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PSI Journal
International Magazine
For Promotional
Products

November 2026
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PSI JOURNAL

PSI 2027
Europe's leading sourcing platform

Product Guide
Electronics, digital, smartphone accessories
Cars, bicycles, transport, safety

Industry
Companies, events, markets, Fall Trade Shows

TOPO
A new standard in textile finishing



Curbing microplastics
Shiny alternatives

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Editorial

Flying start in Cologne

PSI begins in around two months' time. And from 2027, it will have a new home in Cologne. This is more than just a change of venue – it is a decision in favour of better accessibility and planning certainty, more space and an environment that suits the future of our industry. What won't change is PSI's identity. It remains the leading trade fair and home of tactile advertising, as well as a versatile, vibrant platform for the international promotional products industry. Manufacturers, suppliers and importers will meet promotional products distibutors, agencies and promotion and marketing specialists. The profile remains clear, and the marketplace remains diverse. Right at the start of the new year, the focus will be on innovative products, smart solutions and creative ideas for campaigns and brand identities. Cologne's modern exhibition halls and the city's excellent transport links, strong economy and media-savvy environment provide the ideal conditions for this.

PSI is not just about showcasing what's available; it's designed to help visitors make the right decisions. In the Textile Village, at the finishing demonstrations, in the trend show and in the new 'Podcast Live' content format, the focus is on products, technologies and future-oriented topics. In the Newcomer Area, young, visionary companies look to the future and present innovative and unconventional product ideas that will enrich tomorrow's market.

Anyone familiar with PSI experiences it anew every year: its engaging atmosphere makes it an event that the international industry particularly values. At customer events, on the stands and, of course, at PSI Night, spontaneous conversations and new encounters pave the way to potential business partners. With the new PSI Bar, PSI in Cologne is creating a central hub for networking, from which ideas and partnerships can emerge.

Cologne is therefore not a replacement for Düsseldorf. Cologne represents the next stage in PSI's development. The leading trade fair is moving – but its role as a barometer of trends and Europe's most important sourcing platform remains unchanged. The ticket shop is now open. Order your PSI tickets now and be there as we continue the PSI success story together in Cologne.

On this note

Ursula Geppert

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Alternatives to microplastics 10

Microplastic particles harm people and the environment, which is why their use is to be phased out gradually. Loose glitter and microbeads have already been banned since 2023. We explain the latest tightening of regulations and present highly effective alternative products – completely free of microplastics. A shining example: organic glitterfrom Birkenspanner.

Messages that move – and keep moving 14 + 40



Whether it's a smartphone, a car or a bicycle: promotional products are increasingly accompanying their users through a mobile, digitally driven everyday life. Promotional products in these categories meet specific needs and thus remain close to the user. This issue highlights which products are particularly well-suited to keeping brands visible on the move, online and in everyday life.

Two decades of Swiss advertising power 36



A tried-and-tested venue: on 9 and 10 September, the Umweltarena in Spreitenbach (near Zurich) once again proved the ideal setting for the joint PSF Forum / TOUCH trade fair organised by the Swiss industry association PromoSwiss. Alongside record numbers of exhibitors and visitors, there was also an anniversary to celebrate this year, as the PSF Forum took place for the 20th time.

A new standard in textile finishing 54

With LAIMS, TOPO GmbH from Tyrol has developed an ERP system that takes a differentiated approach to the management of textile finishing businesses. The focus is on the targeted reorganisation of existing processes. The aim is to create a consistent database across all areas of the company and, building on this, to manage processes in a structured manner.

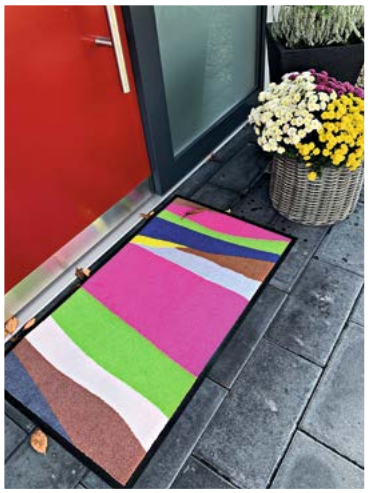


ADD COLOUR TO THE "GREY AUTUMN"

Autumn is grey enough as it is. When fog, drizzle and early nightfall set in, promotional items can bring a splash of colour to everyday life. For businesses, this time of year opens up an attractive opportunity for eye-catching gifts that are not only practical but also emotionally appealing. After all, things that keep you warm, protect you, taste good or simply put you in a good mood tend to leave a lasting impression.

Products with practical seasonal benefits are particularly well-suited to this time of year. Rainwear in bold colours, thermal mugs, insulated flasks, cosy blankets or weatherproof bags combine everyday practicality with high brand visibility. Even small practical items such as torches, reflective accessories or colourful stationery add a splash of colour during the darker months.

The enjoyment factor cannot be overlooked. Tea, coffee, chocolate and seasonal confectionery can be individually packaged and presented as appealing brand ambassadors. Sustainable options create added value: Reusable drinking vessels, textiles made from recycled materials or durable products crafted from natural materials combine promotional impact with a contemporary brand image. This makes the "colourful autumn" the ideal opportunity to show your true colours – and to stay present with the recipient even when everything outside seems grey.



Autumn begins at your door

Rain, leaves and dirt put entrance areas to the test every day in the autumn. These custom-printed dirt-trapping mats combine effective dirt protection with a strong brand presence. They reliably absorb moisture and dirt and ensure a neat and tidy first impression. Öko-Tex®-certified ECONYL® yarn, made from regenerated materials, ensures greater sustainability.

EMCO Tex GmbH
www.emco-tex.com/de
PSI 47306

Colourful floral delight

With their vibrant colours, the autumnal blooms of cornflowers and marigolds bring joy and create special moments of pleasure. These colourful, edible flowers are not only decorative but also offer a unique taste experience. The gift box provides plenty of space for personalised touches and autumnal greetings for friends and business associates.

Multiflower GmbH
www.multiflower.de
PSI 45974

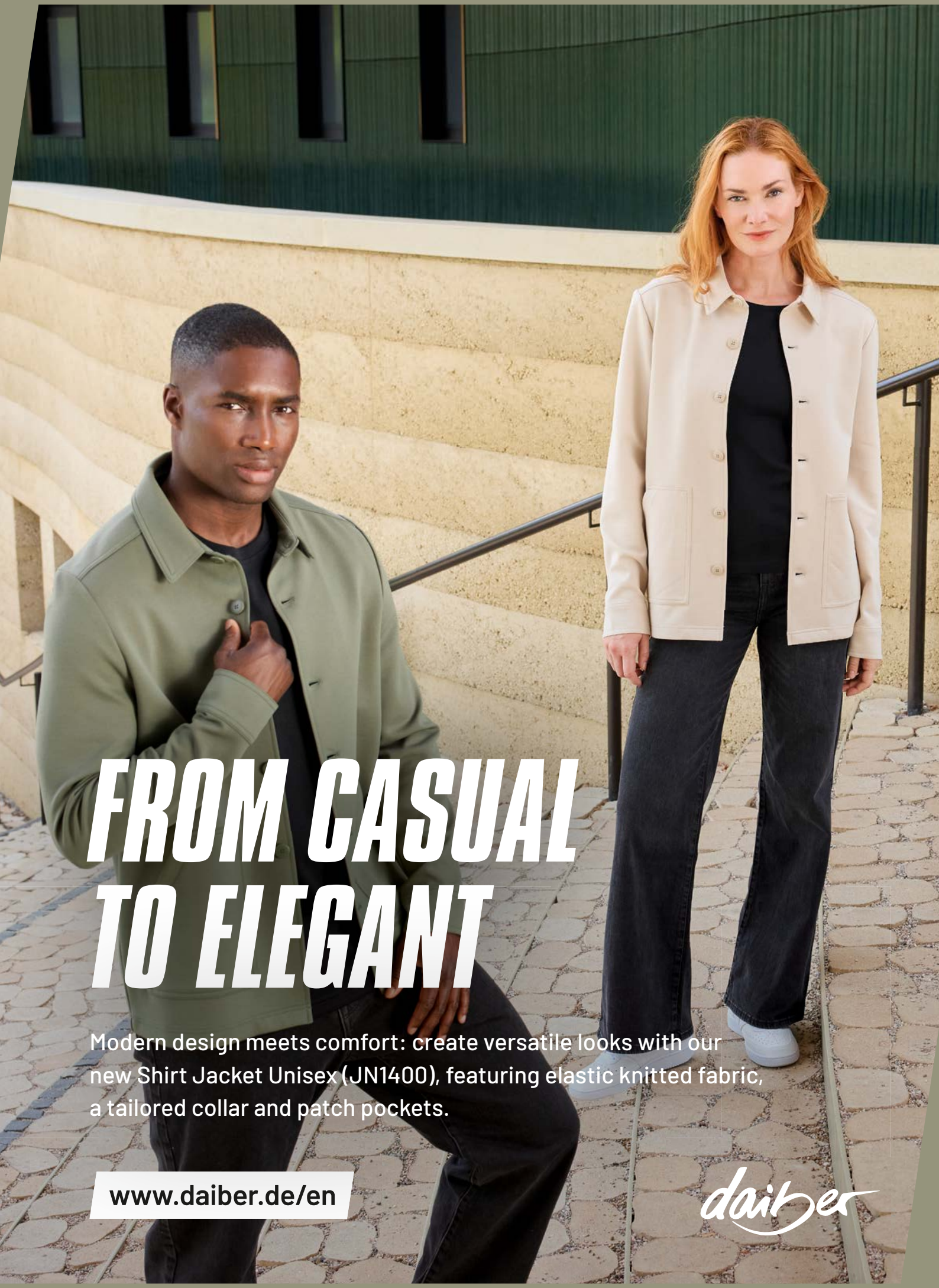




How rainy weather can lift your spirits

This certified organic rain poncho not only provides reliable protection from the rain, but also gives you peace of mind. It is made from plant-based starch and, once it has served its purpose, is 100 per cent biodegradable and compostable within a few weeks. The poncho, as well as the printing inks and dyes used, are certified in accordance with DIN EN 13432 with the "OK Compost" quality mark by the TÜV Austria.

