

PS1 JOURNAL

PSI Journal

International Magazine
For Promotional
Products

October 2026

Volume 65

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PSI JOURNAL

PSI Journal

International Magazine
For Promotional
Products

October 2026

Volume 65

PSI 2027 in Cologne

Significant benefits
für the industry

Product Guide

Outdoor, umbrellas, tools
Incentives, onboarding
products

Kaldenbach

50 years of transformation
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**Digital Product Passport
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Editorial

New address, new challenges

Us the Digital Product Passport really just red tape – or simply the industry's long-overdue drive for order? The October issue of the PSI Journal asks questions that are closer to day-to-day business than to empty rhetoric: How can the promotional products industry remain effective? What data will be crucial in future? And what must a trade fair deliver to ensure that face-to-face interaction has a real impact?

New city, new halls, same expectations: PSI 2027 in Cologne must demonstrate that a change of venue offers more than just new signage. From 12 to 14 January, Koelnmesse will become the new meeting place for the international promotional products industry. Halls 7 and 8 offer clear layouts, short distances and space for striking displays.

But a new venue alone does not make a new trade show. What matters is what the industry makes of it. PSI's strength remains direct contact: advice, product experiences and conversations that lead to business. This cannot be replaced by a digital appointment. You can read all about PSI on page 6.

Whilst products are on display at the exhibition stands, their data often still gets lost in various systems. This is precisely where the Digital Product Passport comes in. It is the 'homework' that nobody should neglect. Companies must check which products are affected, analyse their data sets, clarify responsibilities and launch pilot projects. If ERP, PIM and PLM systems are linked effectively, what might seem like extra effort can become a tool for more efficient processes and better customer advice. Find out more from page 8 onwards.

Outdoor, onboarding and incentives are not just there to pad the range. They must prove in everyday use that they can do more than just display logos. Practical value, design and a clear concept determine whether an item will be remembered. You can read more about this in the Product Guide features from page 12 and page 36.

The industry has no shortage of ideas. What matters now is implementation, dialogue and the courage to take both seriously. Cologne is set to become the new meeting place. The Digital Product Passport is the next task. And those who complete it will be well prepared for the fresh start.

On this note

Simon Dietzen, Editor PSI Journal

Your opinion: dietzen@edit-line.de

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Digital Product Passport launched

8

The Digital Product Passport register, together with a test environment, is now live: a milestone on the path to the practical implementation of the DPP for all companies offering products on the EU market. Those who act early and in a structured manner will secure sustainable competitive advantages.

Product Guide: Practical. Impactful. Personal.

12 + 36

Promotional items are particularly effective when they are used daily and offer genuine added value. Whether functional outdoor items, high-quality umbrellas or practical tools – they accompany their users over the long term and ensure visible brand presence every time they are used. At the same time, incentives and well-designed onboarding products are becoming increasingly important.



50 Years of Transformation with Vision

52

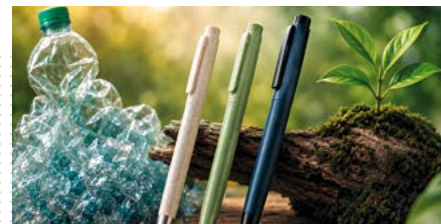
Kaldenbach GmbH is celebrating its 50th anniversary – and looking back on an extraordinary journey. What began as a regional promotional products distributor has evolved into an innovative manufacturer of its own-brand products, with a focus on design, sustainability and manufacturing quality. Today, the family-run business combines tradition, innovative strength and comprehensive fulfilment expertise.



The Circular Economy in the Promotional Products Market

56

Sustainability is increasingly shaping the promotional products market. The example of modern writing instruments illustrates how the circular economy, material innovation and durable product design work together. Recycled PET, modular concepts and transparent production processes combine environmental responsibility with effective brand communication.



HARD & HEAVY:

Promotional impact with substance

Promotional items can once again carry weight. Under the current "Hard & Heavy" trend, the focus is on products that are, in the truest sense of the word, "hard-ware": solid, durable and made for practical use. Rather than short-lived giveaways, these are items that will be used for years and thus remain a permanent part of their owners' everyday lives.

This trend is particularly evident in the outdoor and leisure sectors. Portable outdoor kitchens, barbecues, cooking utensils, robust tools and high-quality accessories for gardening, camping and micro-adventures combine leisure value with high visibility for the promoting brand.

Wooden products are another facet of the "Hard & Heavy" concept. Chopping boards, serving boards, knife blocks, toolboxes and bespoke home accessories convey a sense of quality and durability. Technical hardware also remains in demand. Power banks, chargers, compact lights and other mobile power and electronic solutions have clear practical value and are often used by their owners on a daily basis. In a recent international sector study, power banks were ranked among the most popular promotional items.

The message is clear: "Hard & Heavy" stands for promotional items that last. They often justify a higher budget, offering in return a long exposure period and a high perceived value.

High performance, wherever you are

This high-performance power bank, with a capacity of 10,000 mAh and a sophisticated 3-in-1 wireless charging function, is ideal for both the rapid charging of mobile devices and the rapid recharging of the power bank itself, thanks to 20 W USB-C Power Delivery (PD). The high-quality aluminium and plastic casing gives it a stylish look and a pleasant feel.

CI-Sky GmbH

www.werbemittel-fuer-haendler.de

PSI 60611

The natural choice for hosts

Clipboards for use in the catering or care sectors are made from FSC-certified wood and are available in a wide variety of designs.

With a lacquered finish suitable for all areas with strict hygiene requirements, they combine functionality with stylish promotional space – which can be customised with printing or engraving.

Holz Frank GmbH & Co. KG

www.holz-frank.com

PSI 49957

Open-air kitchen

With GardenVita, Global Innovations Germany has created a new premium brand for exclusive outdoor living. In addition to high-quality designer furniture and outdoor products, the official Miele Outdoor Master Partner now also offers the new Miele Outdoor Kitchen Collection in its portfolio. This opens up new opportunities for marketing and promotional campaigns.

Global Innovations Germany GmbH & Co. KG

www.globalinnovations.de / www.gardenvita.de

PSI 46626

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www.daiber.de/en

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From 12 to 14 January 2027, the international promotional products industry will gather in Cologne for the first time. Halls 7 and 8 at Koelnmesse will become the hub of a creative and dynamic market, for which the move to Cologne brings significant benefits. Those who attend will help write a new chapter in the PSI's history.

PSI 2027 in Cologne

Significant benefits



At its new location in Cologne, the PSI continues to maintain its clear identity, while remaining the meeting place and home of the European promotional products, incentives and merchandising sector.

While relocating involves a great deal of organisation, the excitement about the new surroundings and the anticipation of a fresh start soon take over. There is usually a good reason for this, as relocating brings many new options and opportunities. This is also the case with the PSI. A PSI 2027 in a different city and with a different hall layout will require a certain amount of adjustment in the first year. However, given the countless trade shows and roadshows of varying sizes and significance that experienced industry participants organise and attend year after year, moving to the already familiar Cologne Exhibition Centre should be a straightforward process. As always, the PSI trade show team will be on hand to offer exhibitors advice and practical support, while providing assistance with trade show planning and technical matters, as well as marketing and communications.

The PSI 2027 is well worth attending

Whether in Düsseldorf or Cologne: as Europe's leading trade show for promotional products, incentives and merchandising, the PSI will remain the premier meeting place

for decision-makers in this forward-looking, innovative sector, even at its new venue. According to a recent study by Oxford Economics, around 290 billion euros were spent worldwide on customised products. Trade shows such as the PSI are irreplaceable marketing events when it comes to haptic advertising. Personalised advice, a hands-on product experience and a professional international community are, and will remain, the cornerstones of the PSI, which in 2027 will once again serve as a platform for trends and innovations, business expertise and active partnership. It is well worth attending, especially as Cologne as a venue also offers long-term and organisationally relevant advantages. From 2027 onwards, the PSI will take place at a time that avoids the Christmas holidays at the start of the year. This means planning is significantly easier for exhibitors and visitors. The modern, spacious and light-filled Halls 7 and 8 at Koelnmesse offer a clear layout, short distances and space for impressive displays. Cologne, as a leading media and creative hub with agencies, media houses and content and entertainment companies, creates ideal conditions for the PSI trade show and the industry.

A platform for trends and innovations

The theme of trends and their significance for the promotional products industry will run as a common thread through the trade show in 2027. "We are delighted to welcome Boris Planer as our opening speaker. The internationally recognised expert has been analysing developments in trade and consumer goods markets for over 25 years. In his keynote speech, he will highlight the social, technological and economic trends that will have a significant impact on the industry," says PSI Director Petra Lasahn. In line with this, the Trend Show will focus on three key themes – and thus three megatrends identified by the Zukunftsinstitut Frankfurt/Vienna: Health Shift, Safe Future and Urban Outdoor. For promotional products distributors, this area offers a compact overview of trends to guide decisions on product ranges and campaigns. <

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The Digital Product Passport register, together with a test environment, is now up and running. It marks a milestone on the path to the practical implementation of the DPP for all companies offering products on the EU market. Those who act early and in a structured manner will secure sustainable competitive advantages.

Digital Product Passport launched

An Obligation and a Driver of Innovation



The DPP is more than just compliance: The data can serve as the basis for new business models and provide concrete competitive advantages.

The Digital Product Passport (DPP), which was introduced under the Ecodesign for Sustainable Products Regulation (ESPR) (EU) 2024/1781, is a digital container for product information and represents a modern and enhanced form of the previous declaration of conformity. It is intended to ensure greater transparency in the supply chain, support informed consumer choices and facilitate compliance with regulations in the single market. Although product data is stored in a decentralised manner, economic operators must register each Digital Product Passport in the register. This register provides the secure infrastructure required for the registration of unique product identifiers and associated metadata. The Implementing Regulation has established the practical framework for the register. Registration can be carried out either via a secure user interface or an application programming interface (API), enabling economic operators to integrate the registration process into their existing digital systems. Proof of registration may also be requested in the form of a secure electronic document. The registration may be used, particularly in business-to-business (B2B) transactions, to demonstrate compliance with the regulations to third parties.

Making the most of the trial phase

The European Commission will support implementation and ensure that the register is accessible, secure and ef-

fective for all users. The current trial phase is intended to help ensure a smooth roll-out before the first implementation deadline on 18 February 2027. From that date, the Battery Passport will be mandatory for certain categories of batteries placed on the market in the EU. Economic operators can access the test environment, technical documentation, implementation guides, webinars and the latest information via the new DPP website. A dedicated helpdesk is also available to support businesses throughout the registration process. It is advantageous for businesses to familiarise themselves with the test environment now and gain some initial experience.

Strategic and operational benefits

The introduction of Digital Product Passports is a challenge which companies need to address. They are obliged to provide transparent, machine-readable and interoperable product and material data throughout the entire product life cycle. The DPP affects all stakeholders – from raw material suppliers to recycling companies – each with their own specific requirements regarding data availability, quality and accessibility. In a management summary for businesses, experts from the independent research institute Fraunhofer IPK summarise the key points. It becomes clear that implementing a digital product passport is far more than simply a mandatory task to meet regulatory requirements. It also offers businesses tangible strategic and operational benefits. A key benefit lies in the ability to develop company-specific solutions. Rather than relying on rigid, off-the-shelf solutions, organisations can opt for streamlined, customised approaches that are precisely tailored to their existing processes, systems and data structures. This enables regulatory requirements to be met efficiently without placing an unnecessary burden on existing workflows. In this way, the Digital Product Passport becomes a clear strategic lever for digital transformation, sustainability and future-oriented value creation. Companies that pursue structured and context-specific DPP strategies at an early stage secure sustainable competitive advantages. Fraunhofer IPK provides comprehensive support to companies in implementing the DPP, from defining strategic objectives through technical implementation to the development of data-driven business models. Other institutes and organisations also provide information and assistance, not least the EU itself.

The Digital Product Passport as a new marketing channel

The idea that the digital product passport could become a marketing channel is an intriguing argument put forward by the experienced media expert and entrepreneur Thom-



The Digital Product Passport is being introduced gradually for various product groups. The “Battery Passport” is coming as early as 2027. Tires, textiles, electronics, and other products will follow.

as Koch. In a feature article on the Marketingbörse platform, he begins by taking a hard line on digital advertising: “Digital advertising had promised to show only adverts that are relevant to the respective target group. To this day, digital advertisers have failed to keep this promise – much to the chagrin of recipients flooded with the wrong adverts. The result is a growing aversion to advertising,” writes Koch. Against this backdrop, he sees the Digital Product Passport as a new, AI-readable brand medium containing product information that is accessible to consumers at all times, distinguishing one brand from another and highlighting differences in quality. According to Koch, a physical product needs a clear identity and a traceable history. The DPP can contribute to this, as it makes distinctive product qualities, sustainability and, consequently, competitive advantages tangible. “Things get exciting when AI comes into play. AI extracts this information when we use it for product searches. We are already using AI today to highlight differences between brands. With the DPP, these become unique selling points – and an indispensable aid to decision-making.” The product data contained in the DPP therefore helps differentiate brands and extends the dialogue with customers beyond the point of purchase. From the media expert’s perspective, the Digital Product Passport is like a new marketing channel for targeted communication with customers: digital, AI-readable, future-proof and customer-centred. >>



DPP as a New Marketing Channel: DPP makes a product distinctive and provides valuable input for strategic marketing and communication.

DPP as a business booster

Let us follow Thomas Koch's line of thought further: companies that skilfully utilise the DPP give their brands a competitive edge over rivals that extends far beyond the point of purchase. In this way, the DPP extends the customer lifecycle many times over, resulting in more satisfied customers and greater loyalty. Thomas Koch's conclusion is clear: "The DPP provides marketing with a tool that works technically and meets all requirements in terms of digital AI, but also generates the far more important emotional impact. The stored information and attributes convey a sense of security and the feeling of having made a good and correct decision. This is the emotional bond from which advertising impact and loyalty are born." This perspective on the DPP is also good news for the industry. When implemented creatively, this approach can offer distributors solid and compelling sales arguments. <

Implementing the DPP in practice

Analysis and Strategy

- > Check which products are affected
- > Analyse the available data
- > Define responsibilities

Launch Pilot Phase

- > Select a pilot product
- > Collect initial DPP data
- > Identify and assess product risks
- > Test QR/Rfid labelling

Build Data Management and IT Infrastructure

- > Connect data sources (ERP, PIM, PLM)
- > Standardise data format
- > Define responsibilities
- > Integrate suppliers

Implementation

- > Expand the DPP to additional product groups
- > Introduce automation
- > Train employees
- > Continuously optimise processes

DPP: Benefits for companies

- > Integration into existing systems without extensive process changes
- > Transparent data flows and consistent IT system landscapes
- > Foundation for data-driven services and business models (e.g. CO₂ footprints, circular economy)
- > Easier collaboration across the supply chain through standardised data structures

Legal foundations

- > Ecodesign Regulation (Ecodesign for Sustainable Products Regulation – ESPR; Regulation (EU) 2024/1781). The ESPR sets minimum environmental requirements for products placed on the European market.

