single-colour print, ensuring a permanently visible brand message. The Tiny Tree creates a small growing experience with an emotional touch and is ideal as a seasonal promotional item for mailings, customer gifts or Christmas campaigns. This natural product is available from a minimum order of 250.

## Concentrated aromas

The Sky Sensiplus red wine glasses, presented in an elegant Cuvee gift box by Eisch Germany from Zwiesel Fortessa, make an ideal Christmas gift for customers, business partners and employees. With their innovative design and the multi-award-winning Sensiplus feature, they perfectly bring out the aromas of any red wine and ensure an unrivalled tasting experience. The glasses can be customised with a logo, combining elegance with functionality. Packaged in a high-quality gift box with space for a bottle of wine, this set makes for an unforgettable present. On request, the supplier can include a customised Christmas card with a personal message or add a co-branding sticker to the box.

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



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



## A charming floral oasis

Under the slogan “Green, even at Christmas time”, these charming winter-themed gifts from Stadtgärtner are sure to bring a smile to the faces of customers and staff alike. Come spring, the marbles will transform into a colourful floral oasis. The set includes eight colourful flower balls with a diameter of approximately 21 millimetres, made from a high-quality mixture of clay, soil and seeds. It is packaged in a paper bag with a window. Variants and seed options include snowman bellies, Rudolph noses or Christmas baubles. The balls are filled with a diverse mix of wildflowers. The cardboard header can be printed on both sides and offers plenty of space for a logo, personal greetings or a customised promotional message.

## A baker’s best friend

Global Innovation has just the right kitchen accessory for baking biscuits this Christmas season: a modern, functional dough scraper. Featuring a flexible silicone head and a sturdy plastic handle, this kitchen tool is ideal for mixing, scraping and smoothing a wide variety of ingredients. Alternatively, a visually appealing version with a wooden handle is also available. The handle fits comfortably in the hand and is ideal for use during long baking sessions in the run-up to Christmas. The dough scraper can be perfectly adapted to festive colour schemes spanning from classic red and green to modern, minimalist designs. This makes it an ideal addition to seasonal gift sets or Christmas promotions. Both doming and various printing methods can be used for branding.



PSI 46626  
 Global Innovations Germany GmbH & Co. KG  
 Tel +49 6502 930860  
 info@globalinnovations.de  
 www.globalinnovations.de

## An eye-catcher for Advent

This high-quality Advent calendar tin combines festive design with sweet treats and is sure to grab attention during the pre-Christmas season. The lovingly designed motif with 24 compartments is complemented by a charming magnetic snowman, which can simply be moved to the current date each day. The result is an interactive Advent calendar, filled with delicious Ritter Sport chocolate. Day after day, the Advent calendar offers little moments of indulgence and sweetens your anticipation of Christmas. The sturdy metal tin not only impresses with its high-quality finish, but can also be used for a long time after the festive season as a decorative storage tin. The tin can be personalised with a customer’s logo using elegant laser engraving, transforming it into an exclusive promotional gift with a lasting advertising impact, making it ideal for customers, employees and business partners.



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

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



## Naturally charming

Holz Frank offers customisable Christmas decorations made from FSC®-certified wood such as oak, walnut, Swiss stone pine or beech. This range includes sustainable, high-quality and evocative products such as classic baubles, company logos, stars or completely customised shapes. Almost any design is possible. The desired promotional message is permanently applied using precise laser engraving or brilliant digital printing. They are ideal for Christmas campaigns, customer gifts, staff gifts or decorative corporate décor. The result is a natural promotional product with a strong emotional impact, which is visible year after year and permanently links the brand with festive memories.

## Individual gift sets

Designed for the quality assurance department of a global pharmaceutical company, this customised gift set from BTR is characterised by its highly personalised and functional approach. The collection combines practical everyday items with carefully crafted visual details, transforming everyday essentials into a sophisticated corporate gift. A distinctive feature of the set is the embroidered mascot, which lends the overall design a unique and memorable touch. The Istanbul-based company BTR is available to provide consultancy and manufactures this and other customised gift sets to a high standard.



PSI 60931 • BTR Reklamcılık Pazarlama  
ve Dış Ticaret Ltd. Şti.  
Tel +90 541 3356119  
pazarlama@btr.com.tr  
www.btr.com.tr

## Wine accessories in stainless steel and wood

Goldstar Europe adds that special touch to every wine-drinking occasion with the Essex wine accessory set. This elegant three-piece collection turns every glass of wine into something special. It is not merely a set of bar accessories, but a harmonious blend of craftsmanship and refined elegance, comprising a sturdy stainless steel corkscrew, a drip ring and a wine pourer, which are beautifully accented by warm, FSC-certified acacia wood. This set was designed to enrich every moment of uncorking and serving wine. It comes in a matt FSC kraft paper box with a UV-printed design. With options for laser engraving on the wooden corkscrew or full-colour finishing on the box, the Essex Wine Set makes an inspiring statement, combining timeless functionality with enduring aesthetics.

PSI 45829 • Goldstar Europe  
Tel +353 42 9320331  
vertrieb@simplygoldstar.com  
www.simplygoldstar.com



PSI 41848  
 uma Schreibgeräte Ullmann GmbH  
 Tel +49 7832 707-0 • info@uma-pen.com  
 www.uma-pen.com



## Flowing design

The lines of the uma Senz Recy extend along the entire length of the writing utensil. From the gently narrowing front section to the integrated clip, the result is a flowing, dynamic form that appears calm while conveying a sense of motion. The clip is not designed as a separate component, but follows the movement of the barrel. Made from recycled ABS plastic, the product is manufactured from certified industrial waste as part of the Plastic Second Life concept. The material represents a resource-efficient use of existing raw materials. During production, the model adheres to traceable standards: manufacturing takes place in Europe and is ClimatePartner-certified. In this way, the Senz combines design quality with transparent and responsible implementation. The muted matt casing is part of a modern writing utensil that positions itself clearly without being obtrusive.

## Festive stickers made from grass paper

Few things are as synonymous with the Christmas season as wrapping and decorating presents. Available from marcolor, Christmas stickers made from grass paper add a decorative yet sustainable touch to packaging, cards or products. Whether featuring festive motifs, modern illustrations or charming Christmas messages, these customisable stickers instantly create a Christmassy atmosphere. The natural look and feel of the material are particularly striking: the slightly brownish base tone and the visible and tactile grass fibres give the stickers a special texture and an authentic character. This ensures an elegant look during the most wonderful time of the year.



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



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



## Light in the darkness

The reflective Christmas products from reflAktive, a brand of safeReflex GmbH, bring light and a festive atmosphere to the dark winter months. Whether used as decorations, gifts, add-ons, promotional mailings or practical eye-catchers, their customisable designs attract attention by day and ensure reflective visibility by night. Among the impressive product features, alongside the festive design and reflective surface, is their suitability as the ideal winter promotional gift for the Advent and Christmas season. Reflective tags, stickers and snap-on straps are available and all made in Germany. These increase the visibility of their users in traffic or decorate school bags, bicycles, bushes and trees on company premises and in front gardens with festive motifs. High-quality, EN-compliant films from Orafol® are used.



## Creative activity

The Knetä silicone painting mat is the perfect Christmas gift for businesses looking to offer families a real break during the busiest time of the year. In restaurants, hotels, on airlines, at travel companies or at events, the mat ensures quiet, creative activity and satisfied guests. Made from high-quality soft silicone, it is durable, wipeable and reusable. It is also ideal as a promotional giveaway with added value that doesn't end up in the rubbish bin, but is used for months. The design can be custom-printed across the entire surface and perfectly tailored to your brand identity or Christmas campaign. Thanks to its handy size, the silicone colouring mat is suitable for on-site use as well as for giveaways or mailing campaigns. The minimum order quantity is 2,000.



PSI 49649 • Knetä GmbH  
 Tel +49 9721 2906805  
 marketing@knetae.de  
 www.knetae-b2b.de

## Tailor-made promotional textiles

The tailor-made scarves and pocket squares from Promo-House make elegant corporate gifts and serve as an effective element of visual brand identity. The Polish promotional products specialist offers a comprehensive order processing service, from graphic design through to delivery of the finished product. Available materials include natural silk (including satin and twill), artificial silk, viscose, modal and blended fabrics. The customisation options comprise logos printed using screen printing or digital printing, ensuring accurate colour reproduction, precise details and high print durability. Thanks to the extensive personalisation options, the scarves and pocket squares in the range can be perfectly tailored to the company's visual identity, thereby emphasising its prestige and professional image.

PSI 48917 • Promo-House  
 Tel +48 12 4114242  
 biuro@promohouse.pl  
 www.promohouse.pl

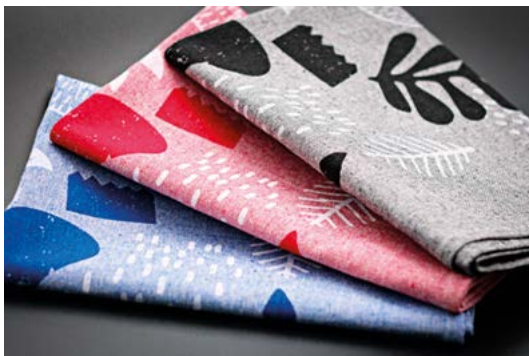




PSI 60675 • marcolor GmbH & Co. KG  
 Tel +49 6562 93126-0  
 kontakt@marcolor.de  
 www.marcolor.de

## Best wishes and wipes

Gifts such as the kitchen utensil set and the sponge and tea towels from marcolor are popular at Christmas time because they bring joy and are also practical. The kitchen set combines a highly absorbent sponge cloth with a versatile cotton tea towel to create a useful duo for everyday kitchen use. The sponge cloth is available in nine different basic colours, including classic white or eye-catching pink. Both cloths can be custom-printed with your choice of designs. Kalli is a classic sponge cloth and impresses with its natural blend of cotton and wood cellulose, short supply chains and production entirely made in Germany. At the same time, they offer plenty of space for modern festive designs and your personal wish list. They are supplied with a high-quality paper sleeve, available as a set of 1 or 2, as well as in other variations. Last but not least, the tea towels, which are individually printed with witty Christmas sayings, delightful illustrations or modern patterns, bring joy as both useful and decorative Christmas promotional products. On request, the tea towels can also be packaged with a custom-printed paper sleeve.



# SIMPLY ATHLETIC.

The Bielefeld champion in flexible carrying.



SPORT/TRAVEL BAG  
**SOLID**  
 1818070



— Advert —

**HALFAR**  
 BEST OF BAGS



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

## Festive messages

This festive gift tin from Dosenspezialist makes a lovely gesture at Christmas time, combining stylish packaging with sweet treats. The high-quality metal tin, featuring a Christmas design, is filled with delicious Ritter Sport chocolates and is sure to bring moments of enjoyment to customers, staff and business partners. A special highlight is the enclosed Christmas postcard, which offers plenty of space for personal greetings, Christmas messages or individual company messages. This transforms the gift tin into a personal present with emotional added value. The decorative tin is not only visually appealing, but can also be reused in many ways after the chocolate has been enjoyed, for example as a stylish decoration. It can also be used to store small items, for instance.



## Charming greetings

my logo on Food is launching a Christmas bag made from sustainable paper that immediately catches the eye with its mischievous expression, red hat and real cotton pompon. In addition to standard designs such as "Happy Christmas" or "Best wishes for St Nicholas Day", custom 4-colour printing is available for orders of 100 or more. You can choose from fillings including Lindt, Tiny Tony's and eight other varieties. The specially designed shipping box ensures simple and cost-effective individual dispatch. It is optimised for postage as a maxi letter and optionally fully customisable with 4-colour printing. On request, my logo on Food can also handle the entire dispatch service.



PSI 45384 • my logo on food GmbH  
Tel +49 2861 958888  
f.fischer@mylogoonfood.de  
www.mylogoonfood.de

## Tailor-made marketing

Customers are particularly impressed by tailor-made marketing: at mbw®, you'll find exclusive custom-made products that showcase your advertising message in a unique way. It's not "quantity over quality" that's in demand, but individuality: the special models in the range of products in the North German company offer endless possibilities for perfectly showcasing an advertising message. Whether it's Schnabels® squeaky ducks, MiniFeet® soft toys, Schmoozies® display cleaners or Squeezies®, when working with the experts at mbw®, customers can develop popular products that suit and delight their target audience. Even in small quantities, the desired product can be quickly visualised in the colour of your choice.