SAMOA GmbH
www.samoa-group.com
PSI 47799


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www.daiber.de/en
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Promotional impact that melts in your mouth

CreaChew 6 Eco chewing gum, in its handy pack size, is an ideal pocket-sized giveaway that ensures fresh breath for the brand it promotes. As part of the BE CREATIVE collection, it features packaging that can be printed over its entire surface and offers high brand recognition. Practical, personalised, tasteful – promotional impact that melts in the mouth.

ANDA Present Ltd.
www.andapresent.com
PSI 45753



Sweet Temptations

Edible promotional items are tactile communication classics – yet they remain remarkably versatile. The popular theme of "Sweet Temptations" focuses primarily on small moments of indulgence that present brands in an appealing light and allow them to be experienced first-hand. Chocolate, fruit jellies, sweets, biscuits, nuts and other snacks combine the promotional message with a positive taste experience and are therefore suitable for a wide variety of campaigns and target groups.

There is particular demand for practical products that are easy to hand out or post. Individual Chocobons, sachets of fruit jellies, mint sweets or small mixed nut packs are classic giveaways at trade shows, events and promotional campaigns. With customised packaging, even small treats become visible brand ambassadors.

Edible promotional items prove their worth as mailing boosters. A sweet or savoury surprise draws more attention to postal mailings and can creatively reinforce a campaign's message – for example, through thematically appropriate shapes, colours or packaging designs. Alongside traditional confectionery, high-quality chocolates, nuts, dried fruit and vegan, sugar-reduced or organically produced alternatives are becoming increasingly popular.



It doesn't always have to be sugar

Sugar-free chocolate bars and special vegan products are available all year round. "Caramel Nuts" – for example – are 100 per cent vegan, packed with nuts and featuring a creamy caramel layer encased in crunchy chocolate. The bars are all palm oil-free and come in a customisable promotional sleeve made from FSC-certified paper.

MAGNA Sweets GmbH
www.magna-sweets.de
PSI 41617



Fruit gums are always welcome

The fruit gum range has been expanded to include further bestsellers from the Bären Company. Alongside the popular cola-flavoured fruit gum bottles, Lavender Lime bears are proving particularly popular with fans at this time of year. For years, these products have been a hit thanks to their distinctive flavour and remain a firm favourite amongst fruit gum fans.

Kalfany Süße Werbung GmbH & Co. KG
www.suesse-werbung.de
PSI 42706

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From 12 to 14 January 2027, the international promotional products industry will gather at the PSI in Cologne. At its attractive new venue, Europe's leading trade show for promotional products, incentives and merchandising will showcase its full potential as a barometer of trends and a driving force for business in the new year. Make the most of this opportunity.

PSI 2027 in Cologne

Leading Sourcing Platform



Successful trade shows require planning: the PSI offers everything you need for a professional trade show presence. The ticket shop is already open.

In 2027, the PSI will once again live up to its reputation as Europe's leading sourcing platform, this time in Cologne. With its legendary charm, the city offers an attractive setting for this key industry event, as well as reliable scheduling and ideal conditions for networking and future growth. Those attending the premiere in Cologne will have the chance to help shape the future of the industry and set their own course for a successful year in the promotional products business. The ticket shop is already open: secure your ticket early and visit www.psi-messe.com to discover the wide range of opportunities on offer and get your year off to a successful start with the right sourcing decisions.

For a successful trade show presence

The PSI supports exhibitors with a range of services, including exclusive marketing packages, the Lead Manager app or the Colleqt QR code, which helps exhibitors capture and follow up on potential customers. New sponsorship opportunities and eye-catching presentation formats ensure maximum visibility and put brands in the spotlight. Packages for product sponsorship, partnerships and advertising space start at just 49 Euros, with options to suit every budget and every marketing objective. Exhibitors looking to create a professional presence with minimal planning effort can also book ready-to-use, strategically positioned exhibition stands.

Inspiring Trend Worlds

The Trend Show, a dedicated themed area within the trade show, combines high-quality product presentation with digital visibility. Products are displayed in a modern presentation module featuring product information, brand identification and a Colleqt QR code. The QR code facilitates lead generation, while an additional social media feature, including a product photo and a newsletter link, helps generate further online exposure. The three Trend Worlds are based on global megatrends identified by the Zukunftsinstitut (Institute for the Future): "Health Shift" represents conscious and healthy lifestyles, "Safe Future" focusses on trust and security, and "Urban Outdoor" reflects urban and mobile target groups. Participation is easy to arrange and starts at just 200 Euros. <

Important for trade show planning

Getting there

Despite the closure of Cologne Central Station during the trade show, the PSI 2027 will remain accessible by train. During the closure, the Cologne Messe/Deutz station will play an even more important role in long-distance rail travel and will be served by a greater number of ICE and other long-distance trains. Further details will be announced once the timetable has been published.

Hotel bookings

Plan your stay in Cologne for the PSI 2027 well in advance and book your room now at one of our partner hotels. Exhibitors and visitors can find a wide range of accommodation options through the PSI hotel booking portal, including some hotels offering discounted rates.
https://tportal.tomas.travel/psi/messe

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Microplastic particles are harmful to human health and the environment, which is why their use is to be phased out gradually. Loose glitter and microbeads have already been banned since 2023. We explain the latest tightening of the regulatory requirements and present effective alternative products that are completely free of microplastics.

Restrictions on microplastics
Brilliant alternatives





Secondary microplastics are created when plastic waste breaks down and remain in the environment. Regulation is more than necessary.

Plastics make our lives easier, safer and more colourful in many ways, and are often lighter and cheaper than other materials. However, if they are not disposed of or recycled properly, they can end up in the environment, where they remain for centuries and break down into ever smaller particles. As a rule, plastic particles smaller than 5 millimetres are referred to as microplastics. This is also the size threshold used in the current restriction under REACH. Plastic-coated particles of a similar size, as well as fibrous particles up to 15 millimetres in length, are also defined as microplastics. When people talk about microplastics in general, they likely mean the final stage of the decomposition of carelessly discarded plastic items and PET bottles – in other words, the particles left over when plastic waste breaks down (secondary microplastics). It is less well known, however, that microplastics are manufactured in large quantities, added to products and further processed for industrial use (primary microplastics). The annual amount of primary microplastics used in the EU is estimated at approximately 145,000 tonnes, and a large proportion of this ends up in the environment.





Above: Microplastic particles are not biodegradable and harm humans and ecosystems.

Left: Microbeads have been banned since 2023. They can be replaced with equally effective, environmentally friendly alternatives.

It is now established that microplastics can harm human health and ecosystems, although not all of their effects have been fully researched. A comprehensive ban on intentionally added microplastic particles and loose glitter has therefore been in force since 2023 under the REACH chemicals regulation (Restriction Entry No. 78 in Annex XVII of the REACH Regulation). Since then, all synthetic polymer particles smaller than 5 millimetres that are insoluble and persistent have been banned. The aim is to reduce emissions of intentionally added microplastics from as many products as possible.

Restrictions now linked to service life

With Regulation (EU) 2023/2055, the European Union tightened the requirements for intentionally added synthetic polymer microparticles. The amending Regulation (EU) 2026/1168 of 1 June 2026 clarifies an important exception to the original regulation: Until now, synthetic polymer microparticles were still permitted if they were permanently embedded in a solid matrix during intended use. In the future, this exemption will only apply to applications with an intended lifespan or service life of at least one year. Short-lived applications will lose this exemption even if the particles are initially firmly embedded. In plain language, this means that added microplastics will only be permitted if they are permanently incorporated into a product with a lifespan or service life of at least one year. This is intended to ensure that they cannot enter the environment. This change will come into force with a two-year transition period from 22 June 2028. Consequently, the decisive factor in the future will not only be the embedding of the particles, but also the intended service life of the product. Regulatory requirements regarding material assessment, documentation and supply chain management must therefore be taken into account as early as the product development stage.