Further legal acts:

- > Battery Regulation (EU) 2023/1542
- > Construction Products Regulation (EU) 2024/3110
- > Toys Regulation (EU) 2025/2509
- > Vehicles Regulation (EU) 2026/1738
- > Detergents Regulation (EU) 2026/405



Information on repairability, replacement parts, and disposal is also included in the DPP. This way, consumers benefit as well.

www.umweltbundesamt.de
www.ihk.de
www.bundesumweltministerium.de
https://single-market-economy.ec.europa.eu/single-market/digital-product-passport_en
<https://plus.marketing-boerse.de>
<https://www.ipk.fraunhofer.de>

The Digital Product Passport (DPP) at a Glance

What is the Digital Product Passport and why is it useful?

The Digital Product Passport (DPP) is a standardised information system, mandatory throughout the EU, which digitally records and provides all key product data. The data system contains the components, materials and chemical substances, as well as information on reparability, spare parts and proper disposal for a product. The data is sourced from all phases of the product life cycle and can be used for various purposes throughout these phases (design, manufacture, use, disposal). Structuring environmentally relevant data in a standardised, comparable format enables all stakeholders in the value and supply chains to work together towards a circular economy. The DPP also serves as an important basis for reliable consumer information and sustainable consumption decisions in both physical and online businesses. The DPP is designed to cover all product groups but is implemented on a sector-specific basis. It is mandatory for all businesses, including small- and medium-sized enterprises, as the requirement is determined by the product group, not by the size of the business.

Which product groups are affected?

The Digital Product Passport will be introduced in stages starting in 2026:

2026/2027

- Iron and steel

From 2027

- Batteries and rechargeable batteries: “Battery Pass” for electric vehicles, light-duty vehicles such as e-bikes, and industrial batteries with a capacity of over 2 kWh
- Tyres and chemicals
- Aluminium
- Textiles and clothing
- Electrical and electronic equipment

From 2028

- Furniture and mattresses

to be phased in by 2030

- Plastics
- Construction products
- Packaging
- Machinery and equipment

The DPP contains data on...

- ... Material composition
- ... Reparability and spare parts
- ... Carbon footprint
- ... Energy consumption
- ... Service life and maintenance information
- ... Recyclability
- ... Manufacturer and supply chain data

How do businesses and consumers benefit from the DPP?

Benefits for businesses

- Legal certainty: Compliance with EU ecodesign obligations, avoidance of fines
- Automated processes: Reduced effort in data exchange
- Competitive advantages: Transparent sustainability information
- Greater efficiency: Optimisation of supply chains and quality control
- In summary, it simplifies documentation, improves supply chain transparency and strengthens a sustainable brand image.

Benefits for consumers:

- Full transparency: a product's origin, materials and environmental impact
- Access to repair and recycling options
- Supporting the circular economy and sustainable consumption

How do you access the Digital Product Passport?

The DPP will be accessible directly from the product via QR codes, NFC tags or RFID labels (digital identifiers on packaging or products)

Who provides the data for the DPP and where is it stored?

Manufacturers, importers and distributors are responsible for ensuring that the data is accurate and complete. The data is stored in PIM systems, ERP/PLM systems and databases using standardised formats (e.g. Asset Administration Shell). This enables all authorised parties – manufacturers, distributors, repair shops and consumers – to access the relevant information.

What is important for successful implementation?

- Early internal coordination between IT, legal and product development teams
- Integration of sustainability considerations
- Clear data quality standards and defined data ownership
- Use of existing IT systems, supplemented by DPP-compatible modules
- Targeted communication with customers, distributors and partners
- Ongoing optimisation of processes

Whether functional outdoor items, high-quality umbrellas or practical tools, **they serve their purpose for a long time** and ensure visible brand exposure every time they are used.



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



First Aid in a Small Size

Compact first aid kits are essential for bike rides and doing recreational activities. The first aid kit from Römer Wellness bundles all the first aid essentials inside a small felt pouch. The kit includes a bandage, pressure bandage and gauze bandage, quick-apply wound dressing, adhesive bandages, vinyl gloves, small scissors, safety pins and alcohol swabs. The set closes securely with an elastic band, it takes up little space in a rucksack or luggage, and can be restocked as needed. The kit is perfect for hiking and camping trips, bike rides or wherever minor injuries need to be treated quickly. The bag can be finished with a custom imprint for use as a promotional product. Its practical value remains even after it is given away because the contents are not used only once.



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

Double Rain Protection

Lumitoys-GmbH's umbrella is an eye-catcher and offers double protection: against the rain and the risk of not being seen in the dark. The umbrella and the person carrying it are visible from a distance thanks to the multi-colour or solid-colour LEDs mounted in the spokes that feature various blinking modes. Another safety feature is the transparent covering, which lets you see through it and helps prevent unwanted collisions with other pedestrians, road users or lampposts, for example. The umbrella opens and closes manually, and the LEDs run on batteries that can be replaced quickly and easily. Custom imprints are, of course, possible and can be placed on the handle or the canopy.

Protective Duo

For carefree days outdoors, Sanders Imagetools offers sophisticated essentials with reliable protection. The sensitive insect repellent spray containing the active ingredient Icaridin effectively protects users from mosquitoes for up to six hours and from ticks for up to five hours. The allergy-friendly formula is gentle on the skin, suitable for children ages two and older, and thus ideal for camping, outdoor activities and the whole family. It is sold in a 20 millilitre or 50 millilitre spray bottle that can optionally come with a bumper. The company's product range also features high-quality sunscreen products that optimally combine protection and skin care. The formulations are vegan and free of microplastics, parabens, silicone, mineral oil, and octocrylene and is coral-friendly in accordance with the Hawaii Reef Act. The sunscreen comes in different packaging ranging from tubes and bottles to sprays and duo-packs, in which two different products, such as sunscreen and after-sun lotion, can be combined in one packaging unit. Both products are available in quantities of 100 or 250 pieces, depending on the packaging.

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www.imagetools.com





PSI 48418
 TedGifted c/o TGL Poland sp. z o.o.
 Tel +48 61 3072345 • info@tedgifted.com
 tedgifted.com/reflect-collection-bandana

Multi-functional Accessory

The Reflect bandana takes a well-known promotional product to the next level with a practical feature. This multi-functional outdoor accessory is made of soft, breathable polyester and is made in Poland. It has a continuous, integrated reflective strip that improves visibility in low-light conditions while running, cycling, hiking and participating in team activities. The stretchable material can be worn as a snood, headband, beanie or neck gaiter and suits different types of sports and outdoor activities. Full-colour sublimation printing is used for detailed custom branding on the entire fabric surface; an imprint cannot be placed on the reflecting strip. Production takes two days and online visualisation assistance is provided before order confirmation. The Reflect bandana is available at TedGifted.

Maximum Attention

Outdoor posters are weather-resistant advertising media that guarantee maximum visibility. These outdoor posters are also known as all-weather posters or weather-resistant posters and are available for this sector at Marcolor. They are designed to withstand wind, rain, UV rays and temperature fluctuations. Unlike traditional paper posters, the Marcolor printing facility produces weather-resistant posters made from polypropylene foil. They ensure stability and prevent colours from fading quickly or softening due to moisture. The outdoor posters are produced in the desired format, ranging from DIN sizes to large-scale custom designs, and can be printed on both sides or just on one side. UV digital printing creates images with striking colours.



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



A Sharp Affair

The magnetic knife block with a cutting board made of Duracore, which Continenta now also sells in acacia wood, provides space for six to eight knives and is one of the first of its kind to store knives horizontally. It is a concept that consistently combines functionality and safety with a space-saving design. The knife block uses high-quality, powerful magnets to keep the knives securely in place. The knives are inserted and removed from the side, starting at the front. This makes the unit ideal for small kitchens and easy and intuitive to use every day. A special functional highlight is the integrated cutting board made from the recycling material Duracore that slides into the centre of the block. This feature keeps the board within reach at all times, neatly stored and seamlessly integrated into the workflow. Combining knife storage with a cutting surface keeps countertops tidy and helps you work more efficiently in the kitchen. All products made from Duracore, which is made from 80 % recycled material, are very durable, heat-resistant up to 180°C, excellent for storage in the refrigerator, dishwasher-safe, gentle on blades, and very hygienic.

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PSI 44186 •
team-d Import-Export Warenvertriebs GmbH
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www.team-d.de

Practical Work Light

The product portfolio of team-d Import-Export Warenvertriebs GmbH includes the rechargeable work light Ruler, which comes with a ruler, hooks, a magnet and a digital display showing the battery level in percentages. This high-quality product is durable, weatherproof and compact, making it ideal for workshops, the skilled trades and outdoor use. Finishing is placed on the side of the light. The work light can be adjusted for any situation as it features an arm that can be adjusted 180 degrees. The product comes with a USB-C cable and is packaged in a gift box.



Tool on the Clip

The Polish promotional product specialist DreamPen has tools in its portfolio that make brands well-known. Brands become unforgettable with ideas for customising a wide variety of designs: The Clip4you pens transform tools and construction equipment into eye-catching marketing gadgets that customers want to keep and enjoy using every day. From power tools to heavy machinery, DreamPen gives customers' brands a boost and realises promotional products that work just as hard as the brands they promote.



PSI 45720 • DreamPen Producer of ballpens
Tel +48 68 4772230
sales@dreampen.com
www.dreampen.com • www.clip4you.com



Personal Start

The rPET ActiveTowel® Sports is now available at Polyclean, and it can be customised for each new employee during onboarding. The textile product can feature a name and a logo, corporate design or campaign motif, making it a great welcome gift with a real one-of-a-kind feeling. The packaging is also part of the personalised experience: Customisable slipcases or folding cards offer additional space for names and greeting text. The result is a fully personalised onboarding product that makes appreciation visible and leaves a lasting impression from day one. The German company's extensive portfolio also includes eyeglass cleaning cloths, display cloths, GripCleaner®, PocketCleaner® and much more. Top-quality products made in Germany with short delivery times.



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www.richartz.com

Problem Solver for Bicycles

The BIKETOOL 32+ has 32 features, from chain tools to tire levers, making it a reliable companion for gravel, e-bike and road bike tours. This compact, high-quality, handy tool set solves precisely the problems that matter while you are on the go. This tool was developed by RICHARTZ in Solingen, won the Red Dot Design Award 2025, and combines 125 years of experience with an award-winning design and a high-degree of functionality. As a personalised brand ambassador, BIKETOOL 32+ creates valuable positive brand contacts on every bike ride, which is visible in a group, useful in critical moments, and always in use. A promotional product with real added value that lasts.

Compact Tool Set

Heyco is selling a handy eight-piece Heytech household tool bag with important tools for household repairs, assembly and positioning work. The set includes an 18-millimetre cutting knife, an adjustable open-end wrench conforming to DIN 3117, a two-metre wooden folding measuring stick, a 300-gram Locksmith's hammer, a fully insulated voltage detector for 150 to 250 volts, water pump pliers and a spirit level. The practical set offers solid basic tools for a variety of household work.



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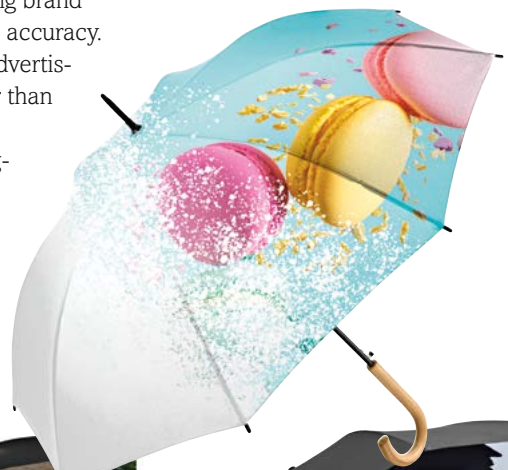


A Sweet Companion

Outdoor activities offer lots of options for eye-catching promotional products. Why not take something sweet with you on tour? With theme-appropriate products from the Zuckerbäcker product range, a surprising companion can be put together for camping, leisure and summer outdoor activities, from its classic treat assortment to calm the nerves. The snack pouch Guter Fang, for example, is a hit not only among fishermen: With its maritime motif, it is perfect for trips to the water, fishing trips or summer recreational events. And if it gets wet again while on an outdoor adventure, the life ring comes into play. The right motif makes it a great giveaway for water sports, beach activities, outdoor swimming pools, camp sites or maritime events. When personalised, these little life rings become a sweet promotional lifeline for a brand.

Effective Branding

The umbrellas from Fare, headquartered in Remscheid, can feature personalised brand messages on a large space. Fare's Allover Xpress Service transfers images onto the fabric across the entire surface, over a large area and crystal clear. Orders require a minimum of 100 pieces. The highlight: In addition to the full-surface imprint on the outside, an imprint can also be realised on the inside. A minimum of 100 pieces is also required. When the umbrella is opened, it creates an impressive visual experience: a surprising, creative and strong brand presence. Thanks to digital printing, Pantone colours can also be reproduced with accuracy. It gives designers and brand managers lots of flexibility to bring brands to life in advertising spaces in a striking way. What is more, delivery times are considerably shorter than traditional custom production. Eight popular Fair umbrella models are available, including a beach umbrella. With Allover Xpress, Fare demonstrates that meaningful customisation is no longer tied to large quantities. Any company that wants to promote their brand even in the wind and bad weather has more leeway than ever with these umbrellas. What is more, with every umbrella order, you can also do a good deed: Companies that order 100 umbrellas using the FARE Allover Xpress Service and are willing to donate at least 100 euros to the German child protection association, Kinderschutzbund, will automatically take part in the #SCHUTZschirmfürKINDER campaign that FARE has launched in partnership with the association. Participating companies will receive a digital advertising certificate and a packet with texts and images for their own communication and to promote their campaigns.