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

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



## A little tea break

With the organic TeaStick as a special Christmas gift, Sanders Imagetools is launching an effective product for marketing use. Available in a total of eleven varieties, there is something to suit every taste and promotional purpose. Simply place the stick in a cup of hot water, leave it to steep, and it's ready to enjoy in no time. For the cold season, the manufacturer recommends its special fruity and spicy Christmas blend. It adds a tasteful touch to customer gifts, mailings or presents for employees. For Christmas post, Sanders offers the TeaStick on a DIN Long card, which is particularly convenient to send in the matching envelope. The stick can also be combined with four other flyer formats. For the sake of the environment, the TeaStick is made from 100 per cent renewable and natural raw materials and is biodegradable. The packaging is also completely plastic-free: it is made from paper sourced from sustainable forestry and can simply be disposed of in paper recycling. For orders of 250 units or more, the paper packaging can be printed with your own design.

## Printed flip-flops

At first glance, they might seem like a summer gift, but the customisable flip-flops from Zego Textile Finishing Centre are also versatile enough to be used in winter as an original present for Christmas and New Year. Whether as a high-quality gift for employees, an eye-catching gift for customers, or a stylish giveaway for events in the new year, the PVC flip-flops are finished with the desired logo or branding using a printing process and offer high levels of comfort thanks to their ergonomic footbed and non-slip sole. As a result, they are popular everywhere and enjoyed by all, from the spa area to working at home. A range of colours and sizes allows for perfect adaptation to corporate design or campaign themes.



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





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

### Guaranteed comfort

With the “Cashmere-Feeling” homeware range from Zego, every Christmas gift becomes an emotional brand ambassador. Made from fine high-tech micro-fibre, these super-soft, cosy blankets regulate moisture and provide pleasant warmth. Personalised with a logo or lettering, the blankets are a premium promotional gift that is used daily and raises brand awareness. Ideal for companies and agencies seeking premium gifts for demanding customers, the products are perfect as Christmas gifts for key accounts, employees, hotel and spa guests, home and lifestyle customers, or for high-end customer clubs. The wide range of colours and formats offers maximum design freedom, ensuring a durable, elegant and memorable promotional product during the festive season.



TIEFZIEHTEIL AUS FASERGLAS

PSI 41617 • Magna Sweets GmbH  
 Tel +49 8146 99660  
 info@magna-sweets.de  
 www.magna-sweets.de

### A festive Advent treat

Behind the 24 doors of the KLETTinis Advent calendar from Magna Sweets lie delicious chocolate bites in the following varieties: milk chocolate, dark chocolate, milk chocolate with cookies, and milk chocolate with rice and wheat crisps. The KLETTinis themselves are made using Fairtrade-certified cocoa. The thermoformed component is particularly sustainable, as it is made from moulded fibre, offering a more environmentally friendly alternative to conventional plastic solutions. The calendar is also ideal for mailings, inserts or personal gifts. The Advent calendar is customised using 4-colour Euroscale printing, creating a sustainable brand ambassador for the run-up to Christmas: emotional, indulgent and personalised.

### Festive gifts

Holidays such as Christmas can be made even more festive with personalised gifts that make the occasion special. With Boogie Design's sustainable products, customers can stand out from the crowd. These personalised gifts help attract new customers or can be used as a lovely gesture of gratitude. Highlights include a wide range of decorative items, as well as an Easter basket that can be beautifully decorated and filled with treats. Further information is available on request.

PSI 49348 • Boogie Design  
 Tel +48 668 117733  
 boogie@boogie-design.pl  
 www.boogie-design.com





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

### Everything in its place

Troika Black Tech 2 Go is a cable bag made from durable tarpaulin that keeps your tech accessories organised. It is robust, water-repellent and well-designed, featuring a clever internal layout with a main compartment that folds down into two levels, six slip pockets, a zipped mesh pocket, a pen loop and a front pocket for a smartphone or notes. When open, everything remains clearly organised and within easy reach, making it ideal for working on the go. Whether it's a power bank, cables, a mouse or business cards, everything has its place in this product, which is available in black. Thanks to its trolley strap and handle in particular, the Troika Black Tech 2 Go is ideal for travel, the workplace and everyday use.



— Advert —



**HAVE YOU THOUGHT ABOUT CHRISTMAS YET?**

Inspire and delight your customers early this year.

### MAKE A DIFFERENCE FOR YOUR CUSTOMERS!

As a promotional product expert, you know: those who plan early are the ones who succeed. Inspire your clients now with festive gift ideas and show them how easy it is to leave a lasting impression during the holiday season.

The search for the perfect present starts now!  
Make sure your customers are ready!





PSI 43416 • Schneider Schreibgeräte GmbH  
Tel. +49 7729 8880  
promotion@schneiderpen.com  
www.schneiderpen-promotion.com

## A symbol of sustainability

Schneider Writing Utensils is now launching the barrel of its popular Like Recycling ballpoint pen in opaque colours, made from over 70 per cent recycled plastic. The Like Recycling impresses not only with its sustainable choice of materials, but also with ten fresh, modern colours that offer scope for brand design. It is manufactured in Germany to the highest quality and environmental standards. Fitted with the time-tested 774 refill, a wear-resistant stainless steel tip ensures that the ink can be used up completely and without smudging. The Mix & Match concept is particularly attractive for promotional use: starting in quantities of 300, the barrel colours can be freely combined at no extra cost. The wide range of options can also be easily tested and configured using the Pen Configurator. For customisation, digital printing and screen printing are available, as is pad printing. Both the design as a business card pen and the integration of QR codes are possible.



PSI 90008 • Promo Idea Solutions, Inc.  
Tel +1 213 8144277  
info@promoideasolutions.com  
www.promoideasolutions.com

## A charming Christmas

This three-piece cookie cutter set from the US supplier Promo Idea Solutions is made from sturdy 430 stainless steel and comes with a reusable cotton storage bag to keep everything tidy. The rounded, smooth upper edge ensures a comfortable grip without hurting your hands, and the sharp cutting edge allows for effortless cutting. Sixty different shapes are available, from which you can freely select three to create your own set. The set is perfect for cutting out biscuits, fondant and sandwiches, and ideal for Christmas baking and handmade crafts. Each set is beautifully packaged in a cotton drawstring bag and makes an ideal Christmas gift or for everyday storage in the kitchen.

## A sophisticated accessory

The Essex wine set from Goldstar Europe is the perfect way to enhance your wine-drinking experience. This elegant three-piece set includes a durable stainless steel corkscrew, a drip ring and a wine pourer, all accented with warm, FSC-certified acacia wood. Presented in a matt FSC-certified kraft paper gift box with a UV-printed design, options are available for laser engraving on the wooden corkscrew or full-colour printing on the box. The harmonious combination of craftsmanship and refined elegance enriches every moment of enjoyment.

PSI 45829 • Goldstar Europe  
Tel +353 42 9320331  
vertrieb@simplygoldstar.com  
www.simplygoldstar.com





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

## Alluring reflections

dothat offers a winter gift set that perfectly combines comfort, visibility and customisation. It comprises a personalised knitted hat and a scarf made with certified reflective yarn. This enhances visibility in low-light conditions while creating a unique winter set in your corporate design. Thanks to customisable knitted patterns, colours, labels and packaging, each set can be perfectly tailored to a company's branding or a seasonal campaign. The reflective elements are integrated directly into the knit structure, ensuring a subtle look during the day and a strong reflective effect in the dark.



## Advent chocolate treats

CD-LUX's custom-designed Advent calendars remain one of the most effective promotional tools during the Christmas season in 2026. They combine emotion, appreciation and brand presence in a unique way, placing companies' messages directly in the line of sight of customers and employees for 24 days. Hardly any other promotional tool manages to capture attention in such a lasting and appealing way. Once again this year, the calendar manufacturer is presenting numerous exclusive new products and creative ideas related to high-quality promotional Advent calendars featuring premium branded chocolate. Whether classic, modern or particularly eye-catching, the new models offer companies a wide range of opportunities to present themselves in an emotional and elegant manner during the festive season. The manufacturer guarantees tasteful and effective advertising, coupled with short delivery times, attractive offers and a free layout suggestion.

PSI 45452 • CD-LUX Adventskalender GmbH  
 Tel +49 9971 85710 • info@cd-lux.de  
 www.cd-lux.de





## Space-saving and crease-free

Everything that fits inside the Troika Black Packing Shirts compression bag is organised in a space-saving and crease-free manner. This large travel organiser, available in black and made from durable tarpaulin, brings order and clarity to your suitcase and rucksack. Featuring a zipper, an additional compression zipper and a mesh window, it is ideal for space-saving, crease-free packing of shirts, trousers and more. The sturdy carry handle makes it a versatile companion for travel, everyday use or as part of a well-designed durable and reliable luggage system.

PSI 46311 • Troika Germany GmbH  
Tel +49 2662 9511-0 • d.geimer@troika.de  
[info.troika.de/business](mailto:info.troika.de/business)



## Streak-free display

The SmartKosi® mini display cleaner from Polyclean ensures streak-free displays whether you're on the go, in the office or going about your daily life. The front is made from high-quality P-9000® HD micro-fibre and cleans efficiently and gently. The self-adhesive back adheres securely to the back of smartphones, ensuring it's always at hand and clearly visible. Ideal as an advertising medium, the product can be custom-printed with a logo, design or QR code so that the brand remains in view at all times. It is available in various standard sizes or as a custom format on request. SmartKosi® is a clever giveaway for a strong brand presence.



PSI 46596 • Polyclean International GmbH  
Tel +49 2561 86558300  
[sales@polyclean.com](mailto:sales@polyclean.com)  
[www.polyclean.com](http://www.polyclean.com)

PSI 42938 • Reidinger GmbH  
Tel +49 9732 9105 64 • info@reidinger.de  
www.reidinger.de

## A versatile calendar

If you're looking for a Christmas present that really stands out from the crowd, Reidinger's colour-in Advent calendar shows how an existing product concept can be effectively reimaged. Based on the time-tested colouring and games set, the pre-punched holes in the cards offer an added benefit: the coloured-in designs can be hung up and used as a creative calendar. This feature provides clear added value, particularly during the Christmas shopping season. With numbered backs and festive motifs on the front, the set transforms into a customisable Advent calendar in no time at all. This creates a playful brand presence that accompanies customers over several days. Companies benefit from a wide range of customisation options: the spectrum ranges from seasonal designs to entirely individual designs, including logo printing. Orders can be placed conveniently via the online configurator.



PSI 43993  
Paper Fantasies Ltd. • Tel +370 5 2331111  
zilvinas@paper-fantasies.com  
www.paper-fantasies.com

## Fantasies in paper

Your own customers' Christmas campaigns can be enhanced with sustainable, high-quality paper decorations from Paper Fantasies: this long-established Scandinavian manufacturer produces flat-packed, three-dimensional displays made from honeycomb paper. These environmentally friendly designs are perfect for creating memorable corporate Christmas gifts, festive point-of-sale materials and shop window displays. They can be set up in seconds and drastically reduce freight costs in the fourth quarter of the year as well as plastic waste. With a minimum order quantity of 100, customers can count on unrivalled flexibility and reliable supply chains for fast deliveries during the festive season.

## Mini Advent – maximum personalisation

You can't get much more creative than this: the MINI Decorative Tin Advent Calendar combines a high-quality look with maximum customisation – and is guaranteed to provide sweet moments of enjoyment in the run-up to Christmas. The highlight: as well as the customisable metal tin, you can even have the '24' section of the chocolate bar itself printed with your own special design if you wish. Inside the decorative tin awaits an embossed Advent calendar chocolate bar made from the finest Choco Company milk chocolate (min. 35% cocoa, Fairtrade certified\*). 24 numbered segments invite you to indulge – perfect for breaking off and enjoying one a day. Between the festive days, the bar can simply be stowed back in the tin – safely stored, hygienically packaged and always to hand. An unusual format that is guaranteed to leave a lasting impression on the recipient. There are two options for a personalised Christmas message. Option 1: "Your logo – your bar!" In this special edition, the "24" bar on the chocolate bar is customised – a promotional item with a truly unique feel. Option 2: Standard chocolate bar – available quickly, ideal for flexible campaigns. The tin can also be personalised here with a logo or Christmas greeting. First delivery from September 2026.



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

PSI 43892 • Römer Präsente  
Tel +49 6541 81290  
info@roemer-praesente.de  
www.roemer-praesente.de



## A creative all-rounder

Römer Präsente offers a range of gifts that convey personality and appreciation which are guaranteed to leave a lasting impression during the festive season. One gift idea that promises little moments of indulgence is the fine praline, packaged in a custom-designed box. For bigger surprises, the range offers lovingly curated gift sets, such as the cosy felt bag, generously filled with a festive blanket, a bottle of mulled wine and a matching thermos flask. All gifts are available from stock, even in single quantities. Exceptional customised creations are available as well. Anyone looking for a truly special, exclusive and individually curated corporate gift can work with the manufacturer to bring their own ideas to life, tailored precisely to the occasion, target audience and corporate identity.