Greater focus on documentation

The new requirements affect the entire supply chain. Manufacturers must systematically assess formulations and materials. Importers are responsible for ensuring that products from third countries comply with European requirements. Distributors, too, can no longer rely solely on suppliers' declarations, but increasingly need to have reliable material data, test reports and evidence of conformity available. Large commercial enterprises are already demanding significantly more comprehensive documentation from their suppliers. As a result, documentation is taking centre stage in product development. Companies must be able to provide transparent evidence of which materials are used, what function they fulfil and why they potentially do not fall under the restrictions. Companies should review their product ranges at an early stage for products containing glitter or other effect particles and update their suppliers' technical documentation. To ensure a robust assessment, evidence of biodegradability in accordance with OECD 301, as well as verification of material composition, should also be available. It is additionally important to confirm that the proportion of non-compliant polymers is less than one per cent by weight. Companies that systematically record this information during the development phase reduce risks and avoid time-consuming rework.

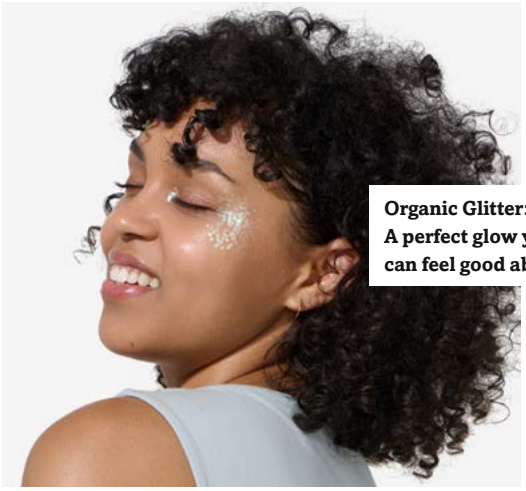
Relevance to the industry

To what extent are promotional products businesses affected? At present, the restrictions are relevant whenever they offer decorative and craft items, Christmas decorations or paper products with glitter and colour effects, as microfibre particles may be present in such cases. Similarly, anyone selling products for events, parties, dance competitions or carnival celebrations must check whether they contain the prohibited particles and, if so, adapt their approach accordingly. Children love colourful and glittery things, which is why there are traditionally many toys with sparkling surfaces on the market. The following applies to all products: only glitter that is permanently and firmly bonded to durable products is permitted. The cosmetics industry is a major user of microplastic additives. Here, it is essential to review formulations and demand credible and relevant certificates from manufacturers. In any case, particularly strict rules apply to cosmetics and personal care products, which is why absolute compliance must be ensured in this sector in particular.

The promotional products industry continues to demonstrate its ingenuity and ability to adapt to changing demands. Sustainable promotional products featuring recycling and innovative materials are enriching the market. A new product category also opens up exciting possibilities: plastic-free bio-glitter. Eye-catching and designed to appeal to the senses, it offers an innovative alternative for sustainable promotional products.

>>

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https://echa.europa.eu
https://ec.europa.eu
www.umweltbundesamt.de
www.produktsicherheit.org



Organic Glitter: A perfect glow you can feel good about.

Birkenspanner

Organic glitter as a sustainable promotional trend

Birkenspanner is an innovative brand that has made sustainable glitter socially acceptable – and marketable. The company develops organic glitter and sustainable shimmer and glow products that bring joy while being produced responsibly and sustainably. For Birkenspanner, sustainability is not just a marketing term, but the very core of the brand.



Alexander Kögel

The PSI Journal spoke to Managing Director Alexander Kögel, who explains how organic glitter works and how glitter products can make promotional campaigns shine.

What exactly is organic glitter and what makes it special?

Our organic glitter consists of three components: cellulose, a natural resin and minerals, which provide the sparkle. The key difference compared to conventional glitter is that our product is plastic-free (in accordance with EU Regulation 2023/55) and biodegradable. It also contains no aluminium. This is important for promotional products suppliers and brands, as it allows them to run eye-catching promotional campaigns without resorting to traditional plastic glitter. At the same time, this makes a statement about sustainability.

Why is organic glitter sustainable?

When our organic glitter comes into contact with bacteria in nature or in water, it simply breaks down into its natural components. After just 56 days, 90 per cent has been broken down. Unlike conventional plastic glitter, it does not leave behind a long-term microplastic problem if a bit of glitter goes astray while putting on make-up, at a festival or at a party. The same applies if the glitter particles end up in lakes, rivers or down the drain. All our organic glitter products are manufactured in Germany and we are committed to transparency throughout the supply chain. This allows us to avoid long transport routes and additional strain on the environment. We keep our prices as low as possible, while making no compromises on sustainability in production or fairness in working conditions.

Why are glitter products ideal promotional items?

We are convinced that the promotional products market is currently at an exciting turning point. Many companies are looking for products that are not only customisable and eye-catching, but also align credibly with today's understanding of sustainability. Organic glitter is an emotive product with high visibility and a strong experiential factor. It encourages interaction, sparks conversation and is often remembered for longer than a traditional giveaway. At the same time, it can be highly customised – from printed sachets and card designs to jars or nail varnish featuring your brand's look.

What can Birkenspanner offer the promotional products industry?

Among other things, we currently offer organic glitter in glassine bags, in small jars, on business cards and postcards, as a collection featuring three different colours, as well as organic nail varnish with customisable packaging. In addition, we develop co-creations and event formats using our glitter case or glitter van for events. Important for anyone planning a campaign: if you wish to implement customised formats, we also develop tailor-made solutions for this purpose.

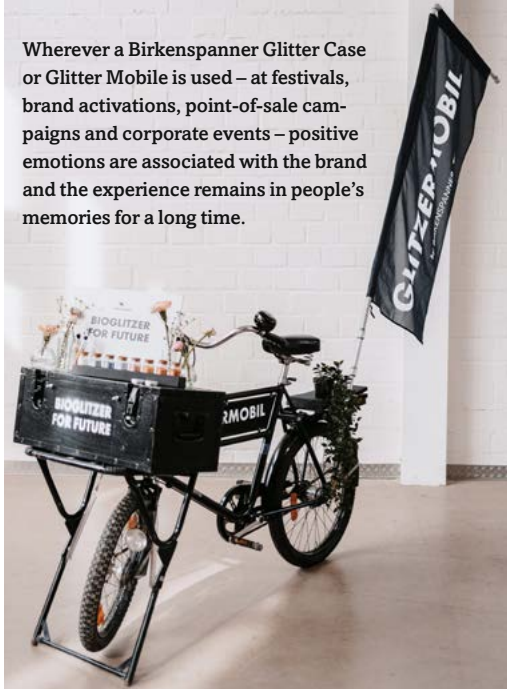
Could you give us an example of a project you've completed?

We find collaborations particularly exciting where organic glitter is not just used as a nice extra, but really supports the brand message. Long-standing partnerships with established brands such as fritz-kola, which uses organic glitter at around 20 festivals across Germany every year, demonstrate just how well the product works in a lively event setting – where visibility, experience and brand loyalty come together. From children's hospitals to well-known management consultancies, we've already served a wide range of enthusiastic customers. We've also taken part in Pride parades and provided support at festivals among other events. Long-standing partnerships have shown us that organic glitter works particularly well where brands want to create visible experiences. For many partners, it is precisely

this combination of sustainability, personalisation and emotional engagement that is crucial. The advertising impact primarily comes from the quality of the interaction. People actively use the product, associate it with positive moments and, as a result, remember the brand more strongly than they would with a purely functional giveaway.

Can you provide the promotional products industry with some arguments they can use to win over potential customers?

First and foremost, it's important to note that organic glitter isn't a mass-market product suitable for every campaign. But that is precisely where its strength lies. It is particularly well-suited to brands that wish to combine emotion, visibility, experience and values. For agencies and promotional product suppliers, this is exactly the appeal of organic glitter: they can offer their clients a product that not only attracts attention but also delivers genuine advertising impact, because it engages people, creates positive, value-driven emotions with the brand and leaves a lasting impression long after it is given to someone. At the same time, glitter creates significant potential for organic visibility: people take photos and videos, share their experiences on social media and create authentic content that naturally extends the brand's presence. <



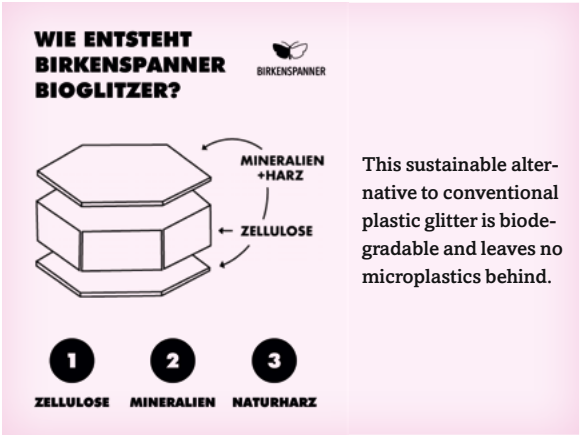
Wherever a Birkenspanner Glitter Case or Glitter Mobile is used – at festivals, brand activations, point-of-sale campaigns and corporate events – positive emotions are associated with the brand and the experience remains in people's memories for a long time.







Long-standing partner: The well-established brand fritz-kola uses organic glitter at around 20 festivals across Germany every year.