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Moments of Illumination

TROIKA's camping light Night Owl is indispensable for night-time illumination. But it is so much more than simply a camping light. It is a 4000 mAh powerbank that comes with either a bright 250-lumen cool light or warm-white ambient light with 160 lumens and a bright pocket torch. It also features three different light modes and a blinking light mode. It is also splash-proof. This practical combination of camping lamp and powerbank is rechargeable and displays the current battery status on the LED display. A USB-C recharging cable comes included. The simple handling and durable, matt black plastic casing ensure durability and a stylish design. The camping light with integrated powerbank is lightweight and portable, making it ideal for all outdoor activities. It is the perfect combination of a light source and recharging device for on-the-go use.

Targeted Customer Outreach

The tailor-made industry and theme box Garden and Skilled Trades from mbw® offers promotional product distributors a carefully curated selection of promotional products and giveaways that are specifically tailored to the needs of business customers, such as garden stores, flower stores, DIY stores and craftsmen's workshops. The box contains popular giveaways and promotional products for specific target groups that were selected based on extensive research and industry expertise to match customers' tastes. The box can be used to present customers suitable samples in a cost-effective and effortless way. The boxes can also be sent directly and neutrally to customers.



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Presented with a Festive Touch

The various Christmas tins from ADV PAX Lutech GmbH come in several varieties: Christmas tree, Merry Christmas, Jingle Baum small, Jingle Baum big, little Bear and Mini car green. They combine unusual special shapes with a festive design. Highlights include the two spinning jingle trees with a built-in music box that plays the "Jingle Bell" melody. Durable metal tins are ideal for storing sweets, biscuits, tea and small presents and can be reused for decorative purposes. They are ideal for seasonal sales campaigns and for use as gift sets or eye-catching customer and employee gifts.



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Printable First-Aid Kits

With Doypacks, Medical Promotion offers a modern, versatile and customisable packaging solution for first aid products. The light, robust Doypacks feature a resealable snap closure and are ideal for eye-catching promotional campaigns or as a high-quality customer gift. The compact plaster pouches can include standard plasters, kids plasters or customisable plasters, offering a wide range of options for sustainable advertising campaigns. The larger Doypacks contain popular Mediboy contents available in different versions, such as the travel first aid kit, tick set or water-resistant plaster set. This is how personalised promotional products are created with high practical value that customers and employees will use for a long time. Thanks to short delivery times, it is also possible to create short-term promotional and campaign projects reliably at short notice.

Stylish Equipment for Outdoors

Hepla's new Multitool BIKE Art.No. 8545 is the ideal companion for all bike and hiking fans, as well as tool enthusiasts. The compact, fold-out design is light, handy and functional, making it perfect while on the go, and it fits in any pocket. With its elegant wood-grain finish, it combines high-quality functionality with a modern, natural design. The Multitool includes a variety of useful tools, such as a screwdriver, hex socket and socket wrench, with nuts in different sizes that are integrated to save space and are easy to pull out. This tool is always handy for quick small repairs. The Multitool BIKE combines everything bike riders or hikers need: a sophisticated design, reliable handling and a look that stands out from conventional tools. Users will be perfectly prepared while out and about. Upon request, the product can be finished in the in-house printing facility using pad printing.

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Spicy Blend

The Fairwerk spice box comes in two sizes and provides organisation that users can take on trips. It brings salt, pepper, oil, vinegar, spices and sauces together in a stylish way. Thanks to the practical handle, the set can be easily taken from the kitchen area to the table or outside. It really keeps everything handy and organised, especially for camping and outdoor activities. It is available in two sizes and combines high-quality, oiled oak with plant-based felt. This makes it interesting for the restaurant and hotel sectors and a high-quality housewarming gift. A functional design product that performs just as well on the go as it does at home and that combines everyday practicality with natural materials.

PSI 45666 • Halfar System GmbH
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www.halfar.com



For Passionate Explorers

Ideal for the city, forest path or a quick trip to the lake, Halfar's rucksack Explore is compact, robust and equipped with a convenient roll-top closure system that flexibly adapts to the contents. Sealed seams and the finished outer fabric protect the bag from dirt and moisture in changing weather conditions. Elastic mesh side pockets quickly and safely store beverage bottles or small items. The front strap offers additional options for attaching important items. Inside, the attached zipper pocket helps keep your most important belongings from getting lost. Explore has a capacity of 22 litres, making it large enough for extended day trips. To keep it comfortable even when worn, the light all-rounder features a padded carrying system with an individually adjustable chest strap and a practical handle. This practical product is available in beige and black, can be finished with a custom screen or transfer imprint, and keeps brands more visible while on the go.





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A Connector for Everyday Mobile Life

With the MC01 Prodir presents an aluminum connector designed as a functional everyday tool that also sets new trends in brand communication. Unlike traditional carabiners, which are engineered for extreme loads, the MC01 is specifically designed for daily use between the office, events, and on the go, reliably holding together keys, badges, and other important items. Made of anodized aluminum, the product combines light weight with high stability and a durable, resilient surface. Aluminum as a material not only stands for robustness but also for sustainability, as it is infinitely recyclable and thus conserves resources in the long term. The connector, consisting of three precision-machined parts, impresses with its meticulous craftsmanship while offering a generous surface area for custom brand messages, which can be applied via multicolor printing or laser engraving. Various color options and finishing choices allow for tailored adaptation to corporate designs and give the product additional brand recognition. As an addition to the existing line of writing instruments and notebooks, the MC01 opens up new ways to make brands visible in everyday life, as it is continuously used, carried, and noticed.

All-rounder for Any Use

EXOTOOL 24+ is a versatile companion for workshops, the trades and everyday tasks, with 24 sophisticated functions, ranging from wire cutters and saws to glass breakers. What is more, they are very practical: Many features can be used directly from the closed tool. RICHARTZ developed this tool in Solingen, won the Red Dot Design Award 2025, and combines 125 years of experience with an award-winning design and a high degree of functionality. The EXOTOOL 24+ has been used as a high-quality brand ambassador for many years, creating positive brand interactions every time it is used. It shows how a practical tool can become a promotional product with real added value, as it is reliable, long-lasting, visible and always handy.



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Memorable Hats

The embossed hats from the Bosscher collection are ideal for the fall and combine comfort and design. Instead of printing or embroidering logos on the hats, they are imprinted directly into the knit fabric using a special technique. The tone-on-tone effect gives the logo an unusual depth. This attractive headgear comes either in 100 per cent acrylic or 100 per cent cotton. It feels soft to the touch, keeps its shape and is ideal for cold days outdoors. The hats are fully custom-made in the customer's chosen colour and available for a minimum order of 100 units. They are a great choice for fall campaigns, giveaways, outdoor events and retail collections. Optional features include a woven label, hangtag and custom packaging.

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Elegant – Precise – Long-lasting

With the top-quality, compact measuring tape Reflection, Meterex is introducing a new product with an elegant design. It is available in 3m and 5m lengths and features an automatic stop function. This feature makes taking measurements easy, as the steel tape automatically stops at each point. Additionally, the measuring tape features a nylon-coated steel tape with large black/red numbers that can be printed on both sides. The large format makes it much easier to read the measurements. The high-quality tape coating ensures a long service life, protecting it from scratches even after long term use. The high-quality carbon steel makes it possible to extend the tape up to 2m. A practical belt clip and hand strap round off this user-friendly product. Advertising really stands out on the shiny blue and bronze plaque.

The Mountains Are Calling

On a hiking day trip or multi-day tour, well-maintained hiking books are a must for any outdoor adventure. With the "Wandersäcke", Frank Bürsten is selling a well-designed shoe care kit that includes everything hiking fans need to clean and care for their shoes. Conveniently stored in a high-quality cotton drawstring bag, the set also has a dust brush and a cleaning eraser to removing dirt and stains thoroughly. It also has a neutral shoe cream, a cream brush and a polishing cloth to clean leather, support its water-repellent properties, and extend the life of shoes. A shoehorn rounds out the set and makes it easier to put on hiking shoes. Thanks to its compact size, the shoe care kit can easily fit into any rucksack. Upon request, it can feature a custom-made company or promotional logo on the brush or cotton bag.



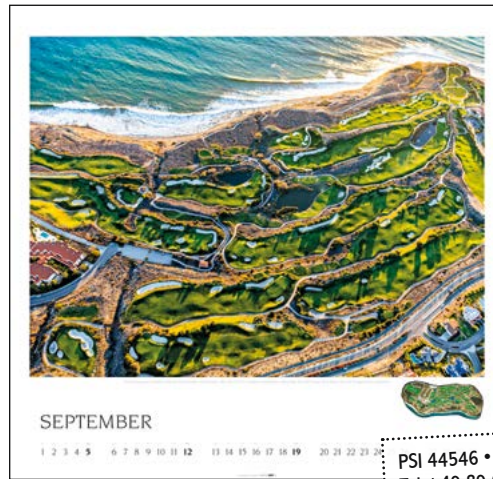
PSI 41853 • Frank Bürsten GmbH
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Personalised Hygiene Wipes

The tissue box from Tonki is from the Tomodo product line and focuses on mobility. It is designed in the shape of a lorry and can be fully customised. This eye-catching promotional product is ideal for logistics, transport, and mobility campaigns, as well as for trade shows, offices and company events. The large printable area offers plenty of space for logos, campaign messages and personalised graphics. At the same time, the three-dimensional lorry design creates an immediate visual connection to the street and the transport industry. It is a practical promotional product that stands out on a shelf or desk, turning an everyday product into an unforgettable brand experience.



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Time on the Green

Golf courses with a special atmosphere: an annual wall calendar for everyone who loves spending their time on the green. International golf courses captured in stunning, top-quality photos with detailed captions on the individual golf courses. The outdoor sports calendar comes in an extra-large 48 × 46 cm format. Advertising can be placed on the calendars with a minimum order of 50 pieces, and they are also available in matching individual packaging. Promotional calendars are an absolute classic haptic advertising messengers and very popular year after year. With a high-quality brand calendar from Athesia, the company advertising itself is guaranteed to remain in a recipient's line of vision 365 days a year.



Convenient Drying

The electrical shoe dryer from TFA Dostmann ensures shoes are comfortable for people who work outdoors in all kinds of weather, go jogging, ski, or enjoy hiking: dry, hygienically clean and preheated. This solves the problem of wet, smelly shoes that also provide an ideal breeding ground for micro-organisms. Instead of stuffing wet boots or trainers with newspaper or putting them on a heater, you can simply insert a heating element into a shoe to dry it gently and evenly at around 55° Celsius. Improper drying damages the leather and makes it brittle, as soles can become. The recommended drying time varies by shoe type and is automatically controlled by a timer. The heating device has three modes: three hours for leather shoes, six hours for trainers and nine hours for lined shoes and boots. A power cord supplies power. Two colour versions are available: white and teal.



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Full of Energy

With Obi, the Neutron UltraPower Solar Powerbank, Boompods offers a pocket-size powerhouse with 10,000 mAh of power. Users will always be able to recharge their devices with one USB-C and two USB-A ports. The product has a nice, sleek design and is the ultimate portable energy solution, as it runs on solar energy. It keeps users connected wherever their adventure takes them.

Compact Rescue Tool

The high-quality Heyco safety and rescue knife combines important functions with a compact design. The knife features a durable blade steel and a practical knife clip. It includes a seatbelt cutter and a windscreen hammer for emergencies. The blade has a serrated edge with saw toothing. Textured plastic padding creates a non-slip surface, while the stainless-steel screws round off the high-quality features.



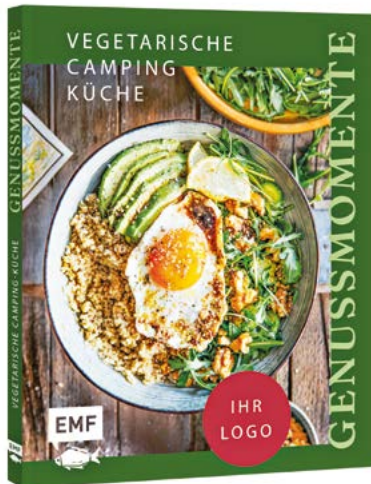
PSI 47249
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Stylish Enjoyment

With the new To-Go Wave coffee cups from Hepla, every coffee or tea break becomes a stylish experience. The high-quality reusable cup combines modern design with practical functionality and stands for environmentally conscious enjoyment of hot beverages on the go. The leak-proof lid ensures worry-free drinking, and its reusability helps reduce single-use waste. The coffee cups are available in standard colours: classic white, muted black and modern silver, which harmonise perfectly with any lifestyle. The gentle wave pattern is visually very appealing, feels comfortable to the touch, and provides a secure, non-slip grip. The coffee cup combines aesthetics, functionality and environmental awareness, making it ideal for everyone who wants to enjoy their coffee or tea in style. Upon request, the product can be finished with pad printing or high-quality laser engraving at the in-house printing facility.



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www.emf-verlag.de

Vegetarian Outdoor Enjoyment

With these simple, vegetarian Vanlife recipes from Edition Michael Fischer, no one needs to forgo enjoyment anymore while out and about, whether they are driving a van through Europe, camping at a lake, or on a weekend trip in a camper. The recipes are perfect for outdoor meals and Vanlife adventures. Upon request, the publisher EMF Verlag can integrate the customer's products and services into the recipe text. Additionally, a logo can be placed on the cover, and the corporate design can be incorporated. The result is a custom-made book that fits the company and brand perfectly.

Precise Marking

The Hauser H4000 all-in-one deep hole marker is the practical marking solution for skilled trades and building sites. Thanks to its extra-long tip, it can precisely mark deep boreholes and difficult-to-reach spots. The durable graphite lead writes on many surfaces, including wood, cement, brick, metal, plastic, glass and tile. The marker has a refillable click mechanism for long-term use. The built-in pencil sharpener under the clip is handy, so it is ready for use at any time. The holster with a special clip makes it comfortable to use the marker with one hand, allowing quick access during everyday work. This high-quality promotional product ensures a long-lasting brand presence in the skilled trades.



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Optimal Visibility

It is important to be clearly visible outdoors, especially in the dark months of the year or when visibility is poor, even when you are not working. Reflecting accessories from Reflaktive's product range can really help improve people's own visibility. This includes, for example, reflective armbands, tags, stickers, vests or reflecting elements that can be attached to clothes and rucksacks. They reflect car headlights and make people more visible to other road users. Reflecting accessories are ideally worn on areas that move, such as the arms or legs. These accessories enable drivers and other road users to recognise more quickly that a person is standing on the side of the road or on a path.