PSI 45829 • Goldstar Europe  
Tel +353 42 9320331  
vertrieb@simplygoldstar.com  
www.simplygoldstar.com

## A durable travel companion

Malmö is a hanging toiletries bag made from recycled materials with a capacity of around four litres, available from Goldstar Europe. Consisting of recycled PU and polyester, this toiletries bag is a stylish travel accessory for beauty products. It is waterproof and offers plenty of storage space. Inside, the product features several zipped compartments, including a mesh pocket and a bottom pocket. Two open side pockets also provide space for small items. An integrated hanging hook in the main compartment makes it easy to use. The lining is made from 100 per cent recycled polyester, another feature that makes this bag an ideal, organised and durable travel companion.

## Stylish and weatherproof

The Black Smartbag from Troika is a sturdy smartphone shoulder bag made from durable tarpaulin. It is stylish, weatherproof and always ready for action. Featuring water-repellent zips and splash-proof material (IPX4), it offers reliable protection against rain and dirt. The large main compartment offers space for your smartphone, while a second compartment safely stores keys, cards or headphones. With an adjustable strap and sturdy metal key hooks, the bag adapts perfectly to an active lifestyle. This practical, durable and functional product is available in black.



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



PSI 40823  
Klio-Eterna Schreibgeräte GmbH & Co KG  
Tel +49 7834 973-0 • klio@klio.com  
www.klio.com

## An elegant combination

The Unique writing set from Klio-Eterna combines high-quality materials, precision craftsmanship and a modern design. In addition to the classic ballpoint pen, the set also includes an elegant rollerball version. Both models impress with their comfortable weight, balanced feel and a sturdy, spring-loaded clip. Fine walnut wood or a modern carbon finish is complemented in the Unique models by solid brass and shiny silver design elements, making them a high-quality and timeless writing utensil. The ballpoint pen is fitted with the long-lasting Multifill P refill, while the rollerball version uses a smooth RO-S refill. Whether as a client gift, for business partners or for internal events, the Unique set leaves a lasting impression. The writing utensils are available both as a set and individually, and both versions make an excellent stylish gift. A personalised laser engraving and a matching case add a personal touch.

## Emotional gift sets

The Christmas season remains the most important occasion for emotional and eye-catching promotional products. Der Zuckerbäcker focuses on creative gift formats such as the DIY S'mores treat bag and the matching large gift box version. Both variations offer an interactive indulgence experience and combine the classic gift with a modern DIY feel. These products are ideal for customer mailings, employee gifts or seasonal sales promotions. Their compact, easy-to-mail design and high experiential value result in creative gifts that are both emotionally engaging and practical. Classic Christmas items are transformed into little worlds of experience that capture lasting attention. These gift ideas combine enjoyment, experience and surprise, and can be easily integrated into promotional campaigns.



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

PSI 41853 • Frank Bürsten GmbH  
 Tel +49 7673 88865-0  
 info@frank-brushes.de  
 www.frank-brushes.de



## A shiny outlook

Frank Bürsten's traditional shoe care set for smooth leather shoes is a stylish gift idea, particularly at Christmas time. The set comprises two horsehair cream brushes and two horsehair shine brushes. These are complemented perfectly by two high-quality shoe creams in glass jars and a soft polishing cloth. The enclosed care instructions ensure correct use and guarantee a polished appearance. The set is packaged in an elegant black box with a magnetic closure. Fine decorative paper emphasises the high-quality character and lends the gift an exclusive touch. On request, the box and brushes can be customised with individual company or promotional logos. The result is a personalised gift that combines practicality and style.



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

## Versatile gift articles

Custom-designed pins from Pins & mehr guarantee a big impact in a small space, offering companies a charming and effective way to ensure their brand messages remain visible over the long term. The strength of pins lies in their versatility: whether as giveaways at trade shows, events and in campaign settings, or as awards, these small products with their wide scope for design ensure visibility and combine emotional value with practical promotional impact. Pins & mehr offers a wide range of manufacturing processes for this purpose – from detailed hard and soft enamel pins, through pins produced using offset or screen-printing techniques, to modern variants made from soft rubber, wood or injection moulding. This variety allows for maximum design freedom while ensuring high quality and durability. This means the right solution can be found for every design and budget.

## Sustainable gift wishes

Stadtgärtner offers a range of creative gifts with a lasting message. Under the slogan "Christmas in a cup", this charming mini-garden makes the perfect present for the festive season. Customers and staff receive not only a wonderful gift, but also a sustainable message that will stay with them. The mini garden in a cup is a lovely do-it-yourself kit that brings winter cheer and a special surprise. The kit consists of a paper cup with organic film, a high-yield coconut fibre tablet and the seeds. You can choose from the winter varieties Gingerbread Tree, Chocolate Flower or Christmas Tree 2030. The sleeve, the lid topper and a separate instruction card can be customised for maximum advertising space.



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



PSI 47992 • Henosa-Plantanas Group GmbH  
Tel +49 7306 926230 • [coo@plantanas.com](mailto:coo@plantanas.com)  
<https://werbenmittee.de>

## A Fragrant Celebration

The Henosa-Plantanas Group's most popular Christmas products include teas packaged in sachets, tins and cork-top jars, as well as festive spices and delicious chocolate-coated nuts, such as roasted almonds, snow almonds and cinnamon almonds. Customers can choose between paper or glossy bags in various colours. The products are packaged in 50g and 100g packets or 100g tins. From as little as 100 units, these promotional items can be customised with individual labels, and the variety can be freely selected.



# Z M S

— Advert —



Scan for more information

[uma-pen.com/en](http://uma-pen.com/en)



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

## Come and join in!

This activity book from Edition Michael Fischer contains 40 child-friendly colouring pictures just waiting to be brought to life, as well as exciting puzzle pictures to be solved step by step, challenging readers to spot the mistakes. There's no chance of being bored with this creative book during Advent. Thanks to its compact size, the activity book slips easily into any bag and can be conveniently taken along to Grandma's for Advent coffee. The EMF Publishing House, Edition Michael Fischer, tailors the book's content and design to the company's vision and the target audience. A logo can also be placed on the cover. Last but not least, you can create a customised product with a flexible page count, special features and your own corporate design.

## Festive and delicious

The giveaways and customer gifts from myfitmix are the perfect way to get into the Christmas spirit. Featuring four metal tins, the Premium Christmas Gift Set ensures premium crunchy moments and offers a sophisticated mix of Golden Salted Caramel Almonds, fine Chocolate-Cinnamon Almonds, classic roasted almonds and melt-in-the-mouth crunchy balls. Ideal for gourmets. With the biscuit baking set, your promotion can become part of the Christmas bakery experience with the finest vanilla sugar and colourful sprinkles, perfect for anyone who loves baking together. And Happy-Man is a charming gingerbread man made from the finest chocolate dough, who, as a sugar-sweet promotional ambassador, brings a smile to everyone's face. Also on offer: Flambéed almonds, a traditional, crunchy Christmas market treat completely free from refined sugar, aromatically enhanced with vanilla, cocoa and cinnamon, as well as the organic crunchy ball mix for conscious enjoyment in organic quality. They are crispy spelt balls coated in milk and white chocolate, sustainably and elegantly presented in a sweet jar.



PSI 47673  
 myfitmix GmbH – Sweets & Snacks  
 Tel +49 6195 673210 • info@myfitmix.de  
 www.myfitmix.de

PSI 45720 • Carvame Car perfumes producer  
 c/o Dreampen  
 Tel +48 68 4772232 • invame@invame.eu  
 www.invame.eu



## Premium GiftBox

The Premium GiftBox from Carvame is the latest gift box from Carvame Car Perfumes Producer c/o Dreampen, and makes a great gift idea for the upcoming Christmas holidays. The box can be filled with either the Crystal Spray, a spray for car floor mats, or the Cube Noir, a rear-view mirror charm. Instead of the pendant, the Polish promotional product specialists can also include the popular car fragrances. The supplier offers full customisation of both the product and the packaging. The GiftBox is an excellent choice for an original and exclusive gift at an affordable price.

PSI 41545 • Jung since 1828 GmbH & Co. KG  
 Tel +49 7141 6435-0  
 zentrale@jung-europe.de  
 www.jung-europe.de  
 www.jung-promotion.de



## 24 days of brand exposure

An advent calendar doesn't just make an impact once: as a promotional product, it offers an extremely high amount of exposure per unit. In May, Jung Promotion unveiled new advent calendars, including the "LKW Long" 3D advent calendar featuring popular Milka bars or Lindt mini balls. It is ideal for logistics companies or creative campaigns. Equally versatile is the Shape Advent calendar, which is available with classic cover shapes such as a Christmas tree or a gift, but also in an eye-catching jersey shape for sporting messages or for industries wishing to place their work wear in the Christmas spotlight. Incidentally, the outline can be individually die-cut to the customer's specifications. This creates a unique brand experience, lasting 24 days. Jung Promotion is one of the leading manufacturers of promotional sweets and a strong partner for Advent calendars that bring brands to life through all the senses, whether as a standard solution or a custom design.

## Swiss timepiece

The Concept One Solar is a fine example of time-tested Swiss quality: This watch from the renowned manufacturer Victorinox combines minimalist design with innovative solar technology. The stylish timepiece converts sunlight into energy and boasts a battery life of up to eight years. This product provides lasting enjoyment and remains in people's memories. Personalised laser engraving on the case back is available.



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

## Attractions for sampling

Companies are already starting to plan for the Christmas season and can now order a Christmas and New Year-themed sample box from mbw. This makes it easy to provide samples to customers. This unique box is packed with soft toys, display cleaners, rubber ducks, dog toys and the popular Herr Bert® figurine, all of which are perfectly suited to the festive season. These promotional products are versatile and can be used as staff gifts, customer surprises, sponsorship for the Christmas party at the local nursery school, or as a free gift with your own product. The sample boxes are guaranteed to bring a smile to people's faces and enable cost-effective, targeted and effortless sampling for customers, helping to generate new sales.



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



## Set the course for the future

Since May 11, Pascal Mölders has been part of the management team at Joytex. With the son of Managing Director Katja Übbing, the third generation is now represented in the leadership of the family business.

Mölders has been working at Joytex since completing his master's degree in August 2024 and initially served as project manager for strategic business development. In a short period of time, he has already been responsible for numerous forward-looking projects within the company. Among other things, he was in charge of the conceptual realignment and relaunch of the online shop, comprehensive internal process optimizations through digitalization, as well as the automation of production processes using modern robotics solutions. He also played a key role in driving the strategic development of the brand and the product portfolio.

"I am incredibly proud to lead and further develop Joytex as a family business into the third generation together with my mother," says Mölders. Looking to the future, the company is pursuing ambitious goals: "As Managing Director, I want to make Joytex even more visible both as a strong brand and as a leading expert for promotional bags in German-speaking countries, while consistently driving our international growth forward."

This course is accompanied by already realized and planned investments in the German location. Together with the entire team, this is intended to ensure the sustainable development of the company and to strengthen Joytex's market position in the long term. [www.joytex.de](http://www.joytex.de)



The Joytex management team: Pascal Mölders and Katja Übbing.

Photo: Joytex

## New website: more modern, intuitive and transparent

With the launch of its new webshop, HEPLA presents an innovative platform that makes the ordering process for promotional products significantly more modern, intuitive, and transparent. The focus is on providing a particularly realistic product experience and user-friendly configuration.

A central highlight of the shop is the innovative 3D product and logo preview. With these features, customers can experience live for the first time how their own logo appears from different perspectives. This makes the selection and design of promotional products even more tangible, secure, and convenient. In addition, these can also be easily integrated into existing customer shops.

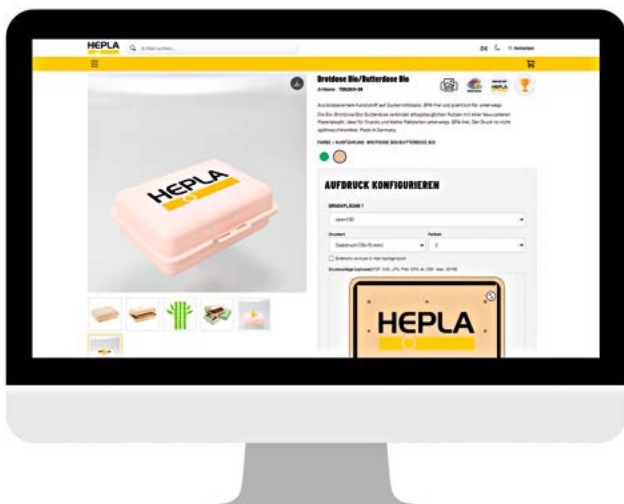
The newly developed print configuration ensures especially simple and intuitive operation. Various printing options can be selected quickly and visualized directly. The offering is rounded off by intelligent price calculation, which automatically takes cost advantages into account and provides transparent pricing at all times.