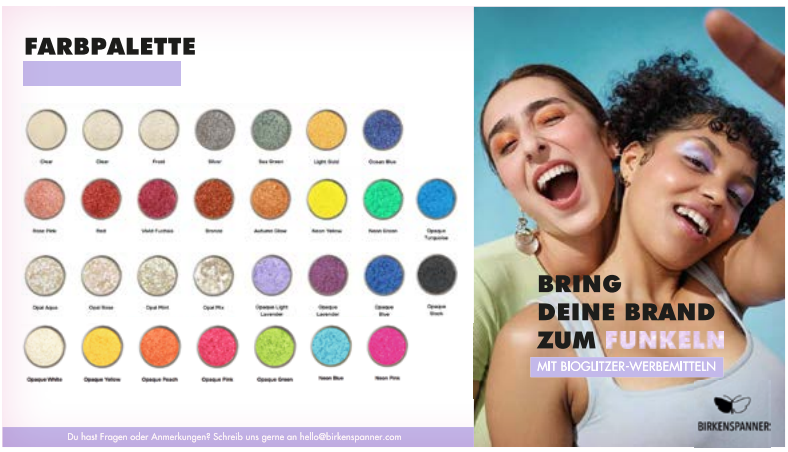


This sustainable alternative to conventional plastic glitter is biodegradable and leaves no microplastics behind.



Organic glitter is particularly effective for brands in the event, beverage, lifestyle and festival sectors.



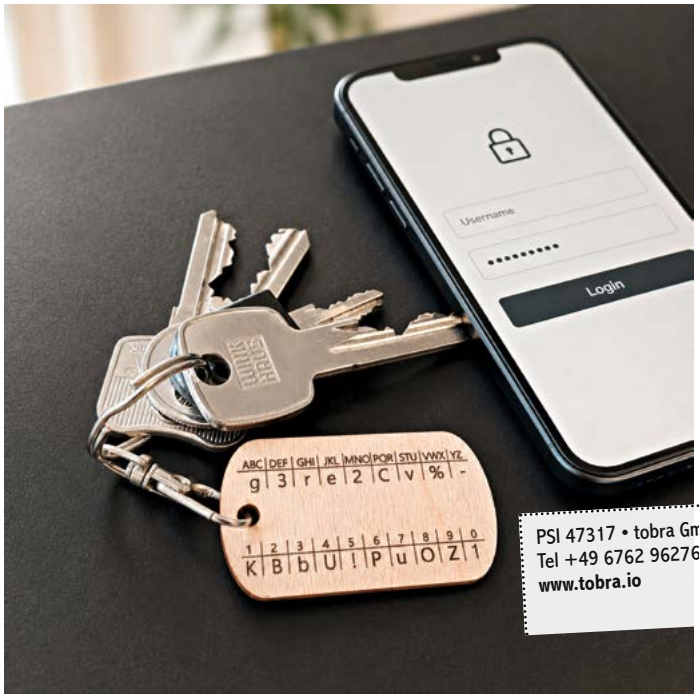


Brands can sparkle in so many colours: organic glitter comes in a wide range of colours.





Electronic gadgets and practical smartphone accessories **combine functionality with visible brand presence** – from charging accessories and mobile solutions to useful products for the office, leisure and when you're on the go.





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www.tobra.io

Strong password

The Passwood keyring from trobra is of particular interest to IT service providers, banks, insurance companies and IT security campaigns. It turns an easy-to-remember word into a strong password, without the need for an app, power or the internet. On the back, a character table assigns a symbol to each group of letters and each number. For each service, the mnemonic word generates a unique character string, which can be regenerated at any time. No password is stored on the keyring. Each table is generated at random and is unique. The flat keyring is made of birch plywood, which is cut to size and printed in-house in Germany, while the front features the promotional design. The package includes a card explaining how it works and a key ring with a carabiner.



Sound, light and charging

Multi-functional tech accessories really come into their own when space is limited and flexible use is required. The Luzfi charger with wireless speaker from ANDA Present Ltd. combines Bluetooth sound, lighting and power supply in a single compact device. The bamboo top surface serves as a 15 W wireless fast-charging station for compatible smartphones, while LED lighting on the underside opens up additional possibilities for use. The casing is made from recycled polycarbonate and is covered with RPET fabric. For mobile use, Luzfi features a PU leather carrying strap, while hands-free function extends its use in both work and leisure settings. Power is supplied by a replaceable, rechargeable 1200 mAh battery, and a USB charging cable is included in the package.



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Clocks with recycled content

A wall clock is one of the essential functional elements when furnishing offices, meeting rooms or reception areas. The Rectra RPS wall clock from ANDA Present Ltd. features a minimalist design and a polystyrene casing made from 90 per cent recycled material. The clearly laid-out dial makes it easy to read, and the clock is powered by an AA battery, which is not included. The understated design also provides space for custom branding, making the model suitable for corporate furnishings, advertising campaigns or as a business gift. Particularly in permanently occupied indoor spaces, a branded wall clock can remain visible for long periods of time without its function losing significance. The Rectra RPS thus combines an everyday object with a design that prioritises sustainable materials.

Compact stand

Video calls, streaming or reading longer pieces of content often turn a smartphone into a stationary display. The two-part 8402 smartphone holder from HEPLA GmbH provides a compact stand for this purpose, which positions the device securely and leaves your hands free. A non-slip surface ensures stability, while the flexible design is suitable for various smartphone sizes. The accessory can be used in the office, at home or on the move and is easy to transport thanks to its handy size. For promotional campaigns, the holder is ideal as a trade show giveaway, event item or part of a gift pack. The available print area can be customised using screen printing or digital printing in the company's in-house print shop, linking the brand identity to an item that is used regularly.



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www.simplygoldstar.com



Selfie stand water bottle

Anyone who wants to stay hydrated and capture the perfect moment has plenty to look forward to with this 750-millilitre innovative and technically sophisticated selfie stand water bottle. It forms part of the Majesty collection by Goldstar Europe and is made with double-walled vacuum insulation from 90 per cent recycled stainless steel. Drinks can be kept hot or cold for up to 15 hours. The most innovative feature is the design of the cap, which has a dual-function magnetic mount that allows a mobile phone to be attached for taking photos. This makes it perfect as a selfie stand and can also be used as a secure carrying handle. The powder-coated finish and textured neck ensure the bottle stands reliably and sturdily, preventing it from tipping over. The watertight product is BPA-free and offers a high-quality, high-tech way to take your favourite drink with you wherever you go.

Comfortable, precise and high-quality

The RAVA Soft & Touch stylus ballpoint pen from PENKO GmbH combines comfortable, precise operation of smartphones, tablets and other devices with high-quality writing comfort. The push-button ballpoint pen with a touch function stands out thanks to its minimalist design and pleasantly soft surface. Ten vibrant colours and the clear decorative cut-out on the grip area emphasise its contemporary look. The RAVA also impresses as a promotional product, as the generous advertising space offers plenty of room for engraved logos or colourful promotional messages. The large-capacity metal refill with document-proof ink also ensures a consistently pleasant writing experience. This gift is sure to leave a lasting impression.



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Gadgets for brands

Often viewed simply as a key accessory bearing a company logo, a promotional key ring can offer much more: Polish promotional products supplier dothat offers a particularly practical application by integrating an NFC tag. When the specially equipped key ring is held up to a smartphone, the NFC tag can redirect the user directly to a website, app, registration page or online shop. This transforms an analogue product into a digital, functional gadget that bridges the physical and digital worlds. The design can also be fully customised, from shape and colours to branding and the type of fastening. The possible applications are diverse: in a restaurant or bar, for example, the menu can be readily available at all times. In a hairdressing salon, you can quickly access the appointment schedule; and contact details can be easily stored via a digital business card.



Charging cable on a key ring

A charging cable on a key ring tackles a common problem with mobile devices: accessories are often unavailable precisely when they are needed. The Keycab key ring with a 60 W USB-C cable from ANDA Present Ltd. therefore combines a compact design with practical everyday functionality. The USB-C to USB-C cable supports power delivery up to 60 watts and enables data transfer speeds of up to 240 Mbit/s. Recycled aluminium is used for the connector casing, while the cable sheathing is made from RPET polyester. When attached to a keyring, Keycab is easy to carry around during the working day, while travelling or at events. The product is suitable as a technical giveaway, as part of an event package or as a complement to larger advertising campaigns. Its practical value stems from the combination of charging functionality, data transfer and high availability.





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An elegant pen

Goldstar Europe is launching an elegant promotional giveaway – its Islander gel pen crafted from plastic with a marble-effect finish. With its marble-design cap and smooth gel ink, it is an elegant choice for everyday use and special branding occasions. Its striking design features a marble-effect cap with chrome accents for an elegant, eye-catching look. The integrated touchscreen stylus offers greater versatility when using devices and can be used as an attractive promotional product – ideal as a high-quality gift, for corporate branding in management circles and for exclusive promotional purposes. The range of products is available with a choice of black or blue ink.

Brand ambassadors with character

Small in size, but memorable: the new Schnabels® from mbw® bring a breath of fresh air to any campaign. With the Darts Duck, Angel and Devil, Phishing Duck, Trophy Duck, E-Mobility Duck, Astronaut Duck and Holiday Duck, the collection has grown by seven characters that charmingly address current topics. Each duck tells its own little story: The Phishing Duck stands for IT security with a touch of humour, the E-Mobility Duck represents forward-thinking mobility, the Trophy Duck symbolises success, and the Astronaut Duck embodies big goals. This transforms a classic giveaway into a likeable brand ambassador that sticks in people's minds. All models can be customised with a logo or message and are ideal for trade shows, promotional and mailing campaigns or point-of-sale displays.