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Lunch Box Sets for Your Favourite Treats

The lunch box set from ADV PAX Lutec includes a high-quality stainless steel lunch box and a handy matching beverage bottle for when you are on the go. The durable set is ideal for school, the office, free-time activities or everyday use and offers a sustainable alternative to single-use packaging. The robust craftsmanship and compact design ensure safe and comfortable use. Custom finishing makes it possible to create a design that reflects the brand's identity. The set is thus ideal as a high-quality employee gift, promotional product or for promotional and customer campaigns.

Measurable Advertising Success

A good tool is handy when you need it. This is exactly where a custom-made crack width gauge shines, and it is now available at Marcolor. It combines precise measuring with a permanent brand presence and is a practical promotional product for the construction industry, skilled trades, engineers or technical experts. Three standard shapes with matching measurement scales are available for the design. Companies can add logos, contact information and other details. For those who want to make it more personal, custom-made shapes are also available. The crack width gauge is made from durable plastic and is a long-lasting companion for everyday work life. A minimum order of 500 units is required. Production is completely done in Germany.



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Compact and Functional

Whether you are on the go, on a bike ride, or you just need a reliable tool at hand, Troika's Keytool, the compact, matt-grey mini-tool, has more than eleven clever features, including a knife, thread cutter, bottle opener and hex wrenches in four sizes. Keytool is the perfect helper. Made from robust 420 stainless steel and matte anodized aluminium, it always stays stylish and durable. The practical wire loop keeps the tool always within reach. It is perfect to take along while out and about, especially while on bike rides or outdoor adventures.



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www.gardenvita.de



Versatile Outdoor World

With GardenVita, Global Innovations Germany created a new premium brand for exclusive outdoor living. In addition to high-quality design furniture and outdoor products, the innovative promotional product specialist is selling the new Miele Outdoor Kitchen World as official Miele Outdoor Master partner. This also opens up new opportunities for marketing and promotional campaigns, from high-quality contests to customer and employee campaigns, as well as personalised campaigns throughout all German-speaking countries. Whether for individual Miele Outdoor products or complete kitchen solutions, Global Innovations Germany develops the right idea together with customers and will handle the entire execution process upon request.

— Advert —

Special gift ideas for the festive season.

Make this year's Christmas presents and advertising campaigns something special: With creative gift ideas from elasto.



elasto 
PROMOTION FOR LIFE

Flip through the new 2026
Christmas catalogue now!

elasto.de/en/catalogues



Generational transition underway

Since 2025, Leon Kuntze has been supporting the sales team at meterex Karl Kuntze (GmbH & Co.). In the history of this 100-year-old family-owned business, he is the first representative from the fourth generation. His joining the company marks the start of a generational transition, which the company intends to implement gradually for customers and employees over an extended adjustment period. As part of his dual business degree programme, in which he has a focus on international business and digital management, he worked in the IT department of a publisher and at a Swiss security technology company. With his IT and sales experience and knowledge, Leon Kuntze is expected to take responsibility for website design, databases, social media and AI.

Oliver Kuntze, who has led the company for more than 30 years, is delighted that his son has joined the company and is confident that he will provide important momentum for the successful further development of the measuring tool specialists. In the past year, he has already started to support the sales team at a few national and international trade shows where he was able to establish valuable contacts with a wide range of customers at home and abroad."

While attending meetings at the GWW Young Professionals, Leon Kuntze has been able to expand his network of industry contacts in the industry and to discuss current industry developments among his peers. "Given the ever-increasing demands and challenges of the market, Leon's commitment will contribute to the successful future of this long-established company," says Oliver Kuntze. www.meterex.com



Two generations at the booth:
Oliver and Leon Kuntze. Image: meterex

MYRIX keeps growing its sales activities

MYRIX GmbH is continuing its growth trajectory and expanding its sales activities in Germany. The company is welcoming a new sales manager to its team: Giuseppe Disco. He is a well-known expert with extensive experience in the promotional products industry, and he will be responsible for the Central and Northern regions of Germany. He has extensive market and product expertise, particularly in the high-end notebook and calendar segments. Thanks to his many years of employment in the industry, he is familiar with the requirements of promotional product distributors and the latest market trends, and he brings an established network and extensive consulting experience.

In his new role, Giuseppe Disco will be responsible for providing customer support in Central and Northern Germany and will serve as their primary point of contact. His focus is on providing partnership-based consulting services and developing customised solutions for MYRIX's high-quality product line.

With the new addition to the team, MYRIX also underscores its strategic focus on continued and steady growth. The company develops and sells high-quality, customisable promotional products, specialising in notebooks, calendars and other paper products, such as bags, stickers and colouring books, that ensure sustainable brand communication. They focus on quality, design and achieving a long-lasting advertising impact.

"We are delighted to have Giuseppe Disco join our team and contribute to our further growth. Not only does he possess exceptional market knowledge and professional expertise, but his experience and customer-focused approach also make him a true asset for our company," says Patrick Döring, Managing Director at MYRIX GmbH. www.myrix.de



Giuseppe Disco

The “1st Christmas Market in the Münsterland” created a festive late-summer atmosphere, providing promotional products specialist Geiger GmbH with a successful start to its year-end business. The weather was perfect, visitors turned up in large numbers, and there were plenty of new haptic highlights to discover.

“1st Christmas Market in the Münsterland”

Haptic highlights in a festive atmosphere

Bottom: Inside the chapel, which is now used as an events venue, visitors gathered around the exhibitors' stands.



Not only discount stores have been tempting consumers with sweet treats for the Advent and Christmas season since the end of August. The promotional products industry is also already gearing up for the year-end season while the weather is still warm. Promotional products specialist Geiger GmbH was no exception, hosting the “1st Christmas Market in the Münsterland” on September 2, presumably the first event of its kind.

A proven location – a lively atmosphere

Once again, the Geiger team chose its tried-and-tested venue for the trade show, which focused on haptic promotional products. In and around the Chapel of Peace in Friedenspark in Münster – a former garrison chapel now used as an event venue – 34 supplier partners of the Senden-based company showcased their latest haptic highlights. Four hundred customers from a wide range of sectors registered in advance, turning the site into a lively and interactive hub for (not only) Christmas promotional gifts. While being guided, advised and treated to culinary delights by

A tried-and-tested trade show venue: The Chapel of Peace in Friedenspark in Münster.

The trade show was characterised by a bustling atmosphere and keen interest.



the knowledgeable Geiger team, the guests enjoyed a seamless experience as they explored the wide-ranging selection of effective promotional ideas to find the right items for their marketing purposes.

An all-round successful trade fair event

Several prize draws provided additional incentives, including the chance to win an exclusive cooking event at GEFU or a workshop at kozioł's “GLÜCKsFABRIK”. A “mini-book” specially designed by Geiger for the trade show provided further inspiration, featuring a selection of product ideas for the Christmas season. A raffle to the benefit of Herzenswünsche e.V., a charity for seriously ill children, was also very well received.

The weather also played its part, and exhibitors, visitors and organisers were delighted with another successful and promising trade show. <

Tobias Müller moves from FARE to HALFAR

JCK Holding is strengthening group-wide exchange and networking amongst its companies: Tobias Müller, previously Head of Marketing at the Remscheid-based umbrella specialist FARE, will take up the role of Head of Marketing at the bag specialist HALFAR, in Bielefeld. With this move, JCK Holding is making targeted use of the opportunities to apply expertise and experience across company boundaries. This means the group retains its marketing manager, and cooperation is set to be further intensified. In particular, marketing expertise and experience are to be shared even more extensively between FARE and HALFAR in future, and joint strategic initiatives are to be driven forward.

“The exchange within JCK Holding is extremely valuable. The partnership between the five promotional products specialists in the CHOICE Group in particular offers numerous opportunities for synergies and creates benefits for all involved,” says Kathrin Stühmeyer-Halfar, Managing Director of HALFAR. “In Tobias Müller, we are gaining an experienced marketing expert who will not only bring fresh impetus to HALFAR but also further strengthen the strategic cooperation with our sister companies.”

For Tobias Müller himself, the move represents an exciting new challenge: “I am very much looking forward to my new role at HALFAR. As a specialist in bags, rucksacks and technical textiles, the company offers a diverse environment across its two business divisions. On the one hand, there are branded bags for merchandising; on the other, technical bags for specialist applications. Both areas have their own specific requirements and challenges – it is precisely this diversity that I find particularly appealing,” says Müller. The dynamic changes in marketing also play an important role for him: “Artificial intelligence and other technological innovations are changing the framework, requirements and opportunities in marketing at ever-shorter intervals. I look forward to capitalising on these developments together with the HALFAR team, developing new ideas and strategically advancing our marketing efforts.”

Müller was responsible for FARE’s marketing activities for several years and, during this time, played a key role in shaping the brand and corporate identity. At FARE, a new head of marketing will take over responsibility on 1 October 2026. www.halfar.com • www.fare.de



For Tobias Müller (pictured here with the MONO shopper), the focus in his first few weeks will be on Halfar’s products and team.

Picture: Halfar

Experienced reinforcement

Since 1 August, Uwe Horstmann has been responsible for looking after customers in northern Germany in his role as Key Account Manager at Promonotes. He brings more than 20 years of experience and extensive expertise to his new position. During his first few weeks, he will be supported by Dirk Mroczek, who will remain part of the team until the end of September before retiring.

“Uwe Horstmann is an excellent fit for us thanks to his experience and personable nature. Personalities like his are exactly what make a strong team. At the same time, we are pleased that Dirk Mroczek will continue to support us during the handover until the end of September and remain on board,” said Gerrit Bruns, Managing Director, and Mattheus Kondraciewicz, Head of Sales at Promonotes. www.promonotes.de



Picture: Promonotes

For 25 years, micx media from Bielefeld has been developing promotional products that do more than simply showcase brand messages. What was once a specialist in custom-produced CDs and DVDs has evolved into a supplier of high-quality technical promotional media. The key to this development is the combination of products, technology and experience.

micx – media in concept gmbh & co. kg

25 Years, Countless “Wow” Moments



When micx media celebrates its 25th anniversary in September, there is sure to be no shortage of memories – from extraordinary trade show campaigns and skiing events to cocktails served from a VW bus, as well as client projects and shared industry experiences. Behind these anecdotes lies a company history characterised, above all, by a willingness to embrace change.

From CDs and DVDs to new trends

In 2001, micx – media in concept – was launched as a specialist in custom-produced media. It produced CDs and DVDs in large quantities to meet customer demands. However, technological change led to the gradual shrinking of the company's former core business. Rather than clinging to tried and tested products, the Bielefeld-based company turned its attention early to new technical product trends and consistently further developed its portfolio.

Technology, Design and Haptics

Today, micx media focuses primarily on the product areas of SOUND, VOICE, VIDEO and ENERGY. Its range spans from technology-driven advertising media to customised solutions. However, micx does not see itself merely as a product supplier – the interplay of technology, design and haptics is what matters most. Whether a video box starts playing automatically when opened, a charger becomes a brand ambassador thanks to its finish, or sound and light create a moment of surprise, the aim is to create products that bring brands to life.



Individual and quality-conscious

“We don't just want to offer products. We want to implement ideas that leave a lasting impression on the recipient,” says Managing Director Ingo Kaemper, describing the company's ethos. To this end, the company focuses on individual concepts and high quality standards. The company's evolution from a media specialist to a technology specialist is also reflected in its long-standing presence in the industry. Already on its tenth anniversary, micx was described as an independent concept and production agency for music and special media products. An important part of this development is the team. Sarah Reker has been with micx for 15 years and combines her experience in sales and production with the day-to-day implementation of client projects. “For me, 25 years of micx mean, above all, many encounters with people, shared ideas and the realisation that change always opens up new opportunities,” she says. New product highlights are already in the pipeline and are set to be presented at upcoming industry events such as GWW Trend and the A&O Advent Tour. Our mission for the coming years remains unchanged: to identify trends early, develop new ideas and turn them into customised solutions that create a special moment for brands.

Managing Director Ingo Kaemper and Sarah Reker from Sales and Production at the trade show stand

Top: A selection of highlights from the SOUND, VOICE, VIDEO and ENERGY product categories.

<https://micx.media>

EcoVadis Platinum for sustainability and responsible business practices



Bosscher International

Image: Bosscher International

Platinum is the highest distinction awarded by EcoVadis, placing Bosscher International among the top-performing companies assessed in terms of sustainability and responsible business practices. This represents an important milestone for the Dutch company and reflects its long-standing commitment to ethical, sustainable and responsible production.

“At Bosscher International, sustainability has never been viewed merely as something that is “nice-to-have”. It is firmly embedded in the company’s identity and shapes the way we work with suppliers, business partners, customers and staff. From responsible sourcing and production practices to long-term partnerships, these principles guide decision-making throughout the company. Achieving Platinum status is a valuable recognition of the progress made so far,” says Managing Director Pieter Bosscher, adding: “However, Bosscher International does not view this award as the end goal. Rather, it serves as further motivation for our team to continuously improve, strengthen responsible practices and take responsibility for the company’s impact on people, communities and the environment. Bosscher International remains committed to working with its

partners and stakeholders to help shape a more sustainable, responsible and ethical future.”

www.bosscher-international.com

Innovation recognised with the TOP 100 seal

A major success for RASTAL: the long-established, family-run company from Höhr-Grenzhausen has been awarded the TOP 100 seal for 2026 and is officially recognised as one of Germany’s most innovative small and mid-sized enterprises. This prestigious award acknowledges the company’s exceptionally high level of innovation and its successful development of new solutions for international markets. At the Summit of Small and Mid-Sized German Enterprises in Heidelberg on 26 June, former Federal President Christian Wulff personally congratulated the company on this significant milestone.

RASTAL has always been synonymous with outstanding glassware design, pioneering finishing technologies and innovative solutions for brand presentation in the international drinks industry. In cafés, restaurants, bars and pubs around the world, the company’s products shape the way drinks are perceived and brands are brought to life. Now in its fourth generation of family ownership, the company is one of the world’s leading providers in its sector. “This award confirms our commitment to consistently driving innovation and setting new standards in the international market,” says Maximilian Sahm, Managing Partner. “We are delighted to receive this honour. Our success is based on the courage to rethink tried-and-tested approaches and to design drinking glasses as sensory-optimised ambassadors of brand identities that offer added value.”