With the new webshop, HEPLA aims to further develop digital processes in the promotional products sector, offer customers a contemporary and inspiring shopping experience, and support business partners in their own purchasing processes. The new platform is aimed both at existing business partners and at companies seeking innovative solutions for their brand presentation. The new HEPLA webshop is now available as usual at [www.hepla.com](http://www.hepla.com) or [www.hepla.de](http://www.hepla.de).

Picture: HEPLA



HEPLA



## Look forward to the first PSI in Cologne

In around six months' time, the moment will have arrived: from 12 to 14 January 2027, the international promotional products industry will gather in Cologne for the first time. At its new Cologne venue, PSI can now offer the industry a slightly later date in January on a long-term basis, which simplifies trade fair planning and avoids the public holiday on 6 January. Furthermore, the use of the North Halls at the Cologne Exhibition Centre creates an attractive new hall layout, providing optimal conditions for both exhibitors and visitors to make the most of their time at the fair. Overall, the move to Cologne from 2027 onwards offers greater planning certainty and better long-term development opportunities. To make the most of your visit to the trade fair, it is worth scheduling meetings with key buyers before the event begins. Thanks to digital QR tracking and digital dashboards, you will also receive a clearly measurable ROI across the entire event. [www.psi-messe.com](http://www.psi-messe.com)

PSI 2027



JUNG since 1828

JUNG on the move for climate protection (from left): Sarah Löckle and Michelle Grözinger, both from Quality Assurance, and Tania Teschner, Marketing.

## A Heart for Nature

JUNG since 1828, a specialist in packaging services and solutions and a manufacturer of promotional sweets and Advent calendars, is committed to climate protection and biodiversity. Since 2025, the company has been supporting the protection of moors at its own sites – currently through two regional restoration projects. This year, the company is supporting two regional restoration projects in Baden-Württemberg and Thuringia with a donation of €5,200, thereby contributing to voluntary climate protection.

Moors are crucial for climate protection: they store large quantities of CO<sub>2</sub>, balance temperature and water levels, and provide valuable habitats for rare animal and plant species. However, over 90 per cent of Germany's moorland is now considered to be drained – resulting in significant emissions and the loss of species-rich habitats.

For JUNG, contributing to the protection of moors is part of a broader responsibility for the climate and biodiversity. This is also reflected in other activities – including the sponsorship of the okapi bull Imba at Wilhelma Stuttgart, through which the company supports the protection of endangered species. Whether regional moorland areas or international species conservation projects: both commitments demonstrate the company's commitment to living up to its ecological responsibility.

“With our sites in Baden-Württemberg and Thuringia, we have close ties to these regions. That is why we specifically support projects that have a positive ecological impact here locally,” says Tania Teschner, Head of Marketing and Press Relations at JUNG. “Moorland restoration is one of the most effective measures for sequestering CO<sub>2</sub> and safeguarding habitats – and we want to actively promote this.”

As part of an event organised by the Baden-Württemberg Climate Protection Foundation, whose moorland project JUNG has been supporting since 2026, the company also witnessed the foundation's work first-hand in Bönningheim on 24 April, whilst exploring the ecological significance of orchard meadows. A hands-on activity in April 2026 highlighted the important contribution these traditional cultural landscapes also make to biodiversity, climate protection and the conservation of valuable ecosystems. [www.jung-europe.de](http://www.jung-europe.de)

Jung helps to build a habitat for weasels, which protect young trees from voles.



noma  
noma

## noma noma teams up with Clipper Interall



Nuremberg-based producer of sustainable stainless steel water bottles noma noma has secured Clipper Interall – one of Europe’s most experienced distributors – as a new partner. From May 2026, noma noma and Clipper Interall will enter into a distribution partnership. noma noma bottles will thus be available to distributors in Benelux, France and the DACH region via one of the most renowned wholesalers in the European promotional product market.

A new development is that, through Clipper Interall, noma noma bottles can now be finished with laser engraving or printing even in quantities of fewer than 50 units – a service that noma noma has not been able to offer until now. This partnership therefore opens up the product to a wider target group within the promotional product sector. Max Thorwart, co-founder of noma noma, explains, “Through our collaboration with Clipper Interall, we will be able to serve the European promotional product market much more comprehensively in future, and tap into new markets – particularly in the Benelux region. At the same time, customers requiring smaller quantities can now also purchase finished bottles directly. This represents real added value for the entire retail sector.”

**www.nomanoma.com • www.clipperinterall.com**



Industry

## Bottle Promotions successfully completes SMETA audit

The Dutch company Bottle Promotions, which specialises in the production of high-quality printed water bottles, has recently successfully completed a new SMETA (Pillar 4) audit conducted by Sedex. With more than 50,000 members in 150 countries, Sedex is a global platform that promotes responsible business practices in the areas of labour rights, health and safety, environmental management and business ethics.

“We are proud that all corrective actions have been approved and that we have received a certificate of compliance valid for the next three years,” the company states. Bottle Promotions will provide the relevant documentation to interested customers. Furthermore, customers who wish to contact Bottle Promotions via the Sedex platform are welcome to get in touch with the company. Further information is available at: <https://bottlepromotions.com/sustainability>



**Bottle Promotions**

**PILLARS OF SEDEX**



## Sustainable Award

The writing instrument model Baron 03 Total Recycled “Tour of Italy Collection” has won the BPMA Award 2025 in platinum in the writing instruments category. With the highest distinction awarded by the British Promotional Merchandise Association, not only product excellence, design and functionality are recognized, but also the specific contribution to sustainability and innovations in the use of recycled materials. **www.stilolinea.com**

Picture: Stilolinea

Three-dimensional embossed prints on sweatshirts and jackets leave a lasting impression both figuratively and literally. Previously used mainly in the retail sector, this technique is now increasingly finding its way into the promotional products and textile finishing industries.

## Embossing as a service for the promotional products distributors

# Lasting impressions

The printing service provider Rogac from Slovenia now also offers embossing for promotional products businesses and resellers throughout Europe. Embossing is a form of stamp printing that leaves behind a three-dimensional structure on textiles. For example, it is possible to emboss lettering or a simple logo that appears tone-on-tone on the textile. The only requirement for a long-lasting impression is a textile with a heavier weight, such as sweaters or softshell jackets. The thicker the fabric, the clearer the embossed print appears. During the embossing process, a heated stamp or printing plate is pressed onto the fabric. The negative design of the stamp is thus reproduced positively on the fabric. The embossing is stable thanks to silicone, which is applied to the textile structure during the embossing process. The textile is then washable.

### “Impressive” technology

With its 60 employees, the Slovenian finishing company Rogac Ltd has been offering textile printing and embroidery since 1993 and is a partner of the European promotional products industry. With the new embossed printing technology, managing director Boris Bauman now wants to impress his customers in the truest sense of the word. The company requires vectorised data, for example in PDF or EPS files, for the process. The Rogac team uses this data to create a cliché, which consists of a positive and a negative side.

### Impressing customers with small order quantities

The tool used for embossing textiles is a specially designed transfer press with a holder for the printing plates. “Due to the complex preparation of the embossing stamp, the process is only worthwhile for quantities of 20 garments or more. This means that promotional products businesses can impress their customers even with small order quantities,” explains Boris Bauman.



Embossing leaves behind a three-dimensional structure on textiles.

During the embossing process, a heated stamp or printing plate is pressed onto the fabric.

## emotion factory and Taschis take over established product lines

Florapresenta GmbH is strategically realigning its product range and will in future focus entirely on its core business: the distribution of the popular promo seeds packets. For over 30 years, Florapresenta has been the exclusive promo seeds distribution partner for Germany, Austria and Switzerland, and is one of the established specialists with extensive expertise in green promotional items. As part of this reorganisation, various product areas are being handed over to experienced companies.

Heri-Rigoni GmbH will take over the established range of promo seed packets and integrate it into the “promote & grow” division of emotion factory. With this takeover, emotion factory is strategically expanding its portfolio to include established products in the sustainable promotional product sector. Customers will continue to benefit from high product quality, reliable delivery and the expanded capabilities of Heri-Rigoni GmbH.

The range of “Wünsch-dir-was-Tüten” (Make-a-Wish Bags) and the range of cards with integrated seed packets will be continued by Taschis in future. For Taschis, the integration represents a targeted expansion of its existing product portfolio to include further creative and sustainable promotional products. The company is thus supplementing its range with emotional and eye-catching products for customers and retail partners.

The aim of all parties involved is to successfully continue with established products, strengthen existing customer relationships and provide new impetus. All three companies prioritise continuity above all else for their customers. The product lines will be continued seamlessly, ensuring that quality, service and delivery reliability remain guaranteed in the future. At the same time, the new structure creates scope for further development, new ideas and the long-term strength of successful product ranges.

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

Image: Heri-Rigoni GmbH



**Florapresenta**

## Strong in action, strong for the environment

The disaster relief services in the Miltenberg district have received a generous donation from Koziol. The company has provided the emergency response teams with reusable tableware worth over €3,000. The civil protection units in Miltenberg consist of volunteer firefighters and paramedics. These units are deployed not only regionally, but also across state borders. For example, units from the district were deployed during the flood disaster in the Ahr Valley and in southern Bavaria, among other places.

A robust, reusable solution was needed for catering the emergency response teams – one that was lightweight and could easily withstand the harsh conditions at each deployment site. Koziol offers an extensive range of high-quality reusable tableware and, without any bureaucratic hurdles, provided the volunteers with plates, cups, glasses and cutlery for around 200 people. This will make catering for the volunteers easier and more sustainable in the future.

The donation was handed over via collection on site: the disaster relief team, together with Deputy District Administrator Bernd Schötterl, accepted the goods.

[www.koziol-incentives.de](http://www.koziol-incentives.de)



**Daniel Koziol (4th from right) presents the reusable tableware to the Miltenberg Disaster Relief Agency, represented by Deputy District Administrator Bernd Schötterl (3rd from left).**

Photo: "koziol ideas for friends GmbH"

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



## Safe shipping of beverage cans

# New special cardboard makes it possible

For 25 years, Sanders Imagetools has been synonymous with customised beverage cans as high-quality promotional products. Based in Neutraubling, Bavaria, the company has established itself as a major player in the promotional products market during this time. From the outset, the company's aim has been to consistently translate technical innovations into market-ready solutions and thereby set new standards in the market. A key issue in this regard is the continuous reduction of minimum order quantities. While customised beverage cans required minimum orders of around 3,000 at the beginning of the company's history, numerous technological advances have been made over the years. Minimum quantities have been gradually reduced with the use of modern digital printing technologies: last year to 192 and now, for the first time, to just 48 cans.

### Shipping in small quantities

The new special cardboard box plays a decisive role here, as it enables the safe transport of individually printed beverage cans, even in very small order quantities. A robust internal construction securely holds each individual can in place in order to reliably prevent damage during parcel delivery. At the same time, the well-reflected design makes handling easy: the cans can be removed individually and the box can then be securely resealed. For customers, this not only means greater flexibility, but also a significant simplification in logistics and the receipt of goods.

### Wide range of beverages

Sanders Imagetools has also been able to further optimise delivery times. Smaller print runs can now be completed and shipped much more quickly, which is a decisive advantage, especially for time-critical events, promotions and short-term marketing campaigns. With ten different beverage varieties currently available, the company also offers an exceptionally wide range of products for a broad spectrum of applications – from sporting events to trade shows and company celebrations to exclusive customer events. The company also focuses on variety and quality with regard to finishing options. In addition to eco-friendly paper labels, high-quality full-body decorations are also available.



**Sanders Imagetools**

### Future-oriented supplier

With its new special cardboard and further reduced minimum order quantity, Sanders Imagetools is clearly positioning itself as a future-oriented supplier of customised beverage cans. The combination of 25 years of experience, technical innovation and a consistent focus on the requirements of specialised distributors makes the company one of the leading specialists in our industry today. <

The 83rd General Meeting of PromoSwiss, the Swiss Promotional Products Industry Association, took place in April 2026 on the premises of Feldschlösschen Getränke AG in Rheinfelden. The event was characterised by personal exchanges, in-depth discussions and the strategic development of the association.

## 83<sup>rd</sup> General Meeting of PromoSwiss

# Elections, setting the course and new faces



The annual general meeting was held at the attractive venue of the Feldschlösschen Brewery in Rheinfelden.

**I**n addition to the formal agenda items, the meeting focused in particular on the industry's future prospects, digital projects and personnel decisions. The high turnout underscored the importance of the General Assembly as a key forum for guidance and networking within the association.

### Analysis of the industry situation

The General Assembly opened with a report from Association President Urs Germann. In a both personal and objective style, he outlined the current state of the promotional products industry and analysed key develop-

ments. The report addressed both existing challenges as well as future opportunities, painting a realistic and well-reflected picture of the market situation. The presentation provided the attendees with a clear assessment of the current situation and highlighted the association's strategic stance. The response to the President's report was positive and confirmed its guiding role for the members.