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Unique fibre blend

Dirty screens, glasses and other delicate surfaces can be a real nuisance while you're working, especially when poor-quality cloths simply smear the dirt around or leave tiny scratches. The Max cleaning cloth has been specially developed for delicate surfaces. Thanks to its unique fibre blend, it is soft, extremely absorbent and effectively removes dirt without damaging the surface. Anyone who wears glasses knows just how useful a good cleaning cloth can be. This product is likely to be used daily, which means that the promotional logo is always visible.



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Haptic advertising medium

Interactive Paper Tap 2.0 is printed paper with an embedded NFC antenna: users simply hold their smartphone over the card and are taken directly to a digital application such as a video, quiz, form or 3D view without needing an app or a QR code. Every use is recorded and can be analysed in the dashboard: views, interactions, dwell time and drop-off points. This marks the first time a haptic advertising medium has provided the same key performance indicators as a digital channel. New in the second generation: the antenna is twice as large, centrally positioned and not visible on the sheet. It works on the latest iPhones without the need to manually activate NFC. The error rate is virtually zero. A QR code is integrated as a fall-back option. For sales purposes, the robust substrate weighs over 300 g/m². The minimum print run is 500 units. Print-on-demand can be arranged in around two weeks. Content can be swapped out in minutes even after printing, meaning a card can be reused across multiple campaigns. Personalisation per recipient is possible via the address list. Developed and programmed in Vienna, printed in Germany.







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Fully charged

Ideal for employee gifts, trade shows or events, the smartphone cord lanyard with a charging function from D&K combines functionality and convenience. If your battery is running low and no charging cable is at hand, this innovative lanyard offers a practical solution. Not only does it make carrying your smartphone convenient, it also provides an integrated way to charge it. The metal carabiner clip is finished in black. The connection options include a USB charging cable with USB-C to USB-C, with a Lightning-to-Lightning version available as an option as well. The insert pad is suitable for all common smartphones and phone cases. The product is also available as a wristband measuring approximately 30 cm in length. The six available colours can be customised on request.

Pure Organisation

The Pure laptop sleeve from Halfar is all about clear organisation on the go. Mobile working days call for solutions that are easy to carry yet still look professional. With its ergonomic handle on the back, the Pure laptop sleeve is designed precisely for this: for the journey to a meeting, switching between the office and your home desk, business trips or short appointments away from the office. The high-quality padded main compartment holds your laptop and features a particularly soft interior. This ensures your device is well protected without the sleeve feeling heavy or bulky. The large zipped front pocket provides space for cables, pens, notes and other items, all neatly organised and quickly at hand. With its clean, minimalist design, the product is ideal for modern workplaces, business incentives or premium employee merchandise.





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Functional and personalised

The Schmoozies® from mbw® have some fresh new additions: a helicopter, a ship, a submarine, an astronaut and a wolf. These new characters capture the themes of technology, adventure, mobility and a spirit of discovery in a charming way. Like all Schmoozies®, the new models combine practical functionality with personality. The micro-fibre underside reliably cleans smartphone, tablet or computer screens every day. At the same time, the printable promotional banner – with space for a logo, slogan or short message – ensures that the logo and slogan remain visible time and time again. Whether on a desk, in a bag or at your next client meeting, Schmoozies® are not just handed out, but actually used. And therein lies their strength – as small promotional products with character that build rapport, remain part of everyday life and, as an added bonus, keep displays clean.



Perfectly organised

“No more tangled cables” is the motto of this practical 3-in-1 charging cable from Lumitoys GmbH. The product not only lights up the customer’s logo, but also makes customers’ eyes light up. Up to three devices can be charged simultaneously. In addition to the standard USB port, Micro-USB, Lightning and USB-C ports are also available. The casing is made of wood, adding not only a distinctive visual touch but also contributing to environmental sustainability. The main USB cable is available in two different lengths. On request, the product can be packaged in a gift box, which can also be custom-printed.





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www.hepla.de



Better grip for your smartphone

A simple holder can make all the difference if you want your smartphone to sit more securely in your hand while on the move, yet still be quickly accessible. The 8460 smartphone holder from HEPLA GmbH slots into the phone case and the strap feeds through the charging port to the outside. No additional assembly is required. The system is ideal for travel, trade shows, events and everyday use, as it keeps the device within easy reach while providing extra stability. For use as a promotional product, the holder features a printing area that can be customised using pad printing in the company's in-house print shop. This allows brand logos to be placed on an accessory that is closely associated with a frequently used everyday device. Easy to handle and small in size, the item is suitable for a wide range of target groups.

A spotless brand presence

Unfortunately, heavily used displays are often covered in fingerprints. However, they can be effortlessly removed with the P-9000® display cloth from Polyclean. This high-quality cloth quickly leaves smartphones, tablets and touchscreens spotless, making it a practical accessory for everyday digital life. Thanks to full-surface photo printing, the micro-fibre cloth also serves as a showcase for the brand: logos, designs or campaign motifs can be presented in an eye-catching way and remain visible with every use. The display cloth is available in either P-9000® micro-fibre or rPET micro-fibre, with various packaging options tailored to the desired presentation. Whether as a giveaway at trade shows, an insert with smartphones and electronic products, as a direct mail item or a customer gift for IT, telecommunications and digital companies: the display cloth combines everyday practicality with an advertising message that remains visible time and time again. Made in Germany.

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A clear view in pocket size

A clean view of digital screens is just as much a part of everyday life in the office as it is when you're on the move. The display cleaner from GÖCKENER GMBH combines a 50-ml spray bottle with a micro-fibre cloth and is designed for use on glasses, smartphones, laptops, displays and car dashboards. The fine atomiser dispenses the liquid precisely, while the cloth removes dirt and fingerprints without leaving streaks. Thanks to its compact size, the set fits easily into a bag, backpack or car and is ideal for on the go. The solution offers several customisation options for the promotional products industry: both the display cloth and the labels can be personalised using 4-colour digital printing. Individual packaging is available on request. Manufactured in Germany, the display cleaner combines practical utility with visible brand communication.



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A sophisticated transformation

Lanyards are moving beyond their traditional functional role and are increasingly becoming fashion accessories and effective branding tools. The Surprise collection combines functionality with design and offers fully customisable solutions featuring individualised metal components that enhance the aesthetics and perceived value. These elements also provide the perfect opportunity for permanent logo engraving, ensuring long-lasting and elegant brand visibility. For brands wishing to stand out from the crowd, Surprise's jewellery-style lanyards can be transformed from an everyday accessory into a sophisticated promotional product that people will be proud to display.



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Digital advertising flowers

The Stadtgärtner transform arable land into flowering fields. Planning and sowing are carried out in collaboration with partners involved in nature conservation and agriculture. The concept offers a sustainable alternative to physical promotional gifts, without wasting resources or generating waste. Sponsors receive a total of 18 individual email newsletters over the course of a year. These document the development of the meadows and provide information about regional ecosystems. Activation takes place via a dedicated, customisable landing page using personal activation codes. On request, double-sided certificates are available for handing over the codes. The system is ready for use within approximately 48 hours. The organisational effort required on the user's part is around 10 minutes. The landing page for redeeming codes, as well as the physical or digital accompanying materials, can be designed in the client's own corporate design.

A sweet digital world

Even in the digital world, advertising can have a distinctly analogue flavour: with the "Naschbeutel Wolken" (sweet cloud bag), the confectioner combines the digital cloud, power and energy with sweet promotional moments, sending delicious greetings from the cloud. The 'Energy' mailing card provides just the right boost for long days spent in front of a screen, while the XS ironing glass with Energy Balls becomes a little power bank to nibble on. Suitable for use in the office, when working from home, at trade shows or as an eye-catching mailing campaign, the three items are individually branded to become appealing brand ambassadors for IT, electronics, telecommunications and digital services. This turns digital communication into a real moment of enjoyment and ensures the brand definitely doesn't end up in the spam folder.



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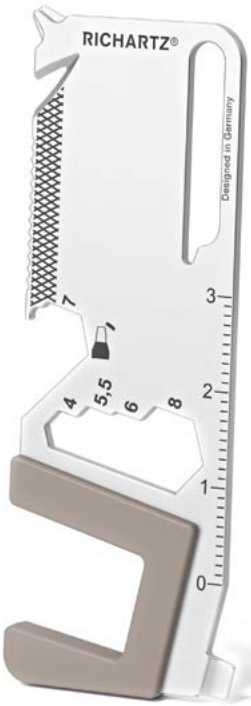


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A handy power bank

The Troika Power Bank 5 charges your smartphone wirelessly, inductively via MagSafe or traditionally via a cable, and provides up to 24 hours of power when there's no socket at hand. Compatible smartwatches and headphones can also be conveniently charged simply by placing them on top. With a 5,000 mAh capacity, LED charge level indicator, fold-out mobile phone stand and a USB-C to USB-C cable (included and detachable), it comes with everything you need. Thanks to 20-watt power delivery, it can also be recharged quickly itself. Its slim design makes it ideal for taking with you as well. The power bank can be attached to all standard smartphones. It is made from ABS and aluminium and finished in grey and black.