RASTAL’s innovative capabilities are particularly evident in customised solutions such as the RASTAL LivingBrands® technology. This newly developed process visually enhances the natural effervescence of drinks such as beer, sparkling wine or champagne in a striking manner, specifically at the marked point on the glass. This innovative process channels the release of CO₂ directly towards the brand or logo on the side of the glass. This creates a visually striking effect that perfectly showcases both the brand and the drink. The technology can be integrated into existing glass designs and requires no change in handling.

“The TOP 100 seal is a striking testament to RASTAL’s leadership in innovation and underlines the company’s ambition to continue to actively shape and decisively influence the future of global beverage presentation in the second century of its history,” said Maximilian Sahm. **www.rastal.com**



Pictured (from left): Carsten Kehrein (Chief Designer at RASTAL), Christian Wulff, Maximilian Sahm, Marco Weißer (Mayor of the Höhr-Grenzhausen municipal association).

Image: KD Busch/compamedia

With their first-ever Premium Partner Days, cyber-Wear has introduced a new concept for engaging with suppliers. Rather than a traditional in-house exhibition, the focus was on personal interaction, co-creation and in-depth technical discussions. The concept is planned for further development in the future.

cyber-Wear launches a new format with the PPD

More than just an in-house exhibition

At the end of June, cyber-Wear Heidelberg GmbH hosted its first Premium Partner Days (PPD) in Ketsch. Over the course of three days, around 30 premium partners from across Europe met with more than 80 of the company's staff there. The new format focused on face-to-face meetings, professional exchange and the joint development of new product ideas – deliberately designed as an alternative to traditional supplier trade shows or in-house events. For the event, cyber-Wear put virtually the entire company at the service of its partners. Staff from sales, customer service, design, quality management and other departments were on hand for discussions; day-to-day business was kept to a minimum.

“Garden Walk” and “Deep Dive Sessions”

Following a joint kick-off featuring a welcome BBQ and short elevator pitches from the partners, two specially developed formats formed the core of the event. During the “Garden Walk”, the companies showcased themselves at various stations throughout the hotel. Small teams of cyber-Wear staff visited the exhibitors according to individual meeting schedules, to facilitate a structured and in-depth exchange. In addition, the “Deep Dive Sessions” in small groups provided a space for in-depth discussions on innovations, materials, sustainability, brand development and specific client projects. Despite the high summer temperatures, the concept was well received by the participants. Joint evening events and the seamless transition to the traditional BeachCup offered further opportunities for networking.

Feedback and outlook

For CEO Steven Baumgärtner, the launch was a success: The aim was to create “not just another in-house exhibi-



The venue for the new programme was the Seehotel Ketsch.

tion, but a format for genuine partnership” – with more dialogue and joint development rather than mere product presentations. The positive feedback confirmed the success of this approach. Meinhard Mombauer, Managing Director of Reflects, also praised the concept. The combination of the Garden Walk, Deep Dive Sessions and the close involvement of the cyber-Wear teams enabled an exceptional quality of exchange and made the event one of the most valuable partner events of recent years.

The Premium Partner Days were designed as a pilot project. In future, the concept is to be further developed and established as a permanent platform for innovation and collaborative partnership within the European promotional product sector.

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The Supplierdays in Houten are the trade show for the Benelux region. The mood among visitors from 20 countries was consistently positive.

Supplierdays 2026

Industry gathering for the Benelux region



gave a positive assessment: "Over the course of two days, we received very positive feedback from visitors from the industry. We are pleased with how the Supplierdays went. It became clear from our discussions that sustainability is a key trend in the industry. Brand owners are increasingly keen to present their brands in a natural and sustainable way. The focus is no longer on single-use promotional products, but on solutions that can be used in the long term and make ecological sense."



n 2 and 3 September 2026, around 256 exhibitors from the Netherlands, Germany, Belgium, Poland, Turkey, Spain, England, Sweden, Austria and the Czech Republic presented their ranges of products.

The mood among visitors from 20 countries was consistently positive. Alongside established standard ranges of products, the focus was primarily on the suppliers' new autumn collections, which are of key importance for the upcoming end-of-year business.

The attendees reflected the growing internationalisation of the event: alongside local visitors, the aisles were also filled with numerous industry representatives from Germany, Austria, France, Poland, Scandinavia and the British Isles.

Sustainability and new business models

The topic of sustainability also dominated discussions at the trade show. Theo Huntink, owner of Cortho Green,

Escape Tours also demonstrated just how diverse the industry's business models have become. The company does not import or manufacture traditional promotional products, but instead offers digital and app-based experienc-



"As always, the Supplierdays were well organised. We were also named Supplier of the Year at the Night

of the PromZ. Altogether, it was a thoroughly successful event for xd connects."

Matthieu Vermorken, xd connects



"We are pleased with how the Supplierdays went. It became clear from our discussions that sustainability is a key trend in the industry."

Theo Huntink, Cortho Green

es via gift cards or vouchers. The games enable staff, customers and families to explore and get to know more than 200 cities in a fun and engaging way. According to Erik Kroon, CEO of Escape Tours, over 900,000 people have already used the games over the past five years. In addition to the business-to-consumer (B2C) channel, Escape Tours also offers a business-to-business (B2B) channel for resellers and distributors. Kroon offers a positive assessment: "This is our first time here and we are simply overwhelmed by the interest and the numerous leads."

Autumn collection and awards

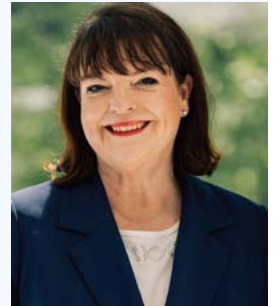
For xd connects, too, the Supplierdays provided an important opportunity to engage with customers ahead of the peak season and to present the new autumn collection. This comprises more than 400 items. Matthieu Vermorken, Sales Manager at xd connects, also praised the organisation of the event: "As always, the Supplierdays are well organised. That makes it fun to be an exhibitor." It is particularly pleasing that xd connects has been named "Supplier of the Year" by PromZ for the fourth time in the last five years. "This is a wonderful recognition of our work on behalf of our customers. It makes us feel good that our customers clearly appreciate this," says Vermorken.

Merger and industry talk

Aside from product innovations, one strategic topic dominated the conversations in the cafés at the trade show: the announced merger of the two supplier heavyweights, Solo Midocean and xd connects. Neither company commented on the merger. However, industry visitors discussed the potential implications for the European promotional products market at length.

Three questions, three answers

Petra Lassahn, PSI Director, on the discussions at the Supplierdays, current industry issues and the importance of collaboration.



Why is PSI attending the Supplierdays in Houten?

Petra Lassahn: Direct contact with the promotional products industry and with the members of our PSI network is very important to us. The Supplierdays offer a good opportunity for this. In particular, the numerous members from the Netherlands and Belgium are key players in the PSI network.

What did you like about the trade show?

Petra Lassahn: The industry is characterised by its many dedicated and interesting people. I always look forward to having direct discussions – whether about the promotional products industry, general topics or even personal matters.

What themes and trends did you come across?

Petra Lassahn: The first thing that strikes you is how fast-paced the industry is. The autumn collections on display were impressive and bode well for the start of 2027 at the PSI in Cologne. Another recurring topic of conversation was the question of how we, as trade shows – or, better still, as an industry as a whole – can make promotional products more relevant and visible in everyday business life. These are important discussions. And one thing is very clear to me: collaboration is key, especially in challenging times. I've observed this here at the trade show among visitors from the industry and exhibitors. But this equally applies to the trade show and media organisers, PSI and PromZ.

PromZ Awards presented

The emotional and festive highlight of the event was the "Night of the PromZ" gala dinner. During the gala, the coveted PromZ Awards were presented to the best promotional products suppliers and distributors from the Netherlands and Belgium. A total of 15 visibly moved winners accepted their awards. Suppliers were honoured in the categories of generalists, multi-specialists and specialists, as well as promotional products distributors from the Netherlands and Belgium.

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After the first day of the trade show, the industry celebrated at the Night of the PromZ and honoured the 15 winners of the PromZ Awards. Scan and see the list of winners of the PromZ Awards.

Incentives and well-designed onboarding products are becoming increasingly important. They create a **positive first impression**, foster a sense of belonging to the company and bring brands to life.





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Name badge with an interchangeable label

A name badge does not necessarily have to be replaced when staff change. With the Timbertag, the badge body – made from FSC®-certified birch plywood – remains with the company, while only the name sticker is replaced. tobra GmbH & Co. KG manufactures the badge in Germany and applies the company logo to the upper section using either laser engraving or digital printing. Names can be printed on replaceable labels. Blank sheets are included in the delivery, and refills are available in standard sizes. The design can be prepared online and printed using your own printer. For attachment, you can choose between a fabric-friendly neodymium magnet or a classic safety pin. This combination reduces the effort involved when teams change and ensures the brand label remains in use long-term.

Textile gift sets for everyday use

Kitchen textiles can be used as promotional products without detracting from their everyday purpose. The gift sets combine a sponge cloth and a tea towel. Alternatively, sets can be put together using just one of the two product types. TEKOTRYCK AB prints the reusable items in Sweden, using either screen or digital printing depending on the design and quantity. In addition, a personalised paper sleeve can incorporate the design and visually tie both components together. As the sponge cloth and tea towel are made from natural materials, they are ideal as long-lasting gift ideas for the kitchen, office or communal areas. The flexible composition allows the scope and design to be tailored to the occasion and target groups, while daily use ensures repeated exposure to the printed corporate branding.



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Stationery set for your first day at work

Starting a new job often begins with the little things you need straight away. The triplus mobile office combines four writing utensils in a stand-up pen box, bringing together work essentials in a compact, presentable package. STAEDTLER SE can fill the box with a variety of writing instruments from the triplus range, allowing you to tailor the contents to the specific use. Labelling options include customising the box and pad printing on the writing utensils. The set is complemented by a pull-out ruler that can be stored in a folder. This makes the solution suitable for desks, welcome packs and mobile working situations. New staff receive several tools ready for immediate use in a single package, while the corporate design can be visibly incorporated through the packaging and writing instruments.



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Well-organised welcome kits

Onboarding packs become more valuable when their contents continue to be used in day-to-day work. Embroidery Klam's onboarding and incentive solutions include welcome kits, corporate fashion and functional accessories. The selection can be tailored to the brand, occasion and target audience. Embroidery and printing techniques apply the corporate identity to textiles and other components. The concepts are suitable for new employees, incentives or internal programmes. A coordinated set creates a consistent look: clothing, accessories and practical everyday items form a cohesive ensemble. Alongside classic individual items, customised sets and special solutions play an increasingly important role. This gives promotional product distributors the flexibility to adapt the scope and product selection to the intended purpose. In this way, brand presence extends across several components that can be used in everyday life.

Two teas to round off the year

Seasonal gifts can evoke the end of the year through both their flavour and design. The Tea Delight Duet combines two small jars, each containing around ten grams of tea: Advent black tea with apple, cinnamon, aroma, chopped almonds and bourbon vanilla extract, and the "roasted almond" fruit tea with apple, cinnamon, almonds, beetroot and flavouring. Multiflower GmbH packages both blends in a compact format measuring 60 × 40 × 120 millimetres. The insert can be printed with an advertising message on an area measuring 50 × 25 millimetres for orders of 100 or more, or alternatively fully customised on an area measuring 57 × 157 millimetres. The set is ideal for Christmas promotions, end-of-year mailing campaigns, customer gifts or internal tokens of appreciation to connect a useful item with an inspiring idea.

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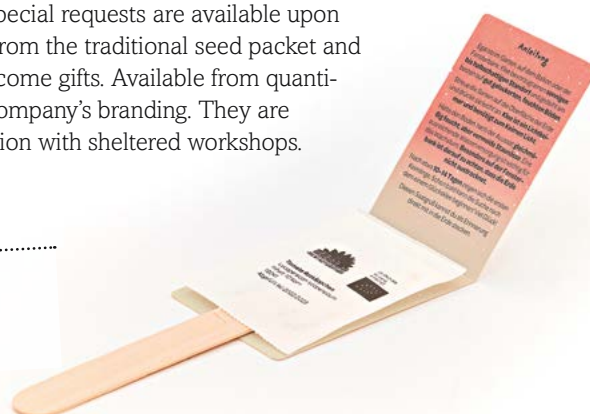


A seed gift to get started

A small plant-themed gift can combine a welcome to the company with a lasting gesture. The "Seed Welcome" – seeds on a stick from TDJ Stadtgärtner GmbH – combines a sachet of seeds with a wooden trowel and a customisable sleeve. Choose from flowers, vegetables and herbs, as well as options such as climate trees or Christmas trees. Special requests are available upon enquiry. This unusual presentation sets the product apart from the traditional seed packet and makes it ideal for welcome bags, onboarding packs or welcome gifts. Available from quantities of 200, the sleeve can be custom-printed to match a company's branding. They are produced in Germany and packaged by hand in collaboration with sheltered workshops.



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Glass bottle with a distinctive profile

A clean design language and a striking surface finish characterise the Linea glass bottle with grooves and colour accents – 620 ml from Goldstar Europe. Made from borosilicate glass, it is designed for cold drinks in the office, at events or on the go. The material does not add any flavour to the contents, ensuring a neutral drinking experience. A distinctive feature is the internal grooves, which lend structure to the transparent bottle body. A coloured stainless steel screw cap adds a visual highlight while also providing space for various brand designs. With a capacity of 620 millilitres, the bottle is suitable for onboarding kits, staff packages, conferences or as a reusable promotional product for everyday use.

Sweets in a slipcase

Personalised messages take centre stage in the Duplo promotional slipcase from Kalfany Süße Werbung – a brand of Bären Company International GmbH. The design concept uses the missing letters “du” from the well-known bar’s name as a linguistic starting point, creating space for personalised messages in German, English or French. Depending on the occasion, the slipcase can be used for onboarding, team communication, customer mailings or events. There is a choice of versions for one, three or four bars. With the larger variants, the contents can be combined not only with classic Duplo but also with Duplo White and Kinder bars. This way, the promotional product combines a familiar confectionery brand with a customisable packaging message. Once the print has been approved, the supplier quotes a delivery time of around 20 working days.