### Personnel decisions and organisational development

A key focus of the General Assembly was on personnel decisions. As part of the elections, two new members were appointed to the Executive Board to strengthen the International Associations & Projects division. They are José A. Martinez from SIGG Switzerland Bottles AG and Salvatore Sangiorgio from reisen<sup>thel</sup>® Accessories. With their international experience and in-depth industry knowledge, they are expected to further expand PromoSwiss's international networking and project work in particular. The election underscored the association's commitment to developing its structures in a targeted manner and aligning them with future requirements.

### Digitalisation, Marketing and Communication

Another main focus was the further development of the PromoSwiss app, beUnity. Planned features were presented, such as a structured advertising option for suppliers, a transparent advertising schedule, and new sections for



The participants listened attentively to the presentation by the board of directors.



José A. Martinez (left) and Salvatore Sangiorgio are new members of the International Associations & Projects section.



The conference programme also included a guided tour of the renowned Swiss brewery.

the constructive sharing of experiences from collaborations. In addition, the expansion of the training programme was announced, in particular through webinars focusing on digital topics. Marketing and communication activities for 2026 were also outlined, with an emphasis on visibility on social media, selected media partnerships and preparations for PromoSwiss News 2026.

### Membership trends, events and added value

During the reporting period, the association recorded an increase of five new member companies and currently comprises 71 members from various categories. This was seen as a positive sign of PromoSwiss’s appeal and relevance. In addition, the Executive Board provided information on upcoming industry dates, trade shows and events in 2026 and 2027, which are intended to promote exchange, professional development and international networking. The interplay of quality, service and partnership was also highlighted as a key distinguishing factor for the association. This was further demonstrated by the product presentations from premium suppliers, which offered members concrete added value, inspiration and in-depth insights across the entire supply chain through the latest product developments.

### Closing event and informal networking

The General Assembly concluded with a social programme featuring a tour of the brewery, a tasting session and dinner together. In a relaxed atmosphere, there was ample opportunity for personal conversations, networking and in-depth discussions. The closing event highlighted the association’s collaborative spirit and brought to a close a general meeting that combined clarity of purpose, strategic direction and a sense of community. <



Once the official programme concluded, the relaxed atmosphere provided an opportunity for personal conversations, networking and in-depth discussions.

Products in the hobbies and crafts segment, by contrast, stand out with their practicality, **durability and high relevance for everyday life.** They encourage creativity, demonstrate people's unique skills and present companies as approachable and solution-oriented.





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

## Collectible Design

With the FIREFIGHTER keychain, TROIKA Germany is presenting an intricately designed accessory for fireman fans and everyday heroes. The model in the form of a fire engine combines an eye-catching design with sturdy construction. The striking high-quality pendant is made from chrome-plated cast metal and features a red enamel surface. The imprinted emergency number '112' also ensures high brand recognition and makes the keychain an emotional symbol for team spirit. Thanks to its sturdy design, the FIREFIGHTER keychain can be attached to rucksacks or luggage in addition to its use as a keychain. What is more, this product is perfect for everyday use and is durable. This TROIKA set aims to combine functionality with emotional appeal.

## Ergonomics for the desk

Many office tasks involve spending hours working with a mouse and keyboard. With this in mind, Greenverta develops practical products to support ergonomic workstations. The Ergonomic Mouse Wrist Rest has been designed to bridge the gap between the wrist and the desk and promote a more natural hand position. Inside is a filling of mustard seeds that adapts to movements and pressure points. Using it can help reduce strain from repetitive mouse movements and increase comfort during the working day. The wrist rest is manufactured in Poland from recycled materials, ensuring sustainability is also taken into account.



PSI 60161 • Greenverta by Media Sp. z o.o.  
 Tel 48 571 550810  
[contact@greenverta.com](mailto:contact@greenverta.com)  
[www.greenverta.com](http://www.greenverta.com)

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



## Fresh Outdoor Air

Outdoor activities in the summer require a high level of comfort and sun protection. With its Solar Dual Fan Bucket Hat, PromoSpark Creations Inc. combines both aspects in one unusual promotional product. The fisherman's hat is made from light polyester and has built-in fan elements made from ABS plastic. The two fans on the side run on direct sunlight, ensuring continuous air circulation without batteries or recharging required. The wide brim provides protection from intense sun rays. The breathable construction makes it comfortable to wear when on longer excursions outdoors. The product is ideal for fishing, hiking, camping, garden work or travelling.

47570 • Hauser GmbH  
Tel +49 911 95649611  
info@hauser-writing.com  
[www.hauser-writing.com](http://www.hauser-writing.com)



## Sparkling Pens as Brand Ambassadors

HAUSER GmbH is bringing colour and elegance to the Christmas business season with an unusual coloured pencil set. Five elegant, solid black coloured pencils are presented in colour-coordinated sets and finished with sparkling Preciosa® crystals that are precisely matched to the respective lead colour. When packaged in a high-quality round black cardboard box, it is an ideal present that combines design, functionality and advertising impact. Custom labels can be placed on the boxes, or messages can be imprinted directly on them, even for small quantity orders. These eye-catching sets are the perfect stage for any brand message. HUASER is also committed to sustainable materials. The wood comes from European forestry, and the packaging is produced in Germany. The set combines a stylish design with sustainable production and is an ideal, high-quality gift for customers, business partners and employees.

## Practical Slide Ruler

Marcolor GmbH produces custom-made measurement and data sliders that can be used as functional promotional products by tradesmen and in technical settings. The industry-specific slide rulers and calculation discs have integrated features, such as calculation tables, material calculators or angle helpers. These products are practical information and calculation aids that offer real added value in people's everyday lives. What is more, the products can feature custom designs and can be adapted specifically to different trades or applications. The durable plastic design ensures that this promotional product will find a permanent home at construction sites and workshops or with field sales teams.



PSI 60675 • marcolor GmbH & Co. KG  
Tel +49 6562931260  
kontakt@marcolor.de  
[www.marcolor.de](http://www.marcolor.de)



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



## Compact Multi-Tool For Your Journeys

REFLECTS® has added the RE98-COLPIN to its product range, a compact multi-tool that is suitable for everyday use, leisure activities and emergency situations. The model was developed as a versatile companion for travel, camping or use in cars. The robust body made from stainless steel, aluminium and plastic combines multiple functions in one small gadget. An integrated wrench and screwdriver can help with small repairs while you are out and about, while the emergency hammer and belt knife provide additional safety, because they can be used to break a window or cut a seatbelt in an emergency. This all-in-one tool also features a carabiner (trigger hook), which can be used to attach the tool directly to a bag, belt or rucksack, and a bottle opener for daily use. What is more, REFLECTS® is a great way to make a strong brand impact. The body of the gadget offers space for laser engraving or pad printing, and the multi-tool comes in high-quality gift packaging.

## Sweet Ideas for DIY and Hobby Sectors

Original promotional products get lots of attention in places where they establish a direct connection with the target group. This is exactly the approach that Der Zuckerbäcker GmbH takes with its creative sweet concepts for the DIY and hobby sectors. Products, such as the glass jar with gummy bear pairs or the funny snack pouches in the shape of tangled cables, feature motifs from everyday DIY activities and combine them with a bit of fun. They create small treats that are decorative and leave a lasting impression. These snacks really unleash their strength on the sales floor, during campaigns or when used as a token of appreciation for customers and employees. They spark conversations, win people over and add a touch of light-heartedness to classic promotional messaging.

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



PSI 49957 • Holz Frank GmbH & Co. KG  
 Tel +49 915183310 • info@holz-frank.com  
 www.holz-frank.com



## Practical Tools for Everyday Work at Construction Sites

Holz Frank sells durable tools for daily use, which are also practical promotional products for the trades and the construction and industrial sectors. Whether folding metre sticks, water levels or carpenter's pencils, all of Holz Frank's products are customised with high-quality laser engraving or digital colour printing and ensure brand messages remain visible long term. These tools are ideal for everyday use and help users with their work at construction sites, in workshops or while at customer service appointments. They create a particularly strong brand presence with a long-term impact, precisely because they are used regularly. Companies can use these products as employee gifts, giveaways at trade shows or eye-catching promotional products for the sales department. The combination of functionality, longevity and professional finishing makes the tools practical aids with real added value.

## Sets with Practical Benefits

When promotional giveaways are used in people's everyday lives, their appreciation often extends beyond the actual moment they received the gift. TEKOTRYCK AB focuses on this combination of functionality and design with their gift sets. The coordinated giveaway sets are a decorative combination of sponge wipes and dish towels. The sets are packaged and ideal for season promotions, company events or customer campaigns. In addition to motifs for different occasions, there are also variants available that can be customised with a company's own designs. The product range includes a collection featuring motifs in the style of William Morris. Combining everyday useful objects with design creates long-term value, as they will remain visible in recipients' homes for a long time.



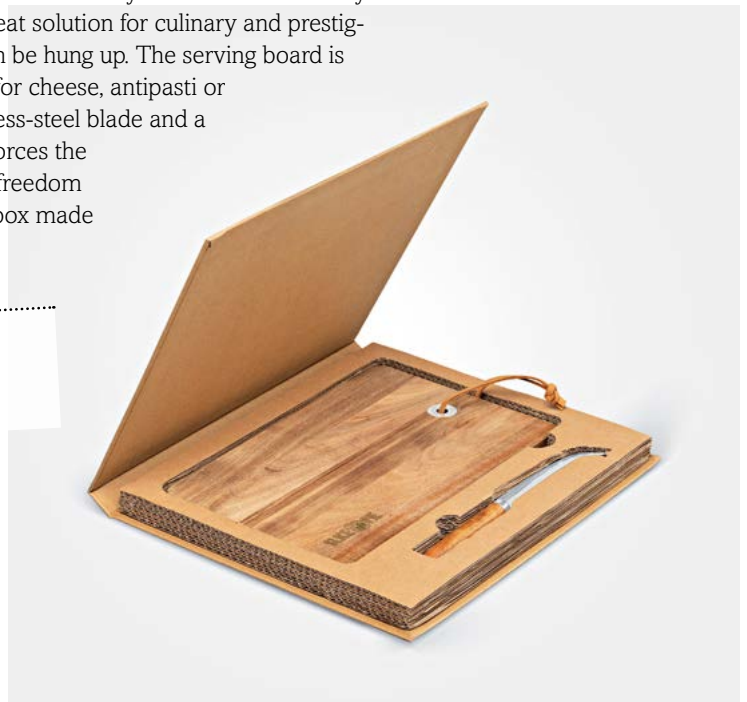
PSI 47879 • Teko Tryck AB  
 Tel +46 45613253 • johanna@tekotryck.se  
 www.tekotryck.se



## For Branding that Focuses on Enjoyment

When looking for high-quality giveaways for customers, it is essential that they combine functionality and an appealing design. For example, Goldstar Europe has a great solution for culinary and prestigious events: the Mysa cheese knife with serving board, which can be hung up. The serving board is made from FSC-certified acacia wood and offers enough space for cheese, antipasti or small delicacies. The set comes with a cheese knife with a stainless-steel blade and a wooden handle. A hanging strap makes it easy to store and reinforces the presentation. The laser engraving option gives companies more freedom with their customisation. The set comes in an FSC-certified gift box made from reinforced cardboard.

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



— Advert —

# TRIVEO

born for infinity.



Item no.: 02394

TRIVEO TUMBLER.



## CURIOUS?

Find out more at:  
[elasto.de/en/triveo-born-for-infinity](http://elasto.de/en/triveo-born-for-infinity)





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

## Creativity in Book Form

Creative activities are one of the areas that people find interesting, regardless of age or occasion. Edition Michael Fischer GmbH offers a book concept that incorporates origami and handicraft ideas. The highlight is the 111 instructions that explain a wide array of projects and folding methods to readers. It includes explanations on how to make classic motifs like flowers, butterflies or seasonal decorations, which makes it easy to get started. Companies can adapt the contents, length and special features of the book to meet their target group's interests or communication objectives. Various formats are available, ranging from compact giveaways to a hardcover version. Moreover, the overall style of the book can be adapted to complement a company's corporate design, and the cover can feature a customised design.

## Elegant Outdoor Classics

At the beginning of the outdoor season, the focus starts shifting to products that combine functionality, reliability and long-lasting quality. Victorinox relies on tried-and-true classics such as the SPARTAN WOOD pocket knife. This model combines versatile tools with an elegant bowl made from walnut wood, making it ideal for users who want to design their everyday lives and leisure activities flexibly. Whether you are heading out into the countryside, on a journey or enjoying spontaneous activities while out and about, the built-in features are always at your fingertips. At the same time, the natural wood gives the pocket knife a high-quality and timeless look. Victorinox combines traditional craftsmanship with modern practicality. The concept is supported by several personalisation options. For example, the blades or grip plates can be finished using etching or laser engraving to stage a brand message.