Strong brand presence

With Key Tool mobile, Richartz brings 16 functions to your key ring that are always useful to have at hand. The highlight is the smartphone stand with a silicone pad: it holds your smartphone or tablet securely, leaving your hands free for video calls or watching films. This multi-tool, made from matt-finished stainless steel, also features a bottle opener, screwdriver, ruler and tyre tread depth gauge, as well as many other functions for everyday use. Thanks to the key ring slot, you can use these functions without removing the tool from your keyring. Laser engraving, customisable packaging and an optional silicone insert in your choice of colour make this a versatile promotional product for everyday life on the go.

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A blossoming advertising message

The Schmoozies® Evergreenies® from mbw® bring a breath of fresh air and vibrant greenery to your working day. These lovingly designed plush plants, with their practical micro-fibre underside, are real eye-catchers and help keep displays clean. At the same time, these cheerful floral products put logos and companies in the spotlight in no time at all. The range now comprises 14 plants, including a rose, cactus, palm tree, sunflower or one of the new designs – a corn cob and a forget-me-not – each with its own unique character. The printable promotional flag offers space for logos, slogans or short messages and makes a big impact. These evergreen promotional products need neither water nor light and thrive on any desk. They're as robust as a cactus and as charming as a bouquet of flowers. Whether as a giveaway at trade shows, a customer gift or a green greeting in the office, the Evergreenies® quickly take root in the hearts of your target audience.



A colourful array

Ever since charging plugs stopped being included with smartphones and tablets, these products have become highly sought-after promotional products. To ensure the customer's corporate design is showcased to its best advantage, micx media from Bielefeld has now expanded its range of products to include a real eye-catcher: The Wally Duo Color, with a charging power of 20 watts, offers two charging ports – USB-A and USB-C – and can be custom-coloured to Pantone specifications for orders of 500 units or more. To perfectly round off the customer's own design, the logo is also applied to the charger via laser engraving or printing.



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Superior cleaning performance

High-quality technology, such as that found in smartphones, tablets, cameras or displays, deserves the right care. The P-9000® embossed cloth from Polyclean combines reliable cleaning with a particularly elegant appearance. The velvety-soft micro-fibre gently cleans delicate surfaces and is also ideal for displays, touchscreens and other sensitive areas in the car interior. This makes the cloth a stylish and practical accessory for everyday digital life. What makes it special is that, instead of a traditional printed logo, the logo is embossed onto the cloth as a subtle debossed design. This enables discreet branding with a high-quality look and a pleasant feel. The embossed cloth can also be packaged in a printable folding box for a fully customised brand presentation. Ideal as an exclusive customer gift, a freebie with high-quality electronic products, or for companies in the technology, IT, multimedia and telecommunications sectors, this promotional product elegantly combines functionality with brand impact.

A cordless attention grabber

The tried-and-tested wireless charger from Lumitoys is now also available in wood or a combination of wood and tempered glass. The backlit logo is either milled out of the wooden surface or applied to the glass, in either an inverse or full-colour design, depending on the customer's preference. This makes the wireless charger a real attention grabber that people enjoy using frequently in everyday life. The charger is available in both round and square shapes, and you can also choose from a range of LED colours. It is compatible with all types of mobile phones and can be supplied in personalised gift packaging on request.

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www.troika.de/business



Magnetic safe

The MagSafe card holder from Troika attaches to your smartphone magnetically and keeps cards, keys or cash right where you need them. It holds up to four cards, while the integrated stand function keeps the phone securely positioned in either portrait or landscape mode. Thanks to the additional MagSafe metal ring with a 3M adhesive surface, the case also works with many smartphones, cases or notebooks. This means the user has everything at hand with just one click. It is available in black and made from faux leather.



A traditional thank-you

The classic DIN A6 postcard is complemented by an integrated seed paper design. This gives the card a unique texture and, once used, serves as a plantable base for wildflower seeds. This combination is ideal as an insert with hardware deliveries, as a traditional thank-you following an online purchase, or for QR code campaigns. For example, the printed QR code leads directly to digital instructions or an app, while the detachable motif transforms into a flower meadow. The postcard: standard cardstock can be designed on both sides using 4-colour CMYK printing. The seed paper itself is not printable and is available in various colours. An envelope is required for machine-processed postal delivery. Available from a minimum order quantity of 200 pieces, the postcard can be printed over its entire surface on both sides.

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Industry get-together across ten venues

Under the motto 'Friends meet Friends', the well-established A&O Advent Tour 2026 is hitting the road once again. At ten venues across Germany and Austria, 24 suppliers will be showcasing their new products and ideas for the promotional products industry. The tour is aimed at trade visitors and combines product presentations with opportunities for personal discussion in a pre-Christmas atmosphere.

The exhibitions are open from 12.30 pm to 6.00 pm each day. Last admission is at 3.30 pm. In addition to the product presentations, visitors can look forward to the traditional catering on offer as well as other surprises. Due to limited capacity for the evening, the organising team requests that you register in good time. Registration is initially via the website; you can then select your preferred event date in the confirmation email. Further information and registration at: **www.adventstour.de**

Dates:
24 November 2026 – Vienna
25 November 2026 – Linz (A-4052 Ansfelden)
26 November 2026 – Munich (82256 Fürstenfeldbruck)
1 December 2026 – Hamburg
2 December 2026 – Osnabrück (49324 Melle)
3 December 2026 – Essen (45549 Sprockhövel)
7 December 2026 – Mainz
8 December 2026 – Stuttgart (73066 Uhingen)
9 December 2026 – Nuremberg (90768 Fürth)
10 December 2026 – Leipzig

DTF Convention: Expertise and exchange

Around 75 participants attended the third DTF Convention at FOL International in Kaiserslautern. Fruit of the Loom, Russell Athletic® and JERZEES once again hosted the industry gathering organised by the Academy for Textile Finishing (Aka-tex), which focused on DTF and digital printing. The event also marked Fruit of the Loom's 175th anniversary and was held under the motto '175 Years of Fruit. Grown Together'.

The technical programme covered topics including a comparison of DTG and DTF, colour reproduction, troubleshooting, production costs and automated workflows. The presentation by Dennis Meyer of FOL International on CiCLO® technology attracted particular interest. This technology supports the biodegradation of synthetic fibres and is already being used by Fruit of the Loom in its new Iconic Premium Sweats and Iconic 250 Sweats.



A packed house: The third DTF Convention at FOL International GmbH in Kaiserslautern on 24 September 2026, shown here during a presentation by Marcel Rüffer from dtf-express. Photo: Fruit of the Loom

Aka-tex

The programme was complemented by an exhibition showcasing technologies and solutions from various suppliers, guided tours of Fruit of the Loom's high-bay warehouse, and an embossing demonstration. For the first time, there were also three consultation sessions during which participants could discuss specific questions in small groups with DTF and digital printing experts. Topics included colour management and data preparation, dye migration on challenging materials, and the technical complexity of DTF printing. According to the organisers, the new format was well received. The online feedback from participants to date has also been consistently very positive.

The professional exchange continued in a relaxed atmosphere during a joint barbecue. Günter Söndgerath from the Association of German Textile Finishers (VTTD), of which Fruit of the Loom is a supporting member, highlighted in his summary for VTTD members the combination of specialist information, direct contact with suppliers and industry exchange.

With its third edition, the DTF Convention has once again established itself as an industry gathering, combining the latest technological developments with practical insights and face-to-face interaction.

Just how significant is the promotional product sector in economic terms? A study commissioned by the Promotional Products Association International (PPAI) and carried out by Oxford Economics provides the first global answer to this question. The GWW was the German partner supporting the study.

Study quantifies the global footprint of the industry sector

More than just branded products



Image: Adobe Stock – Garun Studios

According to the study, the global promotional product ecosystem contributed a total of 406.2 billion euros to economic output, or global gross domestic product, in 2025. This figure took into account not only production and finishing, but also procurement, distribution, retail, e-commerce, fulfilment, as well as marketing and brand activation. Customers worldwide spent 290.9 billion euros on personalised products. Of this, 93.4 billion euros was accounted for by haptic promotion.

Germany among the international best

The German market is also proving to be a significant economic factor. According to the study, expenditure on personalised products totalled 12.4 billion euros. Of this, 5.5 billion euros was accounted for by haptic promotion and 6.9 billion euros by merchandising, licensed and personalised products. Overall, the sector thus contributes 14.9 billion euros to Germany's GDP and supports around 171,000 jobs. This puts Germany in fourth place in a global comparison. The sector also makes a significant contribution to tax revenue: 6.3 billion euros in taxes are attributed to it.

New perspectives

The figure for market expenditure, which is significantly higher than the B2B sector turnover of 3.16 billion euros previously reported by the GWW, is primarily attributable to the more comprehensive scope of the analysis. Oxford Economics also takes into account, amongst other things, customised products from e-commerce channels, as well as direct purchases and imports from manufacturers and suppliers. For GWW Managing Director Ralf Uwe Scheider, the results underscore the sector's economic significance. He also links the figures to a call for less bureaucracy and a clear tax regime in order to further promote growth and employment in Germany. (All figures and data are based on a press release issued by the GWW on 8 September 2026.) <

www.gww.de

Honour for 40 years of service to the company

The writing instruments manufacturer Klio-Eterna celebrated a special anniversary: Michael Gleich was honoured for 40 years of service to the company. On 1 October 1986, he began his career as a process engineer specialising in plastics and rubber technology in the injection moulding department. Today, he is the managing director of the Wolfach-based writing instruments manufacturer.