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Three functions in one

Three functions in one slim design: the LapKoser® can be used as a mouse pad, cleaning cloth and screen protector. To achieve this, POLYCLEAN International GmbH combines a P-9000® micro-fibre surface with an RDX anti-slip coating, designed to keep it securely in place on your desk. The material is designed to be so flat that the item can be used at the workplace, in a home office or in a laptop bag. When cleaning, the micro-fibre ensures a streak-free display, while the same surface also provides a smooth mat for the mouse. Customised with a logo or corporate design, the LapKoser® is ideal for welcome packs and other onboarding kits where a compact item is needed to fulfil several everyday tasks. The branded area remains clearly visible even with repeated use.



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Tool set for technical teams

This onboarding tool set is primarily aimed at workplaces where assembly, maintenance or technical tasks form part of day-to-day operations. The HEYTEC socket and bit set, 44-piece 1/4-inch, brings together a wide range of tools in a plastic box with a two-component foam insert. HEYCO Qualitätswerkzeuge GmbH & Co. KG uses chrome-vanadium steel for its tools. The set includes a 115-millimetre ratchet, an 85-millimetre bit adapter, a 110-millimetre open-end spanner, an adapter for 1/4" bits, a 115-millimetre socket handle and a 50-millimetre extension. It also includes inserts with a protective profile ranging from 6 to 13 millimetres, as well as bits for PZ, PH, hex, slotted and TT. The well-organised insert makes it easy to see the contents and transport the set. As a starter kit, it is ideal for workshops, service vehicles or technical field staff.

Earbuds for everyday mobile life

Wireless earbuds are an integral part of communication and media consumption in everyday mobile life. The Echowave ANC earbuds from Boompods combine active noise cancelling with a compact true wireless design to suit a variety of situations. According to the manufacturer, the casing is made from plastic recovered from the sea. Water-repellent and drop-resistant features come in handy when you are out and about, while a stable connection and long battery life make them easy to use. The short stem ensures a discreet design. At the same time, the ANC microphones are positioned closer to the mouth, which is intended to ensure clearer transmission during phone calls. This makes the Echowave ANC ideal for commuting, office work, travelling, mobile meetings or leisure activities. As an entry-level product, this model combines a piece of technology with features suited to hybrid working environments. Phone calls, audio playback and noise cancellation cover several typical usage scenarios with a single device. The secure fit facilitates its use on the move.



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Urban design – functional details

Essential mobile work gear includes a backpack that protects technology and keeps small items organised and easily accessible. The PURE laptop backpack features a minimalist, urban design combined with several functional details. HALFAR® has fitted the main compartment with a padded laptop sleeve complete with a rubber strap. A flat zipped pocket and a front pocket accommodate smaller items. The reinforced base enhances stability, while water-repellent outer fabric and water-repellent zips ensure it can be used in changing conditions. A padded carrying system is provided for longer journeys, complemented by a handle for short distances. PURE is therefore suitable for the office, the commute and business travel, as well as forming part of an onboarding pack for mobile staff.

Soft grip for everyday writing

When it comes to writing utensils, the surface texture shapes your everyday experience. The Jona and Cobra models in the Softgrip range from Klio-Eterna Schreibgeräte GmbH & Co KG feature a matt, slightly textured and soft-to-the-touch coating. The models are available in black, light grey and dark blue. The ballpoint pens are manufactured in Wolfach. The Silktech L refill, which is also produced there, offers a writing length of up to 3,000 metres. Their non-slip surface and long refill make the Jona and Cobra ideal for the office, events, client meetings or onboarding kits. The feel of the pen can encourage regular use of a promotional writing instrument. The understated colours lend a professional appearance, while the soft-grip coating feels noticeably different from smooth plastic surfaces. The result is a practical product that makes an impression beyond its mere appearance. Both the pen and the refill are produced at the same German manufacturing site.



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All-round printing for porcelain

Designs on porcelain need not be limited to simple logos or small motifs. The Mahlwerck 360 digital printing system expands the possibilities for mugs and other shapes to include large-scale, customised designs. Mahlwerck Porzellan GmbH describes the process as up to three times faster than traditional transfer printing. At the same time, it is said to be more cost-effective and require less energy. According to the company, print quality remains consistent, while the technology can be combined with further finishing techniques such as engraving or hydroglazing. Virtually all of the supplier's products can be customised in this way. Customised designs are available in quantities as low as 100, which facilitates their use for brand campaigns, events, merchandising or in-house gift ranges. The main advantage lies in the combination of high design freedom, comparatively low minimum order quantities and additional finishing options.



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Solid oak as an incentive

A sturdy kitchen utensil can serve as an incentive for years to come. The premium chopping block from Holz Frank GmbH & Co. KG is made of solid oak and measures 40 × 25 × 4 centimetres. Its end-grain construction provides a robust surface that is gentle on knives. A juice groove catches any liquid, while recessed handles make it easy to carry. For personalisation, the wood can be laser-engraved with a logo, name or message. This makes the chopping block ideal as an onboarding gift, anniversary present, incentive or award for staff or business partners. The engraving is integrated directly into the utensil itself, without any additional advertising space. The block can be used for chopping, preparing and serving food. Its four-centimetre thickness underlines its character as a durable kitchen tool.

A higher laptop and more flexible workspace

Working on the move places different demands on equipment than a fixed desk. The FAIRWERK laptop stand raises notebooks to a more comfortable working position while also promoting air circulation beneath the device. FAIRWERK // Inntal-Werkstätten manufactures the stand from ash wood, wool felt and neodymium magnets. After use, the stand can be folded away and stored to save space, meaning it can be used while in the office, at home or on the move. The combination of solid wood and a soft felt pad creates a stable base without compromising on portability. As a customisable onboarding product, the laptop stand can be branded with a company-specific design and included in welcome packs or workplace kits.



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Functional lanyards

A lanyard is one of those unassuming aids that quickly prove their practical value when joining a company. The customisable lanyards from Pins & mehr GmbH & Co. KG keep staff ID cards or access cards within easy reach, while combining this function with brand visibility. Available materials include cotton and rPET. Printed and woven variants open up further possibilities for corporate design. Various customisation options allow the lanyard to be tailored to its specific area of use. This makes the lanyard suitable not only for the first day at work, but also for long-term use in the office, on company premises or at internal events. During onboarding, such a work tool can help new staff find their way around, as access cards are given a designated place right from the start.

Compact cooling on the go

Whether for breaks on the move, team days or events, the Lund – 600D rPET cool bag from Goldstar Europe combines compact dimensions with features suitable for everyday use. The outer material is made from 100 per cent recycled PET polyester with a PU coating, while a PEVA lining inside helps maintain the temperature of food and drinks. A zipper secures the main compartment, while two front pockets and a side mesh pocket provide additional space for accessories. Handle details with PU tones and an adjustable shoulder strap make it easy to carry. The bag has a capacity of seven litres and is designed to carry up to five kilograms. This makes it suitable, for example, for onboarding packs, in-house events, day trips or as a functional brand companion in everyday working life. A jacquard label sewn onto the outside, featuring a leaf motif and the words “recycled rPET”, highlights the material used and supports factual communication about sustainability.

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Green happiness in miniature

A welcome gift doesn't have to be big to get the message across. The “6 green marbles in a mini egg carton” from TDJ Stadtgärtner GmbH combines compact packaging with seeds and a customisable message. Each box contains six flower marbles, each approximately 21 millimetres in size, made from organic soil, clay and non-toxic wildflower seeds. The marbles can be supplied in mixed colours or entirely in green. A version containing four-leaf clover seeds is alternatively available as well. A paper sleeve provides space for your own design when ordering 200 or more. The handy size is ideal for onboarding bags as well as a little gift on a desk. The flower marbles are manufactured in Germany and packed by hand in collaboration with sheltered workshops.



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Growing kits with a growth concept

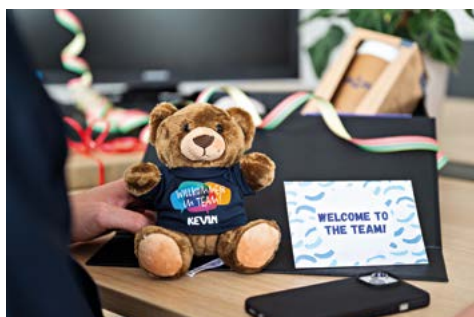
Growth is an integral part of the marketing message at MerryGrow and MerryStick. Both Christmas tree growing kits use spruce seeds and a compact kraft paper sleeve, but each has a different focus. MerryGrow also includes a peat disc and a paper pot, providing all the necessary components to start the growing process. MerryStick complements the seeds with a Christmas tree-shaped plant marker made from birch plywood, which remains visible as the plant grows. ANDA Present Ltd. offers customisation options for both versions: the sleeves can be designed using full-colour vinyl stickers or up to four-colour pad printing. With MerryStick, the wooden tag can also be printed on or engraved, including names.

Personal touches during onboarding

When it comes to onboarding, it's not just the technical equipment that counts, but also the personal touch. Under the name "Guaranteed Smiles" (Smile-Garanten), the company mbw® offers a wide range of popular items that can be used as a welcome, token of appreciation or as aids in the recruitment process. The range of products includes Herr Bert® figures, cuddly soft toys, display cleaners and Schnabels® ducks. Depending on the product, the company logo or slogan can be incorporated into the design, thereby establishing a link to the employer. The items are suitable for welcome packs, birthdays, anniversaries, as well as for job fairs and recruitment events, where small, easily recognisable products are intended to facilitate interaction. In addition to their decorative appeal, certain variants also offer practical benefits, such as cleaning displays. The wide range allows the design and function to be tailored to the industry, occasion and target group, without limiting onboarding to purely digital information.



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Socks as a team symbol

Textile details can mark a new employee's start at the company in a different way than traditional office supplies. Custom-designed logo socks combine practical everyday use with a visible brand reference and can be presented on the first day at work or as part of a welcome pack. Promo-House can incorporate company logos, corporate colours and elements of the visual identity into the design. The result is a product that isn't confined to the desk but can also be used outside the workplace. For onboarding concepts, the socks offer a way to foster a sense of belonging and team spirit through a functional item of clothing. At the same time, they complement other branded merchandise, allowing welcome packs to be put together with a consistent theme and design.

A delicious recognition

In a business context, appreciation can be conveyed through products that combine indulgence with lasting practical value. The XXL gift basket from Römer Präsente brings together 14 specialities to create a lavish gift, including champagne, grappa, red wine, Black Forest ham and chocolates, as well as other sweet and savoury treats. Its contents and size make the basket particularly suitable for anniversaries, special achievements or occasions where a standard gift would seem too impersonal. The selection of different flavours caters to a wide range of preferences. Once the contents have been enjoyed, the sturdy shopping basket with carrying handles remains a useful everyday item.



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A new function for your key ring

This key ring has been enhanced with a feature that quickly proves its worth when you're out and about: the 2-in-1 key ring with bottle opener from ants & friends GmbH combines a rope-like cord with a metal opener for crown caps. The material used is made from recycled PET bottles and is designed for long-lasting use. To match different corporate designs, the cord can be dyed to Pantone-matched colours and produced in up to four colours. A laser engraving on the metal part can make the brand motif permanently visible. A circumferential engraving is also an option. Its combination of key ring and opener makes this compact accessory equally suitable for camping, hiking, sporting events, festivals, outdoor events and travel, as well as for catering events, trade shows or gifts to employees.

A personalised mug to settle in

A personalised item in the workplace can provide a visible welcome when joining a new company. Bella Tea by Mart Ceramic sp. z o.o. is a porcelain set comprising a mug, lid and metal tea infuser, designed as part of a welcome pack. The mug can be printed with the company logo and further personalised with the employee's first name, surname or nickname. This ensures that each person receives their own mug for daily use, while the company branding is integrated into their working day. The set combines practical tea-making with personalised branding and is particularly suitable for onboarding initiatives and internal welcome gifts. The minimum order quantity of 50 sets makes it easy to plan even for smaller groups of new recruits.



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A treat for a break and a warm welcome

A break can also be used as an opportunity to give a specially curated gift. The “Take a Break” gift set from B&B Promotions Sweets combines tea, coffee, multi-flower honey and jam in a single package. It is designed not only for Christmas, but also as a greeting, welcome or introductory gift for customers, business partners and staff. There is some flexibility with the tea: instead of the Christmas blend, flavoured green or black tea can be used. All components can be labelled using printed stickers or full-colour printed labels. On the outside, a cardboard sleeve wrapped around the box provides space for brand presentation. The set is available in 195-gramme or 420-gramme versions, measures 180 × 125 × 80 millimetres and has a shelf life of twelve months. The minimum order quantity is 50 units.

Cutting and Serving

When it comes to kitchenware, wood combines practicality with a surface that lends itself to personalised finishing touches. The Sund cutting and serving board from Goldstar Europe is made from FSC-certified acacia wood and measures 400 × 220 × 15 millimetres. The surface is designed for chopping, plating up and serving. The laser engraving can feature a logo, name or motif, using the natural grain as a design backdrop. The board is supplied in a recyclable gift box, making it ideal for corporate gifts, housewarming presents or promotional campaigns. Thanks to its sturdy design, the Sund can be used regularly in the kitchen, around the home or at barbecues. Its cutting and serving functions ensure it will be used time and again. At the same time, the FSC certification highlights the origin of the wood as a traceable product feature. The size offers a generous working and presentation surface. The gift box makes it ideal for presenting as a gift.



A notepad with a second life

With the “Growing Notepad”, notes, ideas and initial to-do lists gain a second purpose: once you’ve written on it, its seed-paper cover can be planted. TDJ Stadtgärtner GmbH has combined a handy DIN A6 format with a sturdy ring binding and 40 sheets – or 80 pages – of FSC-certified paper. The cover and back contain seeds of poppies, daisies and forget-me-nots. Once the pages are full, the paper can be covered with a thin layer of soil and watered. The former work tool is transformed into a small patch of wildflowers. The concept is ideal for onboarding packs, desk kits or other welcome scenarios where a useful item is combined with an inspiring idea. The notepad is available in the existing “Die Stadtgärtner” design and therefore cannot be customised. It can be ordered in small quantities.





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Brand detail on the notebook

Brand identity can also be reflected in a small detail of a familiar work tool. Notebook Charms from dothat complement notebooks with customisable tags attached to an elastic band. The shape and colour can be adapted to a company's visual identity. Options include company logos, icons or brand symbols. A single charm or a combination of several of them can be attached to a notebook. In addition, the notebook itself can be personalised to match the brand's visual identity. For use in onboarding, the charms are supplied already attached to the notebook, so that the product can be included in a welcome pack without any further assembly. The functional core of the notebook remains intact, while the charms provide an additional opportunity for brand recognition.