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

## Custom-Made Tool Bags

IGRO GmbH has developed tailor-made tool bags for industry, the service sector and trades and offers companies individual solutions for promotional bags. Its bags are made from durable polyester and stand out with their durability and craftsmanship because they are designed for daily use and built to last. Versatile compartments, flexible hand straps and practical closure solutions ensure that tools and accessories can be stored safely and neatly. The size, material, colours and logo imprint can be adapted to specific projects, and companies have a wide range of options to choose from for their custom brand presentations. The bags are suitable for technical use and are a high-quality advertising medium for field sales reps or at building sites. For a minimum order of 1000 pieces, IGRO GmbH can produce custom-made products for companies that combine functionality with a professional impact.



PSI 40940  
IGRO Import- und Großhandels GmbH  
Tel +49 6432 91420 • sales@igro.com  
www.igro.com





Pioneers of  
**premium** custom  
sneakers



PSI 42020 • MBW Vertriebsges. mbH  
Tel +49 4606 94020 • info@mbw.sh  
[www.mbw.sh](http://www.mbw.sh)

## Targeted Customer Outreach

With its industry and theme boxes, mbw® offers a practical solution for promotional product distributors who want to reach their customers with targeted communication. The specially designed Garden and Tradesmen's box carefully combines specially selected promotional products and giveaways for garden centres, flower shops, DIY stores and workshops. The set is based on comprehensive market knowledge and industry-specific research. It results in distributors getting products that are precisely tailored to the interests of their target groups. The simple sampling process is particularly helpful. These boxes make it easy to present the right products and help companies tap into new sales opportunities. They can even be sent to customers directly in neutral packaging.



## Personalized Sneakers

100% **Handmade** in Spain.  
Personalized **embroidered**  
logo, colors and materials.  
MOQ 40 pairs. Eco-friendly,  
vegan, and recycled  
materials.

— Advert —

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



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

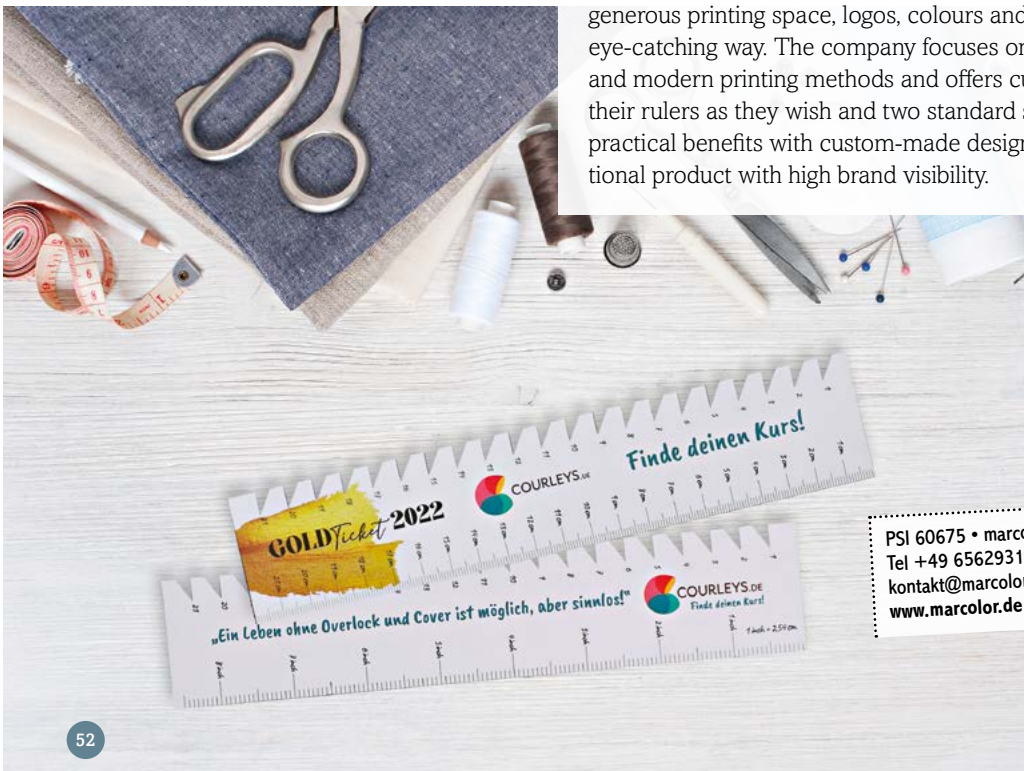
## Brand ambassador for Evening Barbecues

With creative figurines and original promotional products, mbw® brings brands to places where people come together to enjoy themselves and relax. Promotional products such as BBQ Bert®, Herr Bert® or the Schnabels® squeaky ducks have a real emotional impact rather than merely attracting attention in the short-term. They keep brands visible during trivial everyday situations, especially during evening barbecues, in the office or at home. These various characters are often placed on desks as decoration and are often picked up, which ensures they will become a topic of conversation wherever they are. This is exactly where the strength of these products lies. When they feature customised logos or messages, these characters turn into appealing brand ambassadors with high recognition value. With these funny characters, companies get promotional products that are not only distributed to many people, but that are actually used and kept by them for a long time as well.



## Help for creative projects

The custom-made rulers from marcolor GmbH are a promotional product that combines functionality with branding. The flexible plastic rulers help users with precision work while sewing and needlework, which is why they are practical companions for creative everyday endeavours. Thanks to the generous printing space, logos, colours and designs can be showcased in an eye-catching way. The company focuses on utilising high-quality production and modern printing methods and offers customers full freedom to design their rulers as they wish and two standard shapes to guide them. Combining practical benefits with custom-made designs creates a long-lasting promotional product with high brand visibility.



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



PSI 47249  
 Heyco Qualitätswerkzeuge GmbH & Co. KG  
 Tel +49 2191 2050 • info@heyco.de  
 www.heyco.de

## Tool Set for Everyday Use and Workshops

The 103-piece HEYNEN hand tool set from HEYCO QUALITÄTSSWERKZEUGE is a versatile basic set for DIY enthusiasts, households and workshops. It comes in a sturdy plastic box and includes numerous tools for different types of work. The set includes bits, socket wrenches, screwdrivers, pliers and open-end wrenches, as well as a ball peen hammer for traditional repair work. The tools are made from chrome vanadium and carbon steel and stand out with their exceptional stability and durability during daily use. The set is not only ideal for small repairs at home but is also handy for spontaneous repairs at events, like garden or grill parties. In these types of situations, people really notice the advantage of having a complete compact solution that has every important tool handy.

## Charger with Integrated Base

Mobile devices are an integral part of everyday work life and private communications. The USB-C Power Multi Charger from D&K ID Group has added a new feature to conventional recharging cables: an integrated base. During the recharging process, smartphones can be set up to still work for video conferences, or be used to view media, or keep an eye on work processes. The holder can be set up both horizontally and vertically. This product reduces wear and tear on the cable connection and prevents the cable connection from breaking prematurely. Combining an energy source with a device holder creates added benefits, whether it is used on a desk, in a meeting room or while out and about.



PSI 45649 • D&K GmbH & Co. KG  
 Tel. +49 7664611880  
 anna.weber@dk-id.com  
 www.dk-id.com

## Free Hands and Perfect Lighting

The LB01 work glasses with integrated light from INDEXA GmbH ensure optimal sight wherever it is needed for precision. Whether in an equipment shed, workshop or car repairs – the built-in lights are positioned directly at eye level and shine in the exact viewing direction. These work glasses enable users to keep their hands free and give them more safety and comfort while working. What is more, they are very practical because they can be easily worn over normal glasses, making them ideal for people who wear glasses. They run on batteries, so they can be used flexibly and independently. This product can also feature a custom imprint, making it a long-lasting promotional product with high utility value.



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

For 30 years, Offene Systeme Software! has focused on developing and supporting the industry-specific software KS1 and is regarded as one of the industry's technological leaders. With the deep integration of AI into its ERP system, the company is now also a pioneer in industry-specific AI solutions.

## 30<sup>th</sup> anniversary of Offene Systeme Software!

# An AI pioneer in the industry

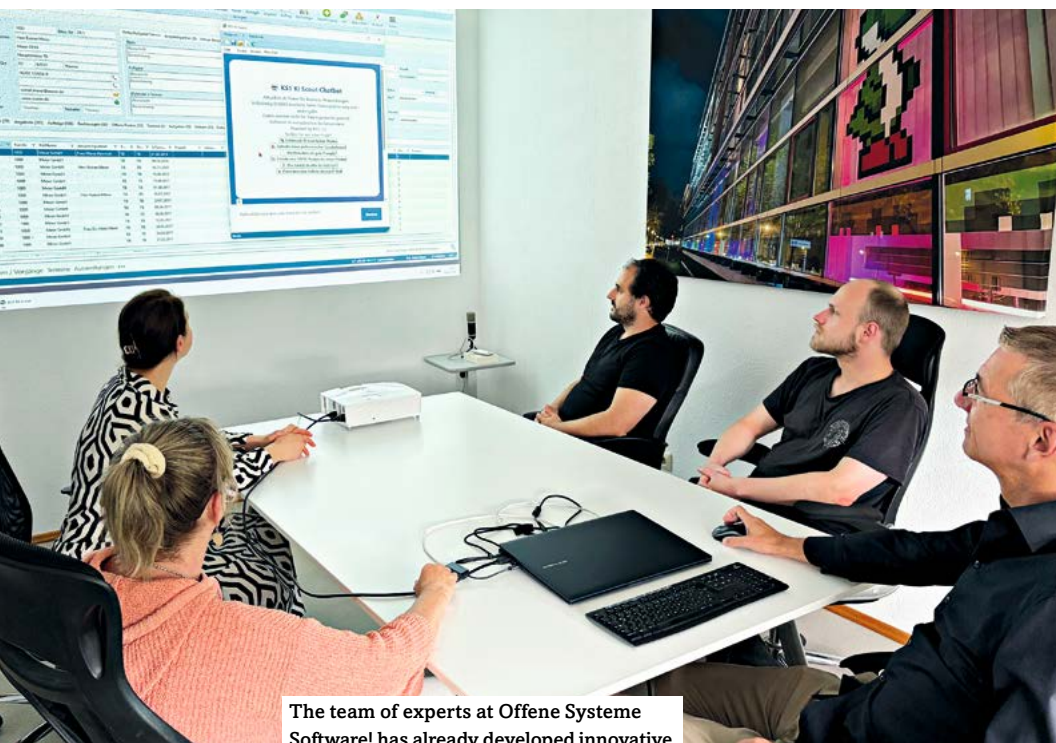
Thirty years ago, Offene Systeme Software! was launched with the vision of creating an ERP system that fully maps the complex processes of the promotional products industry, genuinely simplifies them and saves time. This task arose specifically from the practical realities of the promotional products industry, and then as now, the industry's requirements form the basis for the further development of the industry-specific ERP system KS1.

### From the industry, for the industry

Offene Systeme Software! is led by co-founder Thomas Brecht, supported by his closest colleague Renate Gräse and a team of specialists who not only have a firm grasp of IT, but above all know the promotional products industry inside out. "What has driven us forward is our enthusiasm for the industry, the processes involved and our consistent focus on the customer. We have never developed KS1 in isolation from the market, but always in direct dialogue with users. We know what distributors need and how suppliers operate, and we bring them together. We stand for consistency and see ourselves as a long-term partner to our customers, which is also reflected in our solid customer base and our long-standing PSI membership," says Thomas Brecht.

### A focus on AI solutions

While the company laid the foundations for a digital inventory management system in its early years, in recent years it has focused on expanding the functionality of the KS1 software and making the user interface as intuitive as possible. Unlike standard solutions from outside the industry, KS1 natively maps all the specific processes of the promotional products industry – from complex cost cal-



The team of experts at Offene Systeme Software! has already developed innovative AI features that are integrated into the KS1 ERP system.