Edeltraud Syllwasschy congratulates Michael Gleich on four decades of service.

Klio-Eterna

After completing further training to become an industrial foreman, Gleich took over as head of the injection moulding department. This was followed by a role in production management and later as head of plastics technology. During this time, he also helped design numerous ballpoint pen models. The Qube model is entirely his own creation. He has also developed the new product that Klio-Eterna will be unveiling at the end of the year.

In 2017, Gleich took over as managing director and has been running the company ever since alongside Edeltraud Syllwasschy. His connection to Klio-Eterna goes back even further: his father had already worked for the company. "40 years at Klio is quite a long time. When you've spent a large part of that time with the company, you naturally know plenty of stories and have also witnessed many changes," says Michael Gleich.

Edeltraud Syllwasschy pays tribute to him for his many years of service: "Michael knows Klio like no one else. Together, we have made difficult decisions and, in challenging times, have always acted in the best interests of the staff and the company. He also played a key role in the introduction of EMAS. He has helped shape the company's development over decades." Michael Gleich will continue to contribute his experience as managing director in the years to come. **www.klio.com**

PF Concept is expanding its sales expertise

PF Concept is continuing to expand its team of sales experts in the German market and is welcoming Janina Irmen as the new field sales representative for Germany. Janina Irmen has several years of experience in B2B sales and the promotional product industry and will support and help develop customers and sales partners in the future at PF Concept.



Janina Irmen

PF Concept

With more than 20 years of professional experience in sales, customer care and account management, she brings extensive industry knowledge and a strong customer focus to the table. Her roles at MAPROM GmbH, Midocean / SOLO, and most recently at Texet GmbH (New Wave Group), have shaped her professional career. She focused particularly on supporting strategic clients, expanding business relationships and developing new market potential.

"With Janina, we are gaining an experienced sales expert who really knows our clients, the market and our industry's requirements. We really look forward to collaborating with her and wish her a great start at PF Concept, says Peter Stelter, Country Manager D-A-CH at PF Concept GmbH.

In her new role, Janina Irmen will support German clients in developing successful promotional product and brand solutions and will reinforce PC Concept's market position. Her focus areas include strategic customer service, acquiring new customers and expanding long-term partnerships. **www.pfconcept.com**

At JUNG since 1828, preparations for the generational handover have been underway for some time: Dennis Dennig will step down from active management at the end of 2026 and will focus on his own business in future. Peter Neff will take over as sole Managing Director – supported by an experienced management team.

Dennis Dennig is stepping down from JUNG's Management Board

JUNG sets course for the future



Peter Neff (left) will take sole charge of operations at JUNG as of 2027; Dennis Dennig will remain a shareholder and focus on building up his new company outside the promotional product sector. Photo: Mario Brunner

After 18 years with the company, seven as Managing Partner, Dennis Dennig will step down from the active management of JUNG since 1828 GmbH & Co. KG at the end of 2026. He will remain associated with the company as a partner in the family business, alongside his father Jörg Dennig. In future, he will focus on setting up his own business outside the promotional product sector. The company emphasises that this move has been carefully prepared for a long time in advance. Dennis Dennig points to a strong management team, clear lines of responsibility and the foundations laid in recent years for the company's continued development. These include, amongst other things, investments running into millions in the expansion and modernisation of the Arnstadt production site.

Continuity in corporate management



As Sales Manager of the JUNG Promotion division, Sylke Toscan is responsible for driving sales. Photo: JUNG

Starting in 2027, Peter Neff, who has been co-managing the business with Dennis Dennig since 2020, will lead the company as sole Managing Director. For customers, suppliers and staff, this is not expected to result in any changes to either the strategic direction or the company's operational performance. Key responsibilities were reorganised in the run-up to this change. Sylke Toscan, Sales Manager for the JUNG Promotion division, has gradually taken on overall responsibility for the distribution of promotional materials. Together with the division heads, she will ensure continuity in sales and customer service.

Growth remains on track

The Advisory Board recognises Dennis Dennig's contribution to the company's further development – in particular, the expansion of production capacity, the further development of the Arnstadt site and the establishment of the Packaging Division. At the same time, the Board believes that, with Peter Neff and the existing management team, JUNG is excellently positioned for the future. By concentrating management responsibilities on Peter Neff, JUNG states that it is prioritising continuity, clear lines of responsibility and the consistent pursuit of its growth strategy. The founding family will continue to play an active role in the company's development as shareholders and through the Advisory Board. <

www.jung-europe.de

FARE boosts corporate governance

Philipp Oergel, Assistant to the Management Board of promotional umbrella specialist FARE – Guenther Fassbender GmbH, has been appointed Sole Authorised Signatory. The 39-year-old has been with FARE since 1 June 2025 and, since then, has played a key role in supporting and further developing particularly the areas of marketing, sales, IT and digitalisation. In his role as Assistant to the Management Board, he works closely with Managing Director Volker Griesel and is involved in key strategic and operational matters within the company.

"Although Philipp has only been with us for just over a year, he has made a valuable contribution to our company in this relatively short time through his outstanding dedication, professional expertise and strong sense of responsibility. His appointment as Sole Authorised Signatory reflects the great confidence I have in him and in his future development within our company," explains FARE Managing Director Volker Griesel. With the granting of Sole Authorised Signatory status, Philipp Oergel is taking on additional responsibility and is being granted extended powers of representation for the company. **www.fare.de**

FARE



Managing Director Volker Griesel congratulates Philipp Oergel on his appointment as Sole Authorised Signatory.
Photo: Fare

Goldstar expands its digital experience team

Goldstar® has expanded its digital experience team: Eric Wingard is assuming responsibility for product owners' digital experience in a newly created role. The promotional product specialist wants to continue to expand digital integration opportunities and the company's network with its distribution partners.

Wingard has over eight years of industry experience and brings with him special expertise in end-to-end integration. His responsibilities include further developing digital solutions and improving the way product data and orders are linked. He will also further structure the integration support for distribution partners and establish this team as the main point of contact for login data, error notifications and technical questions.

"Investing in a highly connected digital experience shows real commitment to our partners," explains Wingard, as he begins his work. He looks forward to building upon this basis. Wingard will work closely with Cathy Yonek, Global Director of Digital Experience and the digital experience team in the future. Yonek highlights his experience with complex integration projects and his knowledge of the merchandising industry in particular. "His expertise will help us make ongoing improvements to the digital experience at Goldstar®. The new position supports the ongoing digital development of Goldstar®, including the launch of the revamped global website. **www.simplygoldstar.com**

Goldstar



Eric Wingard



Image: Magna Sweets GmbH

Calculate prices and order promotional sweets online

MAGNA sweets GmbH launched its new online shop on 1 July. The company now offers its customers an additional, convenient way to order selected promotional sweets and promotional products. Customers can configure products online around the clock, calculate prices straight away and conveniently place their order with a customised design. The new shop enables quotations to be generated quickly and simplifies the ordering process – regardless of business hours. Particularly convenient: while selecting products, users receive clear information on quantities, prices and customisation options. In addition, the usual printing surcharges are waived when orders are placed directly through the online shop. Many items also have lower minimum order quantities than those listed in the catalogue. This means products can be ordered also particularly cost-effectively. With its new online shop, MAGNA sweets complements its personal advice service with a digital solution for anyone wishing to place orders quickly and easily. **www.magna-sweets.de**

MAGNA sweets

Tie Solution expands its assortment of high-quality brand accessories with custom-made premium hand fans. The certified fans, handmade in Spain, combine European craftsmanship with custom design options and are particularly intended for brands, companies and the upscale hospitality industry.

Tie Solution Expanding Its Accessory Portfolio

Craftsmanship meets brand communication

Tie Solution has expanded its portfolio to include premium custom hand fans that can be made by hand using traditional methods in Spain. With the new product line, the company from Wetzlar combines European craftsmanship with high-quality brand communication. The fans can be used in the premium, corporate-fashion and hospitality industries.

Fully customisable

The fully customisable fans are tailored to each project and can be adapted in terms of design, materials and finishing options to meet the respective brand's requirements. Options include full surface textile prints, logos, monograms, engravings, leather details or various types of wood, as well as custom colour schemes to reflect corporate designs. This makes the products suitable for exclusive marketing campaigns, events, trade shows or as a high-quality present.

Vertically integrated production

A distinctive feature of the new product line is the vertically integrated production: The silk or Egyptian cotton textile coverings are made by Tie Solution and then sent to a specialist in Spain for assembly. The fans are assembled there by hand using traditional methods. The handmade production is certified and the products' regional origin is documented through a certificate from the Spanish Chamber of Commerce.



High-quality craftsmanship

According to the company, demand for high-quality custom-made accessories with a traceable origin is growing, particularly in the international luxury and lifestyle segment. The new fans are already used with international brands and design partners, especially in the fashion industries in Spain, Italy and France. A management spokesperson emphasizes that origin, identity, high-quality and craftsmanship, as well as functionality, are in high demand today in the premium segment.