Eight functions for everyday life

Small everyday aids can do more than just serve as decoration during the onboarding process. The company karl von Richartz GmbH combines eight practical functions in a keyring format that is available in more than 64 designs. One of its key functions is unlocking shopping trolleys, which means the product can be used regularly in everyday life and facilitates recurring brand exposure. For HR initiatives, incentives and customer loyalty programmes, the design can be tailored to the industry, team or occasion. A QR code adds further practical value: it can link directly to digital content, such as a current job vacancy. This way, karl combines a physical function with a digital information channel. As it is attached to a keyring, the brand association is not limited to the moment it is handed over.

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For structured starts

Structure in everyday working life often begins on paper: with 224 pages, the Bullet Journal offers space for appointments, tasks, ideas and personal notes. In DIN A5 format, it remains compact enough for use at a desk, in meetings and while working on the go. Edition Michael Fischer GmbH can customise both the cover and the inside pages to match your corporate design and desired content. A company logo can be placed on the cover, and your own text, such as a foreword, can also be included. The size and features are also customisable. Options range from a flexible softcover to a hardcover with a ribbon marker. This makes the Bullet Journal an ideal onboarding product that not only makes a good impression when presented to new employees, but also remains a part of daily organisation for weeks and months to come.

Compact brand space

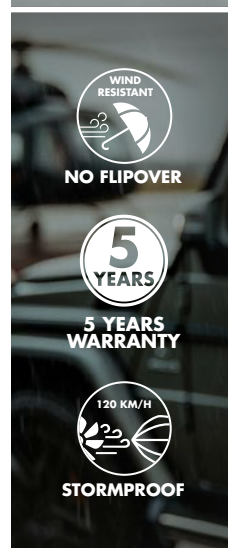
A small everyday product can provide a compact platform for brand communication. The pocket-sized tissue packet combines this everyday utility with paper packaging that can be fully customised. Tonki Srl provides a compact space for this purpose, which can be designed with a logo, corporate colours, a campaign motif or a customised message. The format is easy to distribute, carry around and incorporate into welcome packs. Its applications range from onboarding and training new staff, through travel and the hospitality sector, to events, trade shows and sustainability-related marketing campaigns. As the packaging itself becomes a design medium, the visual identity can be integrated into the product without needing an additional label.

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Organisation on a small scale

With appointments, contacts and to-do lists to manage from day one, a compact paper solution helps you organise information quickly. The Oslo combo set combines two sticky note pads in different sizes with coloured sticky markers, providing several organisational aids in a single format. Geiger-Notes AG customises the softcover sleeve and the sticky notes can also be printed. This allows corporate design, a welcome message or internal notes to be integrated directly into the work tool. Oslo takes up little space on the desk and remains within easy reach for quick notes, marking up documents or highlighting important tasks. For onboarding packs, the set combines an obvious practical benefit with recurring brand visibility, without requiring any additional technology. The combination can also be used as a handy organisational tool during training sessions, internal workshops or project kick-offs.

Colour as a branding element

The world of high-quality gift and sales packaging comes to life through colour and clear accents. The company ADV PAX Lutec GmbH offers three metal packaging options for different contents: The Premium Tin in Pink (Art. 2262), the Premium Tin in Green (Art. 2263) and the Premium Mini Tin in Black (Art. 2268). Besides chocolate, tea, coffee, biscuits and pralines, jewellery, gift vouchers or small gifts also serve as suitable content. The tin not only fulfils its packaging function but also creates a visible space for brand presentation. Printing, embossing and custom colours are available to tailor the tins to specific companies, campaigns or occasions. This broadens the range of applications from classic gifts to sales promotions. The three variants are useful as gifts to business partners or employees, as well as for promotional activities and sales campaigns where the packaging, contents and brand image are creatively coordinated.

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Pencils tailored to the brand

A pencil becomes a personalised promotional product when its shape, finish and design are tailored to the brand and the occasion. At Reidinger, personalised pencils therefore go beyond simply having a name or logo printed on them. They can be developed as customised solutions. The writing utensil specialist offers personalisation, finishes and individual designs, tailoring the product to the target audience and intended use. According to the company, the range includes sustainable promotional items produced with a financial contribution towards climate protection. In addition to office supplies, it also offers products for the construction industry as well as gift ideas with packaging. An online configurator assists with the selection process when pencils or related writing products need to be integrated into an existing corporate design.

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A sweet welcome for the team

Small sweet treats can combine a welcome gesture with a practical gift during the onboarding process. The company Der Zuckerbäcker GmbH uses reusable swing-top jars with personalised messages for this purpose. The “Growing Together” jar is aimed at new team members and links the contents to the idea of starting out together. For hybrid working models, there is a second variant, “Happy Home Office”, which celebrates a sweet break at the home office. Both jars can be individually branded and adapted to the company culture. Besides welcoming new employees, they are ideal as a small token of appreciation for existing teams or as an incentive. They also remain handy once the contents have been consumed, as the jar can be reused. The message is conveyed through the interplay of the contents, the printing and the occasion.

Golden touch

The gold particles in the drink give Golden Flakes a striking visual effect, while still serving as a personalised gift. Römer Drinks offers this flavoured, sparkling wine-based drink with food-grade 22-carat gold leaf in two bottle sizes: a 0.75-litre sparkling wine bottle and a 0.2-litre piccolo. For businesses, the product opens up opportunities for use in incentives, anniversaries, customer promotions or onboarding initiatives, where a drink is also intended to convey a brand message. The bottles can be customised with foil labels or via direct printing. According to the supplier, customisation is possible from 60 bottles for the larger size and from 120 bottles for the smaller size.



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Kaldenbach GmbH is celebrating its 50th anniversary. The regional promotional product distributor transformed itself, becoming an innovative producer of its own brand products, focusing on design, sustainability and high-quality workmanship. Today, the family-run business combines tradition, innovative spirit and comprehensive fulfilment expertise.

From Promotional Product Distributor to Manufacturer

50 Years of Visionary Change



A well-coordinated management duo Christoph Bauer (left) and Marco Kaldenbach.



The third generation at the reception desk between two versions of the "runnin' display": Nina Kaldenbach has become familiar with her father's business while working at the company as a student trainee.

Sixteen years have passed since we last focused on Kaldenbach GmbH's team in this magazine. During this time, a lot has changed in the company, although it is still based in the Southern German town of Hersbruck, located near Nürnberg. And now it is five decades "young". As we all know, nothing is as constant as change. At Kaldenbach, change came in the form of the full-service promotional product consultants transforming into a producer of its own, original brand-name products with long-term added value.

The Right Decision

"The transition from distributor to producer was the right decision for us in the end," says Man-

An important tool in the first few years ...



aging Director Marco Kaldenbach. "With the camarç® brand, we already gained a lot of experience in developing our own design-focused products." The launch of this brand – and thus also of Kaldenbach as a manufacturer – came about thanks to a major commission from LoeweSystems. Marco Kaldenbach designed a watch in the style of LoeweSystems' devices. The company was delighted with the design, which led to the first major commission. "For me, that was like a knight-hood at the time, and I subsequently began to focus more on product design," recalls Marco Kaldenbach. The portfolio of the company – which has now been operating exclusively as a manufacturer for 12 years – today comprises exceptional products across various brand segments, whilst the camarç® label has been in existence for 26 years and effectively served



Kaldenbach GmbH's home is in the company's building in the Southern German city of Hersbruck.

“We are passionate about supplying promotional products and accessories. Fair, responsible and genuine craftsmanship.”

Christoph Bauer

as a ‘transition aid’ during the structural change. The current range consists of distinctive products that focus on “longevity as the core of sustainability”, including such unusual creations as the ecoCHARGER and the ECOflip.

The folk-art beginning

Let's take a look at the company's history since its founding 50 years ago: In 1976, the company Kaldenbach was registered as a single business by Marco's mother, Susanne Kaldenbach, the wife of his father, Klaus Kaldenbach. In the beginning, the artistically talented wife sold used popular folk-art pieces that were popular at the time. Back then, Klaus Kaldenbach still worked as head buyer at a large company, but he was already gaining some knowledge of promotional products in his position. This is where he got ideas and inspiration to become directly involved with marketing three-dimensional promotional media, which he then did in 1993 when he took over management of the company from his wife.

On the road to success

The father's business area sparked his son Marco's curiosity and he joined the business in 1994 as an equal partner. “That was a bold move because back then I was working in sales at a special packaging manufacturer, where I had just been offered the position of managing director,” recalls Marco Kaldenbach. But he took the opportunity despite the initial significant cut in salary because he had wanted to be an entrepreneur since he was in trade school. So, Marco gave up his own company car and started sharing a company car with his father. His father's experience and his son's enthusiasm combined to form a motivational mix that was the driving force behind Kaldenbach's road to success.

More growth

In the beginning, they travelled to customers with little suitcases containing collections of samples and distributed them among customers while the customer base was growing. At first, customers were predominantly from the local area. In 1997, the first large order from the former



The ecoCHARGER from the camarc® collection: Inductive recharging meets elegant local wood; it is produced regionally, sustainably packaged, and finished with a custom design.

A small but mighty bestseller from the camarc®- series: the ECOflip is a practical magnetic strap made from recycled

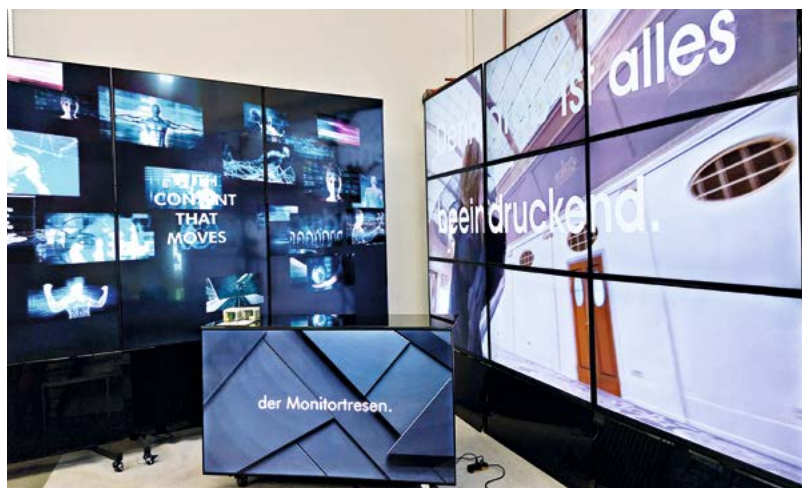
PET bottles. Here, it is shown as a mini display presentation for a trade show exhibition organizer.



television manufacturer LOEWE came in. “It was our lucky break, because we could prove that we were also able to supply the ‘big guys,’” explains Marco. The company moved into its own building on 01 January 2001, and many renowned companies, some with global operations, became Kaldenbach's business partners. It consistently made investments in modernising operations, and the company registered as a German limited liability company (GmbH) at the beginning of the year 2000. In 2006, a period of rapid growth began, leading to the construction of a new warehouse and expansion of the office space. In 2007, the father handed over full managerial responsibility to the son,



A look at the presentation area, FamousFood® department.



The interface between conventional and digital advertising: the "runnin' display"; it comes in different versions, e.g. a monitor counter.



The textile manufacturer ludwigzapf stands for exceptional handmade table linens and bedding.

>> but continued to support operations for many years. Kaldenbach senior is still the heart and soul of the company today."

Human values

In the beginning of 2019, Marco Kaldenbach decided to bring a second managing director on board with many years of industry experience, Christoph Bauer, who also acts as director of the fulfilment department and is responsible for the sales department. "With Christoph Bauer, we have gained a competent sales expert whose expertise we trust and whose experience we will profit from. He has truly embraced the philosophy of our company and lives it to the fullest," explains Marco Kaldenbach characterising his management partner, who continues to serve its customers not only through its "reliable, open, and professional approach" but also by being a reliable partner through his human values. These values are also evident in the company's commitment to supporting regional projects and clubs and organising several trips to Ukraine with relief supplies and donations at the beginning of the war.

Tradition as a Training Company

There are currently 22 employees in the Kaldenbach team, including trainees. Training young people in several different fields has been a long-standing tradition for 25 years. The third generation is already on board, too: Marco's daughter Nina Kaldenbach is currently working at the company as a student trainee. She is pursuing a Master's degree in Management with an area of concentration in marketing. These are good qualifications for joining the family business later on. However, she is still keeping her options open as to whether she will join the Kaldenbach team or choose a different direction.

"We make people's favourite products."

"We are passionate about supplying promotional products and accessories. Fair, responsible and genuine craftsmanship," Marco says about the current Kaldenbach Group. FamousFood® and camarc® are brand-name products that combine design, quality and sustainability. The runnin' display product area brings energy to brand worlds.



The FamousFood® Original FAIREGGS come in a mini egg carton.



The sustainable FairPot L from the FamousFood® segment is filled with delicious, colourful, palm-oil-free FairTrade nuts.

The patented video walls and video counters are developed and produced in Hersbruck. They are modern, stylish and custom-made for events, showrooms and reception areas. The in-house graphics department develops designs for individual products or entire merchandise collections for customers. The company's fulfilment department provides all services relating to promotional products, accessories, print and POS. The company also has a modern shop system available, in addition to the warehouse, administration and worldwide shipping. The website has detailed information on the product lines and the wide array of services that Kaldenbach offers.

High-quality craftsmanship

With the textile manufacturer ludwigzapf, Kaldenbach has recently become a board member of the German textile manufacturers' association (Verein Deutsche Manufakturen). The association is the voice and platform for authentic, top-notch handmade products made in Germany. It represents, connects and supports small manufacturers, promotes young talent and innovation, and

"The change from the distributor to producer side proved to be the right way for us in the end."

Marco Kaldenbach



The first major commission, for watches specially designed by Marco Kaldenbach in the style of LoeweSystems devices in 1997 – the birth of the camarc® brand.

is committed to quality, sustainability and a real manufacturing experience. The textile manufacturer "ludwigzapf, 1947" founded by his great-grandfather Ludwig Zapf and revived by Marco Kaldenbach, stands for exquisite handmade table linens and bedding that are crafted with the utmost care and a strong commitment to quality.