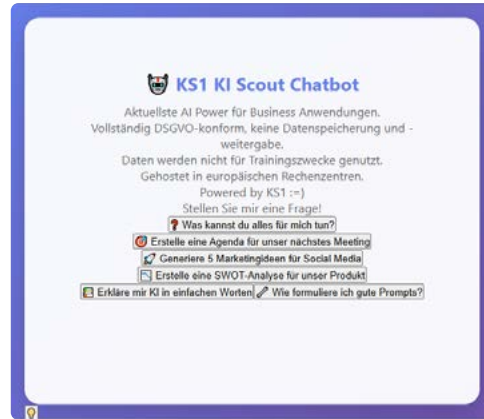
culations and finishing right through to integration with supplier data. “For us, this anniversary is not a reason to pause, but the starting point for the next era of automation. Our current highlight is the deep integration of artificial intelligence directly into our ERP system. “As a result, we were among the first companies to embed a market-ready AI solution – the AI Scout – into the ERP system for the promotional products industry,” says Brecht confidently. “This tool is directly linked to our product database. It allows us to generate customised and creative promotional product ideas with a single click, which are immediately cross-referenced with products actually available from industry suppliers. This saves a huge amount of time in day-to-day sales work.” The integrated AI solutions not only open up versatile, creative search options, but also allow the analysis of all data contained within the ERP system. “Depending on the query, the customer can use their own prompts to generate completely customised analyses that support them, for example, in customer acquisition efforts,” explains Renate Gransee.

### Functionality, performance and service

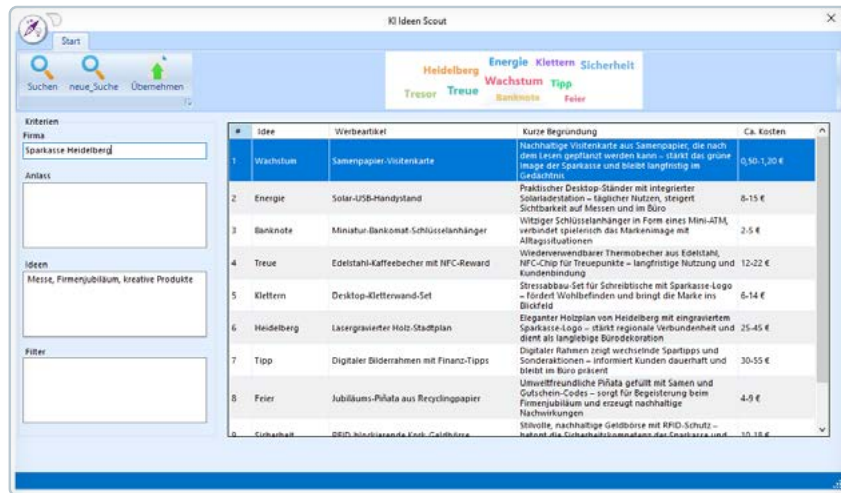
Offene Systeme Software! believes its unique strength lies in the overall package comprising functionality, performance and service. This is because KS1 covers the depth of the industry where generic systems often require costly additional programming. The software is fast, intuitive and easy to use, saving valuable time. A key benefit for customers is the personalised, dedicated customer service. “With us, customers don’t end up in an anonymous call centre; instead, they speak to experts who understand their business. Key features of our service offering include technical and content support, regular updates, problem-solving via remote maintenance and a direct line to customers. We can confidently say that we are setting new standards here,” explains Renate Gransee. KS1 customers are also in the best of hands when it comes to the crucial issue of security: the system is GDPR-compliant and aligned with all relevant legal requirements. The fact that Offene Systeme Software! even uses its own server takes the company to an even higher level in terms of security and professionalism.

### Supporting the industry through IT solutions

When asked what Offene Systeme Software! has in store for the future, the team agrees: Our journey is clearly heading towards even smarter connectivity. “AI integration will become standard, and we will ensure that our customers can make full use of these and future innovations in a straightforward, efficient and, above all, secure manner, staying one step ahead of the competition thanks to the unique data resources. Our aim is never to stand still, always to listen to our customers and to surprise them with



KS1 and the AI division are set to be further expanded. Thanks to intelligent AI solutions, customers can once again focus more on providing expert advice.



new, productive innovations,” says Thomas Brecht. He, too, recognises that global tensions are having a significant impact on the promotional products industry: supply chains have become more fragile, planning certainty is declining and cost pressures are mounting.

“Yet it is precisely in uncertain times that good service and advice, efficiency and clarity are becoming increasingly important. Our customers are responding by digitising their processes even further, leveraging AI and focusing on their own customers. For example, when information on availability and prices (such as that provided by our AI tools) is available in real time, distributors can respond more quickly to market changes and individual requests. The industry is demonstrating a high degree of resilience, and we see it as our task to provide the technological backbone for this adaptability with KS1,” Brecht concludes.

**Offene Systeme Software!** is a provider of innovative software for the promotional products industry. With over 450 customers and numerous service partners, Offene Systeme Software! is one of the leading software providers for promotional products businesses in the German-speaking countries.

Fruit of the Loom is celebrating its 175th anniversary this year. To mark the occasion, the brand is launching the “Grown Together” campaign – a visual concept that views growth not as a passage of time, but as a process of mutual development with partners, customers and retailers.

## Fruit of the Loom launches its “Grown Together” campaign

# 175 years. One brand. Grown together.



### Specifically designed for home décor

Essential for refiners and print service providers: All cotton T-shirts are specifically designed for embellishment. Whether screen printing, DTG or transfer printing – the fine-knit surfaces consistently deliver clean, reproducible results. Sizes range from XS to 5XL, with children’s sizes starting from 1–2 years. Gram weights from 140 to 400 g/m<sup>2</sup> cover all requirements: from lightweight basic T-shirts to heavyweight Supercotton™ hooded sweatshirts.

Hard to miss: the “Grown Together” anniversary billboard campaign.



The “Grown Together” campaign was produced using a newly developed AI hybrid process that combines real product photography with digitally generated imagery. The focus is on this renowned company’s current range. It includes t-shirts, sweatshirts, polo shirts and children’s clothing in over 50 shades – ranging from classic neutrals and bold brights to modern marles and on-trend colours such as Soft Lavender, College Green and Sunflower. All colours are produced in the company’s own dye works in Morocco and are rigorously tested for consistency.

### Colour as a concept: products and imagery in harmony

Since 1851, Fruit of the Loom has been supplying the textile and printing sector with basics that finishers, print service providers and specialist retailers use every day. The brand is using this anniversary as an opportunity to highlight this partnership. The central theme, “Grown Together”, describes what 175 years of market presence mean: not just longevity, but maturing alongside the sector. The fruits in the brand logo take centre stage in the campaign:

Oversized grapes, apples and white currants frame the campaign visuals and run as a visual thread through all channels. Four key visuals accompany the entire anniversary year – from digital and social media to moving images and traditional brand communication.

### No experiment: a process for the future

Each of the four key visuals showcases a specific product. The campaign's product base is formed by the ICONIC 195 Ringspun Premium T-shirt in Soft Lavender, the Supercotton Hooded Sweatshirt in College Green, the Kids Classic Hooded Sweatshirt Jacket and the Kids Original T-shirt in Red, as well as the Premium Polo in Sunflower and the Classic Hooded Sweatshirt in Natural. The colour scheme of the visuals corresponds directly with the respective product colours, thereby creating a visual unity between the imagery and the product range.

### New production approach: AI hybrid instead of a traditional studio shoot

The campaign was developed in collaboration with the creative agency HCP GRAUWILD in Kaiserslautern, which developed a hybrid AI process specifically for this project. The process combines real product photography with digitally controlled image design: The colour, material, texture and details of the textiles are photographed in real life and remain exactly as they are. Models, settings, lighting and style are then controlled digitally.

This approach thus solves a key problem with purely AI-based productions: Products are not interpreted, but depicted with precision. At the same time, it creates visual worlds that would be virtually impossible to achieve with traditional studio shoots – neither with this level of creative freedom nor within this budget. “This approach has given us the opportunity to rethink content in a fresh and contemporary way. Greater flexibility, greater speed and reliable product presentation come together effectively here for the first time,” explains Christian Lanvermann, Senior Marketing Manager at Fruit of the Loom Europe.

### A trusted partner in the B2B textile market

FOL International GmbH is the European subsidiary of Fruit of the Loom, Inc., headquartered in Kaiserslautern. Since 1851, the brand has been synonymous with high-quality basics – t-shirts, sweatshirts and polo shirts – for the B2B textile market. Production takes place in the company's own factories in Morocco, employing over 4,300 people. The range is OEKO-TEX Standard 100 certified. The brand portfolio of FOL International GmbH also includes Russell Athletic®.



The “Grown Together” campaign was produced using a newly developed AI hybrid process that combines real product photography with digitally generated imagery. Each of the four key visuals showcases a specific product. The colour scheme of the visuals corresponds directly to the respective product colours, thereby creating visual harmony between the imagery and the product range.



The social media campaign motif.





## Stylish with clear provenance

With their Classic Shoulder Bag, VASAD presents a modern alternative to conventional promotional gifts and plastic packaging. The bag combines timeless design with high practicality for everyday use and reliably accompanies users between the office, leisure activities, sport and weekend trips. **Made from recycled materials** and enhanced with high-quality PU details, it is a durable accessory with a stylish look. Practical compartments and an integrated trolley strap ensure organisation and comfort on the go. VASAD places particular emphasis on transparency: The origin and materials can be traced via "Trace Me!" as well as the digital product passport. The Classic Shoulder Bag is complemented by a matching Classic Toiletry Bag, which adds to the set's functionality. The result is a sustainable Christmas gift with a high-quality feel that appeals to employees and business partners alike.

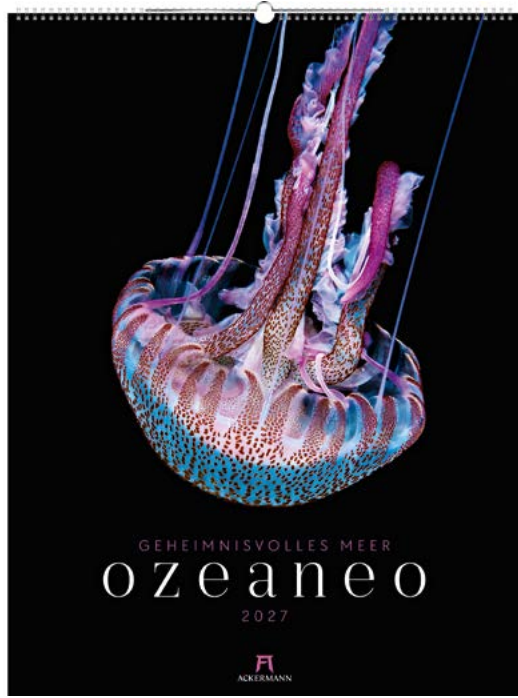
PSI 48301 • VASAD (by SL Bags)  
 Tel +31 615880899 • [anneke@slbags.com](mailto:anneke@slbags.com)  
[www.vasad.eu](http://www.vasad.eu) • [www.slbags.com](http://www.slbags.com)

## A lasting brand presence

Promotional messages often disappear from view after a short time. This is not the case with custom-designed calendars, which remain visible in both professional and private life for months on end. WALTER Medien GmbH develops calendar designs that go far beyond traditional standard formats. The customised promotional calendar can be adapted to different communication objectives in terms of format, colour scheme, calendar layout and features. This gives companies the opportunity to tailor content, design and brand identity to their target audiences. Daily use ensures **continuous visibility**, combining scheduling with brand communication. The high-quality finish ensures a long product life, whilst creative design options provide scope for unique concepts.

PSI 40753 • WALTER Medien GmbH  
 Tel. +49 7135 104100 • [kalender@walter.de](mailto:kalender@walter.de)  
[www.walter.de](http://www.walter.de)





## A calendar with depth

With their "Ozeaneo 2027" calendar, Ackermann Kunstverlag takes readers on a journey into the fascinating world of the oceans and the mysterious deep sea. Stunning photographs by renowned underwater photographers depict colourful marine life in extraordinary detail, combining aesthetic appeal with scientific precision. Supplementary information on lifestyle, comparative size and biological classification provides added value for nature and ocean enthusiasts. The stylish calendar stands out not only for its striking imagery but also for its sustainable production. It is **printed exclusively in Germany** on FSC®-certified paper from responsibly managed sources. In addition, the publisher is committed to transparent CO<sub>2</sub> offsetting in cooperation with NatureOffice.

PSI 40604 • Ackermann Kunstverlag  
 Tel +49 89 4512549273 • [b2b@ackermann-kalender.de](mailto:b2b@ackermann-kalender.de)  
[www.ackermann-kalender.de](http://www.ackermann-kalender.de)

## Protection from sun and rain

The Hit UV Protection Series from doppler has been specially developed for use in both sun and rain, combining functionality with a strong promotional impact. The innovative UV-protective coating with UPF 50+ reliably reduces harmful rays, whilst the high-quality material also offers optimal protection from the rain.

**This turns every use into a brand showcase** – whatever the weather. From as little as 48 units, the umbrellas can be customised with your logo, making them the perfect promotional tool. The range includes compact pocket umbrellas as well as a generous golf umbrella. All models are windproof, exceptionally sturdy and stand out thanks to their modern design, durable quality and excellent value for money.

PSI 41752 • doppler H. Würflingsdobler GmbH  
 Tel +49 8571 9122 218 • [individual@dopplerschirme.com](mailto:individual@dopplerschirme.com)  
[www.dopplerschirme.com](http://www.dopplerschirme.com)





# SCHNEIDERS

## Ihr Produzent mit Liebe für Spielkarten

schnell, günstig und flexibel

✉ [sales@schneiders.nl](mailto:sales@schneiders.nl)
🌐 [de.schneiders.nl](http://de.schneiders.nl)
☎ 05554-9890790

— Advert —



## Bags with a history

Four decades of textile expertise have shaped the development of Joytex GmbH & Co. KG. To mark its 40th anniversary, the company is demonstrating how **sustainable materials and high-quality craftsmanship** can be effectively combined. With their TRIER and FREIBURG models, Joytex relies on a combination of around 80 per cent recycled cotton and 20 per cent recycled polyester. It is this blend of materials that gives the recycled fibres the necessary stability to be spun into yarn once more and then sewn into robust bags. The mottled grey surface emphasises the recycled nature of the material whilst also creating a sleek, urban look. With a fabric weight of 190 grams per square metre, the bags are ideal for everyday use in retail, at events or as durable promotional items. At the same time, Joytex remains true to its speciality: high-quality screen printing on textile bags..

PSI 41990 • JOYTEX GmbH & Co. KG  
Tel +49 2872 95060 • info@joytex.de  
www.joytex.de

## Fun that grows with your child

The Mini Micro Deluxe Rock & Go LED from Micro Mobility Systems accompanies children through several stages of development, combining play, exercise and everyday practicality in a flexible system. Initially, the model serves as a **sturdy rocking scooter**; later, it can be converted into a classic scooter without the need for tools. With an additional handlebar, the scooter can even grow into the larger Maxi Micro. This creates a versatile mobility concept that ranges from the first rocking stages, through a walking aid, to a fully-fledged scooter. The hassle-free conversion is particularly practical, as it can be adapted at any time to suit the child's age and motor skills. Illuminated LED wheels increase visibility and add an extra element of fun.



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

## Clever drinking bottles

With their RETUMBLER® DUIX range, REFLECTS® presents a stylish line of drinking bottles that seamlessly combines functionality and design. The Cologne-based multi-specialist for promotional products has been awarded a renowned design prize for this range. The range includes the "Thermo" model with vacuum insulation, the "Sport" model made from Eastman Tritan, and the "Steel" model made from recycled stainless steel. All models have a **newly developed 2-in-1 screw-top lid**. The lid combines a small drinking spout with a large opening for quick filling and easy cleaning. All bottles are leak-proof, dishwasher-safe and also designed for carbonated drinks. The concept is rounded off with a custom-fit zinc alloy carabiner, which rests on a silicone ring to reduce annoying rattling. REFLECTS® also offers a wide range of customisation options.

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





## 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 9355555 • sales@prodir.ch  
www.prodir.com



## Tennis socks with an impact

Socks have long since evolved from a traditional Christmas gift into a popular lifestyle product. This is precisely what ZEGO is targeting with their customisable MR. SOCKS tennis socks. The designs combine comfort, a modern look and sustainable materials with eye-catching brand presentation. Logos and custom designs can be integrated directly into the design, ensuring **high visibility** among customers, employees and business partners. Whether as a creative mailing insert, part of a Christmas hamper or an original gift for sales teams – these personalised tennis socks combine everyday practicality with emotional brand loyalty. At the same time, promotional product suppliers and agencies benefit from a product that combines a fashion statement with functional utility, ensuring it remains in use for many years to come.

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



— Advert —

TRIGGI plus  
Ein smartes plus mit System

REWE  
Muscatoles  
Diet Markt

Neu  
in Leipzig,  
Grünauer Allee

o. Business  
Cardio

gefunden?  
Einfach scannen!

Fundservice

202670001

www.TRIGGI.de

Tel.: +49 (0)8233 - 79312-0  
info@pinsundmehr.de

www.PINSundmehr.de  
Smart & Eco, Ltd.

## Jerseys as marketing catalysts



Five million jerseys for the Euro 2024 and another two million for the 2026 World Cup: the sheer scale of the jersey campaigns run by the online comparison portal Check24 in Germany is remarkable. At the heart of it all is a haptic promotional product backed up by a massive media budget, an app, a competition and the “data for a jersey” deal. From a marketing perspective, the campaign is one thing above all else: a use case with a signalling effect for our industry.

What has Check24 ultimately achieved? Millions of app downloads, customer profiles, opt-ins – and a level of visibility that would make any traditional campaign green with envy. In fan zones, bars and living rooms, the white logo-branded shirts are everywhere. The shirt becomes a wearable advertising space – a touchpoint that extends the brand into everyday life on a permanent basis. This is precisely the point: haptic advertising is not an afterthought, but the linchpin of a data-driven campaign.

Edeka is offering free football shirts with a minimum purchase, while MagentaTV is using the official World Cup shirt as a subscription incentive. Carrefour in France and Albert Heijn in the Netherlands are incorporating licensed national team shirts into their loyalty programmes. All of this follows a more traditional premium incentive or exclusive reward model, but confirms the same mechanism: the promotional product is a powerful stimulus for brand activation, sales and leads. It translates an abstract message into a concrete promise: “You get something real and tangible.”

For the promotional products industry and the PSI network, this means we are right at the heart of digital marketing ecosystems – where data, performance criteria and customer journeys are defined. That is precisely why several promotional products manufacturers and distributors, as well as PSI, made their presence felt at the OMR Digital Festival in 2025 and 2026. Our mission is clear: we must convince decision-makers in online marketing and the digital economy that campaigns only achieve their full impact when they combine digital reach with a tangible brand presence.

The 2026 World Cup provides us with the best evidence of this, as millions of people flock to the fan zones.

Yours,

Petra Lassahn  
Director PSI

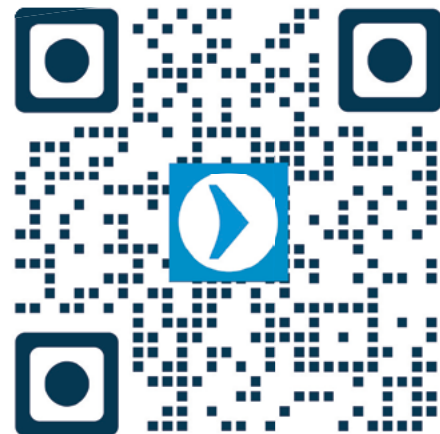


# PSI MEDIA GUIDE

▶ PSI



**DOWNLOAD  
NOW!**



SCAN ME



## Inspiring lasting enthusiasm and delightfully convincing

Sustainability and enjoyment have become more than just trends – they are key success factors in the promotional products business. In the next edition of the journal, we will present a selection of promotional products that are emotionally convincing and combine ecological responsibility with a strong advertising impact. Sustainable materials, resource-efficient production processes and transparent sourcing turn ecological promotional products into convincing brand ambassadors that build trust with end customers and stay in recipients' memories for a long time. This selection of products is rounded off by sweet, vegan and enjoyable promotional products that win people over without being preachy, ranging from snacks to high-quality products with a modern lifestyle aesthetic. They offer promotional product distributors and consultants attractive arguments that they can use during consultations. They also open up new target groups and enable campaigns to convey appreciation, emotion and values. Discover products that will be well-liked and that are sure to have a positive impact – on brands, people and the environment.

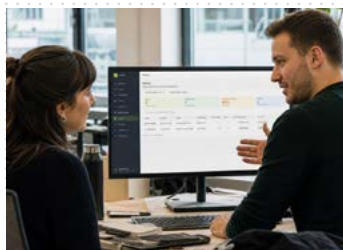
Please start thinking about our product presentations for the October 2026 edition of the PSI Journal, which is dedicated to the themes 'outdoors, umbrellas, tools' and 'incentives and onboarding products'. Send us your product suggestions (image and text) by 21 August 2026 at the latest. Edit Line GmbH, Redaktion PSI Journal, email: [hoechemer@edit-line.de](mailto:hoechemer@edit-line.de)

## Promotional products go scientific



Promotional products have been an integral part of marketing practice for many years, but until now they have rarely been based on scientific research. 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.

## New standard in textile finishing



With LAIMS, TOPO GmbH from Tirol developed an ERP system that takes a differentiated approach to managing textile finishing operations. The focus is not merely on digitalising existing processes, but rather on restructuring the processes in a targeted manner to reduce error rates and improve the basis for decision-making.

## Imprint



Published exclusively for the promotional products industry by PSI Promotional Product Service Institute, RX Deutschland GmbH  
Johannstraße 1, 40476 Düsseldorf  
Tel.: +49 211 90191-0  
Fax: +49 211 90191-180  
Internet: [www.psi-network.de](http://www.psi-network.de)

**Publisher:** Petra Lassahn

**Management:** Rachel Travers, Michael Köhler, Ivo Sklenitzka

**Editing:** Edit Line Verlags- und Produktions-GmbH  
Dekan-Laist-Straße 17, 55129 Mainz  
by order of PSI Promotional Product Service Institute – RX Deutschland GmbH

**Editor-in-chief:** Manfred Schlösser

**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](mailto:senija.menzel@rxglobal.com)

**Sales Manager:** Adrian Papke, [adrian.papke@rxglobal.com](mailto:adrian.papke@rxglobal.com)  
Daniel Schellenbeck, [daniel.schellenbeck@rxglobal.com](mailto:daniel.schellenbeck@rxglobal.com)

**Junior Sales Manager:** Celina Kunikowski,  
[celina.kunikowski@rxglobal.com](mailto:celina.kunikowski@rxglobal.com)

### Regional contacts

**Belgium and France:** Reed Exhibitions  
ISG Belgien und Frankreich  
Bryan Piscou,  
[bpiscou@reed-export.fr](mailto:bpiscou@reed-export.fr)

**Italy:** Reed Exhibitions ISG Italy s.r.l.  
Erika Poleggi  
[erika.poleggi@reedexpo.it](mailto:erika.poleggi@reedexpo.it)

**Spain:** Reed Exhibitions Italia Srl  
Malvina Tralli  
[malvina.tralli@reedexpo.it](mailto:malvina.tralli@reedexpo.it)

**Turkey:** Istexpo  
Sevinc Abdullayeva,  
[sevinc@istexpo.com](mailto:sevinc@istexpo.com)

**UK:** Reed Exhibitions ISG UK  
Daniel Cordock,  
[daniel.cordock@reedexpo.co.uk](mailto:daniel.cordock@reedexpo.co.uk)

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

**Layout:** Stephan Weiß, Judy Frey, Hannah Schreck

**Photos:** Lars Behrendt, Oliver Wachenfeld, Ursula Geppert, Martin Höchemer, u.a. Titelmotiv: Adobe Stock.  
Redaktionelle Beiträge teilweise unter Verwendung von Fotos von Adobe Stock.

**Translations:** Translanguage, D-40885 Ratingen

**Printing:** MEO MEDIA – MEINDERS & ELSTERMANN GmbH & Co. KG, D-49191 Belm

Advertisement price list no. 55 of 1 January 2023 applies.

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability). For members of the PSI, the subscription price is included in the membership fee.

**RELX** produced according RELX Sustainable Paper Policy

**RX** Germany

► **PSI**

**The Industry's  
Who and How.  
My PSI. Live.**

**12 - 14 JAN 2027**

**SAVE  
THE  
DATE**

**12 JAN 2027**

**PSI NIGHT**

Snacks, Drinks & Talks  
Start: 9 p.m.

Built by  
**PK** In the business of  
building businesses

**LOCATION**



Wartesaal am Dom  
Johannisstraße 11  
50668 Cologne, Germany

**TIP**

du bist EXCELLENT  
Frohes Fest

du bist EINZIGARTIG

duplo

**TIP**

FROHES FEST VOM GANZEN TEAM!

Milka

COCOA LIFE

**CD LUX**  
www.cd-lux.de

**ATTRACTIVE EARLY ORDER DISCOUNTS NOW!**

Discover now!

**INDIVIDUAL SWEET PROMOTIONAL ITEMS**

FESTAGE  
NEUES JAHR

Lindt

**TIP**

Russ Sport SCHOKOWÜRFEL

**TIP**

Frohes Fest!

SCHÖNE WEIHNACHTSZEIT

Lindt

Inlay aus PAPIER

**NEW**

Frohes Fest!

Lindt

Inlay aus PAPIER

**TIP**

Weihnachten

Sarotti

Inlay aus PAPIER

**Personalized advent calendars in premium quality!**

**TIP**

Frohes Fest!

Sarotti

Fairtrade

Milka

**NEW**

FROHES FEST VOM GANZEN TEAM!

M&M's CRISPY

**NEW**

Frohes Fest

Ein Moment nur für dich

Klett

Fairtrade

**NEW**

HAPPY CHRISTMAS

waterdrop