Ready for the future

As Managing Director, Marco Kaldenbach will continue to be responsible for the company's strategic direction, product development and establishing strategic alliances and collaborations. Together with his team, he wants to continue creating innovative promotional products based on ecological responsibility and to lead his company toward a continued successful future by incrementally implementing AI in the sales planning, market analysis and controlling departments.

<

Sustainability is increasingly shaping the promotional products market. The example of modern writing instruments illustrates how the circular economy, material innovation and durable product design work together. Recycled PET, modular concepts and transparent production processes combine ecological responsibility with effective brand communication.

Circular Economy in the Promotional Products Market

Sustainable Writing is setting new Standards



Recycled PET (rPET), sourced from used PET bottles, offers interesting opportunities for the circular economy.

In the promotional product industry, sustainability has evolved from an added benefit to a key decision-making criterion. Today, companies want products that convey brand messages as well as ecological responsibility. At the same time, promotional products need to be functional, durable and economical. These requirements present manufacturers with the challenge of thinking of sustainability not as a single measure but rather a comprehensive product concept.

Significant changes to requirements

The writing instrument segment, in particular, illustrates just how much requirements have changed. While individual material aspects stood in the background in the past, today, equal emphasis is placed on the source of raw materials, transparent supply chains, production conditions and the product's lifespan.

Interesting opportunities with rPET

One approach is to continue developing tried-and-tested everyday products consistently in accordance with the principles of the circular economy. This process involves using materials that have already completed one life cycle and then are converted into high-quality products. Recycled PET (rPET), sourced from used PET bottles, offers interesting opportunities in this regard. Modern processing methods make it possible to produce a material that meets the require-

ments of long-lasting writing instruments while conserving resources at the same time.

Sustainable also means durable.

Product design plays a crucial role alongside the material selected. Sustainability is not achieved solely by using recycled materials. Durable designs are important, as are high-quality craftsmanship and design that promote long-term use. Products used over a long time con-



The uma RECYCLED PET PEN CORE is an example of modular product concepts.

Image: uma Schreibgeräte
Ullmann GmbH

Uma RECYCLED
PET PEN CORE was
honoured with the
BIG SEE Product
Design Award.

Image: uma Schreibgeräte
Ullmann GmbH



tribute significantly to resource conservation and simultaneously enhance the advertising impact of the brand being promoted.

Modular product concepts

Modular product concepts are also becoming more important. They enable a wider variety of options without needing to develop a new product platform for each version. At the same time, they create the basis for a consistent design language and efficient production processes. They also give advertisers the opportunity to tailor products specifically to their brand identity.



Writing instruments from collected PET bottles

The uma RECYCLED PET PEN CORE is an example of this development. This writing instrument is made from recycled PET that has been sourced from PET bottles collected in Europe and then converted into high-quality rPET material. Production is undertaken in European ClimatePartner-certified production facilities, which ensures the material cycle is transparent and traceable. Additionally, the product has a modular design with four variants: It comes either with or without a metal tip and either with a matt or a rubberized finish. It also comes in 16 coordinated shades. The combination of material innovation, functional design and flexible customisation demonstrates how sustainability and brand communication can be effectively integrated.

Award-winning approach

The fact that this approach is attracting attention even beyond the promotional products industry is demonstrated by Uma's latest award for its RECYCLED PET PEN CORE: BIG SEE Product Design Award. The internationally renowned award recognises products that impressively combine design, innovation and sustainability.

Sustainability as an integral part of product development

It is essential for the future of the promotional product market that sustainability be seen not as a short-term trend but rather an integral part of product development. Companies are increasingly looking for solutions that credibly demonstrate their environmental responsibility while also meeting their high requirements for quality, functionality and brand impact. Sustainable writing instruments can serve as a prime example of how a circular economy can be put into practice in everyday life.



Brand visibility on the go

Carrier bags fulfil both transport and promotional functions at events and in retail. Geiger-Notes AG's custom-printed paper carrier bags are available from as few as 250 pieces, making them suitable even for campaigns with modest print runs. **Nine formats provide scope** for different content, whilst full-surface areas for 4C printing accommodate logos or campaign motifs. A reinforced base and hard-wearing materials ensure stability. PP cords or satin ribbons in various colours are available for the carrying handles; matt or glossy laminated finishes expand the range of visual options. The practical advantage is that the bag can be reused after distribution, ensuring the printed message remains visible on the go.

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Water bottles for school life

In everyday school life, water bottles get moved around between lessons, PE and school trips. The Tacx water bottles from Bottle Promotions / Tacx B.V. can be personalised with a school logo and combine everyday use with high visibility. The range includes several models and colours; the print is designed to withstand long-term use. The bottles are **dishwasher-safe, BPA-free** and manufactured in the Netherlands. The StarLight bottle holder complements the range for team sports or group activities: It can hold up to eight bottles and is available with or without print. This means it is suitable for both individuals and teams. As well as lessons and sport, it is ideal for school trips and events.

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Festive serving boards

CONTINENTA GmbH combines festive table décor with functionality in its Duracore Christmas collection. The serving boards are available in two sizes, as well as in star, Christmas tree and heart shapes, and can be used on both sides. The material is dishwasher-safe, heat-resistant up to 180 degrees Celsius, and suitable for storage in the fridge; at the same time, the manufacturer describes it as gentle on knives and hygienic. According to the company, Duracore consists of 80 per cent recycled material and is **designed to withstand heavy use**. The boards provide space for biscuits, cakes and desserts as well as finger food or small starters. The large star can also serve as a side plate, whilst the heart shape can be used beyond Christmas, for example on Valentine's Day or Mother's Day.

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Charming – emotional – personal

Soft cuddly toys focus on brand recognition and a sense of closeness in brand communication. The new MiniFeet® range from mbw® includes Hanno the Husky, Rika the Reindeer, Thilde the Goat, George the Gorilla and Shila the Snake, **designed for a variety of themed worlds**. A logo or message can be featured on a promotional flag, mini T-shirt, scarf or triangular neckerchief. The brand space can be selected to suit the campaign or occasion. Applications range from customer gifts and trade show promotions to seasonal promotions, corporate events or mailings. The husky and reindeer are ideal for winter themes, whilst the goat, gorilla or snake add a touch of the unusual. The focus is on a lasting presence: As decorative companions, the MiniFeet® soft toys can remain on desks or shelves, repeatedly drawing attention to the message featured on textiles or flags.

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Mini animal designs

The STABILO BOSS MINI Animal Vibes combines stylish design with practicality. This **limited-edition range** is available in five neon colours, each featuring a different animal design. The mini highlighter is ideal for highlighting text in the office, during meetings or in creative settings, as well as for promotional campaigns, events or as customer gifts. Two packaging options provide promotional space: The 4-pack box features a printable promotional area, whilst the 4-pack cardboard packaging can be fully customised. A logo, slogan or campaign motif can be integrated into a cohesive packaging concept. STABILO combines the familiar shape of the mini highlighter with a playful range of motifs, without altering its writing function. The handy size makes it easy to carry around and encourages repeated use, ensuring that both the product and its packaging remain part of everyday working life beyond a single occasion. This is a limited edition.



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

Biscuit tins that live on

Christmas packaging can often become a gift in itself. The gingerbread tins from ADV PAX Lutec GmbH take this idea a step further with a range of different designs. The range includes, amongst others, Star GOLD, Leo-Ginger, Gingerlove, Jingle Bells House, Winter Gingerbread Tin, Christmas Bakery, Santa's House and Red Tea Light Tin. Stars, gingerbread figures, houses and classic round tins are **large enough** to hold gingerbread, biscuits and other baked goods. These visual designs emphasise the seasonal character and ensure the tins continue to serve as decorative containers even after their contents have been consumed. Their practical added value lies in the combination of product packaging and a reusable container; at the same time, different occasions and product range sizes can be distinguished through the shape, motif and type of tin.



PSI 61159 • ADV PAX Lutec GmbH
Tel +49 7123 380070 • info@adv-pax.de
www.adv-pax.de

Baking set for the Advent season

Seasonal baking sets combine practical use with a compact brand display area. The "Magical Baking Moments" set, item 4024, from Multiflower GmbH contains a St Nicholas-shaped cookie cutter measuring approximately 5.5 centimetres and a pastry brush. Both items are arranged on a card measuring 230 × 60 millimetres; the total weight is 20 grams. There are two ways to customise the set: A promotional space measuring 55 × 65 millimetres is available on the standard design for orders of 250 items or more; alternatively, the entire card can be customised for orders of 250 items or more. The cookie cutter is used to make matching biscuits, whilst the brush is used to apply icing. Both items can continue **to be used as kitchen utensils**. The card serves as both packaging and a promotional medium, making the set ready for presentation without the need for any additional elaborate packaging.

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





Suspended soap

In everyday life, soap bars need a place to be stored where they can dry properly. The Soapi from Soapi GmbH solves this problem with a magnetic holder: An ordinary bottle cap is pressed into your bar of soap or shampoo, which then sticks to a magnet on the wall. Because the soap hangs freely, air can circulate around its surface from several sides; at the same time, the washbasin remains free from a permanently damp surface. The holder is manufactured in Berlin and, according to the supplier, consists of around 90 per cent recycled fishing nets, which are processed into granules in Denmark. For use as a promotional item, the bottle cap **can be printed with a logo for orders of 500 or more**. The product is suitable for households, hotels, offices with wash areas, or sustainability-focused campaigns where practicality is the main priority.

PSI 61174 • Soapi GmbH
Tel +49 15234536720 • info@thesoapi.de
www.thesoapi.de

Three functions in one pen

The Mini Stamp&Touch 3-in-1 from Heri-Rigoni GmbH has three functions: A ballpoint pen, an integrated stamp and a soft rubber tip for use on touchscreens. This model combines **note-taking, labelling and screen input**, eliminating the need to carry multiple products. The lacquered metal casing is available with a soft-touch finish on request; chrome-plated fittings complement the design. Inside, a precision metal stamp mechanism ensures accurate impressions. Its compact design makes the Mini Stamp&Touch 3in1 the ideal accessory for the office, field work, events or mobile workplaces. It is manufactured at the Fischbach site in the Black Forest. As a promotional item, the product combines a writing instrument with a stamp function and a touchscreen stylus.

PSI 41016 • Heri-Rigoni GmbH
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Interaction as a Key to Success



Our industry thrives on products. But it also thrives on the people who develop, manufacture, refine, market and use these products. That is why I am convinced that, for me, personal interaction is not merely a pleasant addition to business. It is part of the business model.

Of course, we can do a great deal digitally these days. Information can be shared quickly, appointments coordinated easily and business opportunities organised even across great distances. This saves time and extends our reach. But reach does not equate to a relationship. Yet, particularly in a complex industry with unique, tactile products, international supply chains and high standards of quality and reliability, digital contact is not always sufficient.

Sometimes, a face-to-face conversation is needed to truly understand a challenge. How does a material feel? What effect does a finish actually have? Does a product suit the brand, the occasion and the target audience? And which solution is truly feasible given the constraints of an international supply chain? This requires a face-to-face conversation. And sometimes it takes that moment when several people look at a problem together and say: 'This is how it could work.'

We experience this at our PSI on Tour events. At the Supplier Days in the Netherlands, at the members' meetings in Paris, Marseille, Barcelona and Madrid, and at the Promosyon Show in Istanbul, it's not just about information. We want to listen, make sense of things and bring people together.

Face-to-face exchanges help to bring different perspectives together. Manufacturers face different challenges to promotional products distributors. Agencies and marketing specialists, in turn, prioritise different areas. It is only through conversation that it becomes clear where interests align and where joint solutions can emerge.

Face-to-face meetings build trust. And trust is the foundation for long-term business relationships. In times of change, cost pressures and technological upheaval, this is more important than ever. I am therefore looking forward to every meeting this autumn. To everyone we won't be meeting in person this autumn, I say: we'll see you at the PSI in Cologne from 12 to 14 January 2027 at the latest, where we'll discuss trends, products and markets. Above all, though, we'll talk to one another.

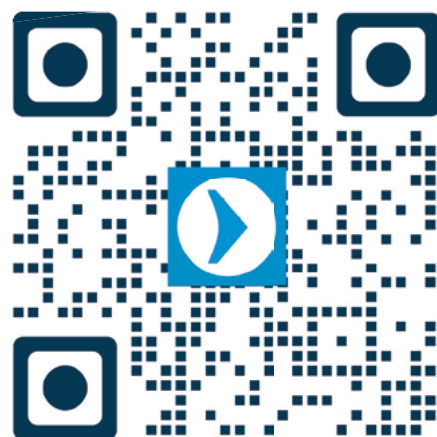
Yours sincerely,

Petra Lassahn
Director PSI



PSI MEDIA GUIDE

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Moveable Messages

Whether for a smartphone, car or bike, promotional products increasingly accompany users throughout their mobile digital day. Electronic gadgets and practical smartphone accessories combine functionality with a visible brand presence, ranging from charging accessories and mobile helpers to useful devices for the office, free time and on the go. Products that are used regularly, in particular, create several points of contact with the brand. Numerous options for eye-catching brand messages related to cars, bikes and traffic are available. Useful accessories, clever design details, and products for safety and visibility combine practical added value with effective advertising. Whether for the daily commute, business trip, sports tours or use in traffic, promotional products in these categories meet concrete needs and thus remain close to users. The next edition will show which products are especially suitable for keeping brands mobile, digital and present in everyday life.

Please start thinking about your product presentations for the December 2026 edition of the PSI Journal now, which is dedicated to the topic areas of 'brand and design products and fair trade', as well as 'Made in Europe / Made in Germany, Switzerland, Austria'. Send us your product suggestions (image and text) by **21 October 2026** at the latest: Edit Line GmbH, Redaktion PSI Journal, email: hoechemer@edit-line.de

Biscuits with a Profile



Biscuits with custom logos combine a brand message with an enjoyment factor: For ten years, Keks Kreator in Brilon has produced custom butter biscuits, including for the promotional product industry. Today, it produces around four million biscuits in several European countries. We are introducing the tasteful company in detail.

Swiss Trade Fair Duo



The PSF / TOUCH trade fair duo, organised by the Swiss trade association PromoSwiss, has become a key event in the Swiss promotional products industry. It seamlessly combines a specialist forum, an awards ceremony and a product exhibition – and appeals to retailers, manufacturers and creative decision-makers alike. We attended once again and report on the event.

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