Several manual steps

Every fan is produced individually and undergoes several manual steps. Depending on the project, various types of precious wood are used. Due to the complex manufacturing process, delivery times vary from around four weeks to several months. By expanding its portfolio, Tie Solution is responding to the trend of high-quality physical brand ambassadors that bring a brand identity to life on an emotional level. Combining in-house textile production, traditional Spanish craftsmanship and custom designs has positioned the new premium hand fans at the interface between fashion, design and brand communication. <

www.tiesolution.org

A tried-and-tested event in a tried-and-tested venue: on 9 and 10 September, the Umweltarena (Environment Arena) in Spreitenbach (near Zurich) once again proved the ideal venue for the PSF Forum / TOUCH dual trade show organised by the Swiss industry association PromoSwiss. Besides record numbers of exhibitors and visitors, there was also an anniversary to celebrate this year.

PSF Forum / TOUCH 2026

Two decades of Swiss advertising power



Once again, the ideal venue for the Swiss trade show double-header: the Umweltarena in Spreitenbach.



The TOUCH Awards products were on display in showcases.

On the first day of the trade show, which was reserved for Swiss promotional products distributors as part of the PSF Forum, the stands of the 83 exhibitors welcomed 160 attendees from all regions of Switzerland. Both figures (for exhibitors and visitors alike) set new records in the history of this event. Visitors had the opportunity to discover numerous new product ideas from the diverse range of suppliers and manufacturers, including – in keeping with the venue – a wide selection of sustainable and environmentally friendly items. As is tradition, the day was followed by the festive and sociable "PromoSwissNight", which began with a typical Swiss "apéro", where the approximately 200 participants had ample opportunity to network in a relaxed lounge atmosphere. Various food stations treated guests to a selection of culinary delights, while cool drinks and music naturally added to the celebratory atmosphere.

"Rethinking Promotional Products"

The second day of the trade show, featuring TOUCH under the theme "Promotional products reimagined", also saw a record number of visitors, with 1,112 guests coming from the corporate client sector. The exhibition floor was constantly buzzing with activity. Visitors began their journey at the counters of the welcoming distributors and agencies before making their way to the stands of the ex-



A get-together over a traditional Swiss “apéro”.



There was also some genuine craftsmanship on display: moulds are being carved here for traditional Swiss gingerbread biscuits known as “Biber”.

hibiting supplier partners. The large video wall, powered by electricity generated by the solar panels on the arena roof, showcased scenes from the event’s 20-year history. And the catering, too, left nothing to be desired.

TOUCH Awards announced

Later in the day, the winners of the new TOUCH Awards, which were determined by online voting, were announced. Kaiser Promotion AG received the “Most Sustainable Promotional Product” trophy for a hand-blown, Swiss-made carafe featuring an integrated 3D mountain relief. The prize for “Custom-Made Product of the Year 2026” also went to Kaiser Promotion, this time for specially shaped Christmas tree baubles. Finally, bb trading werbeartikel ag celebrated its victory in the “Collection of the Year” category with its “Tony Mate Festival Collection”. <

The dates for the next pair of Swiss trade shows have already been set:
- PSF Forum: 8 September 2027
- TOUCH: 9 September 2027

A conversation with Urs Germann, President of PromoSwiss

20 years of the PSF Forum and another extremely well-attended TOUCH: what’s your verdict?
Every year, it’s a challenge to attract even more visitors to the PSF Forum. On the one hand, distributor members are constantly discovering that it’s well worth dropping by, as they get to meet their suppliers and find plenty of inspiration there. On the other hand, there are always promotional products distributors who aren’t yet members of the association, but who find that this trade show is an ideal platform for discovering new products in a straightforward and focused way, without the time-consuming research that’s part of day-to-day business. My conclusion regarding both trade shows is this: the better TOUCH becomes each year, the more worthwhile it is for suppliers to exhibit – and the more attractive it becomes for distributors to attend the PSF Forum as well.



What’s the latest news from the association?
Last year, the association’s main focus was on strengthening the composition of the Executive Board, as we were understaffed and there is always a risk that someone might leave the industry or that the management of the companies active in PromoSwiss might no longer allow them to invest time in the association. We achieved this by appointing two new board members from SIGG and Reisenthel. Now, alongside the association’s day-to-day business, the aim is to consolidate this new structure and attract further new members in order to further strengthen the profile of the Swiss promotional products industry.

We are currently living in uncertain times, which are also affecting the global economy. Are the effects of this being felt in the Swiss promotional products business?
Yes, of course, the economy here is not running smoothly anymore either. We’re seeing more and more restructuring and staff being made redundant. Contact persons change, and we often have to start the sales pitch all over again. Decisions are delayed, or budgets are cut almost entirely, as advertising offers the quickest way to make savings. You get the sense that many businesses are thinking only from one financial year to the next, and everything is becoming much more short-lived.

www.promoswiss.ch • www.touch-werbeartikel.ch

The 40th edition of the GWW-Trend trade show remained true to its character as an industry gathering, even at its new venue. On 22 September, 143 suppliers showcased their new products at the Xpost in Cologne. Promotional products distributors, consultants and agencies used the trade show primarily to prepare for the end-of-year business.

GWW Autumn Trend remains an important industry event

New venue, familiar format



The new location provided both an atmospheric setting and a functional trade show venue.

For the first time, the autumn edition of GWW-Trend was held at the Xpost in the Nippes district of Cologne. The move away from Koelnmesse became necessary for the organiser, the Gesamtverband der Werbeartikel-Wirtschaft e.V. (German Promotional Products Association - GWW), following the planned relocation of the PSI to the exhibition centre in 2027. The new location proved to be an atmospheric setting for the pre-event reception and a functional exhibition venue. However, there were some constraints regarding the parking situation (due to a closed car park) and the transport of exhibitors' equipment into the exhibition hall.

143 exhibitors on site

The change of venue appears to have had only a limited impact on the industry's response. With 143 exhibitors showcasing a broad range of products, the event was on a similar scale to previous years. Alongside suppliers from Germany, Austria and Switzerland, other European manufacturers and suppliers were also represented. For them, the GWW-Trend trade show offers, in particular, the opportunity to strengthen ties with the German promotional products industry and to place new products with key distribution partners.

An event marked by good conversations

The trade show gave the impression of good visitor numbers, although attendance, at 433 visitors, was slightly lower than in 2025. As is customary, promotional products consultants and distributors from various regions and representing companies of different sizes used the event to meet with existing supplier partners and initiate new projects. Despite the continued challenging market situation, the atmosphere was both business-like and relaxed. Participants know and respect one another, helping to





New AI-powered tools (such as those used here at FARE) make it even easier for distributors to find the right products for their customers.

Once again, the Trend trade show was characterised by fruitful, in-depth discussions between exhibitors and visitors.







There was a lively atmosphere on the eve of the GWW members' party to mark the 40th anniversary of Trend. Photo: GWW



Stefan Fleischmann (Sanders Image-tools) demonstrates how the company's own eye pads work.

create the traditionally warm and cordial atmosphere.

A fixed date ahead of the end-of-year sales season

With the decision not to organise a spring Trend event in 2027, the autumn event is set to gain even greater significance as the key networking platform before the end-of-year sales season. The closed-format trade show, which has been established for around four decades, brings together manufacturers and suppliers on the one hand, and distributors, consultants and agencies on the other. The 40th anniversary of the Trend trade show was celebrated in style the evening before this year's event by GWW members in the stylish basement at the Xpost. It was not yet clear where the next Autumn Trend show would take place. Due to a change of ownership at the Xpost, the GWW is still searching for a new venue. <

www.gwww-trend.de

Cars, bicycles, transport, safety

Whether for the daily commute, business travel, sporting outings or use on the roads, promotional products in these categories **meet people's specific needs.**





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Energy While on the Go

TROIKA's car charging plug Road Charge 48 with power delivery reliably provides power on the go – for smartphones, tablets and compatible laptops. With up to 30 watts of recharging power, it is perfect for fast charging while driving. Thanks to the built-in safety twist-lock, the recharger can be removed or plugged in quickly. The USB-C port is versatile and compatible with 12-24 vehicle voltage, making it ideal for cars, delivery vans or lorries. It is also a really useful tool to keep handy because it includes a built-in seatbelt cutter and glass breaker made of durable tungsten steel.

Avoid Traffic Tickets

Hepla's parking disc is made from particularly heat-resistant plastic and features a 24-hour display. It can also be used as an ice-scraper, ice breaker and water scraper. Upon request, it can also be integrated with two blue shopping cart chips. The advertising medium has a white-and-blue backside and can be finished with silkscreen printing in our in-house print shop or effective digital printing.



PSI 41583 • HEPLA GmbH
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www.hepla.de



PSI 45720 • Carvame original car perfumes
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https://carvame.com

Scented Promotional Products

Carvame has specially developed a high-quality scent for the automotive sector that combines elegant aesthetics, custom branding and everyday functionality. When placed in a car, it ensures that the brand is visible during every car ride and always present, which makes it an unforgettable promotional gift for car brands, car dealerships, auto repair shops and business partners. The scent is a promotional product that does more than just showcase a logo. It creates an experience that appeals to other senses as well.



PSI 46596 • POLYCLEAN International GmbH
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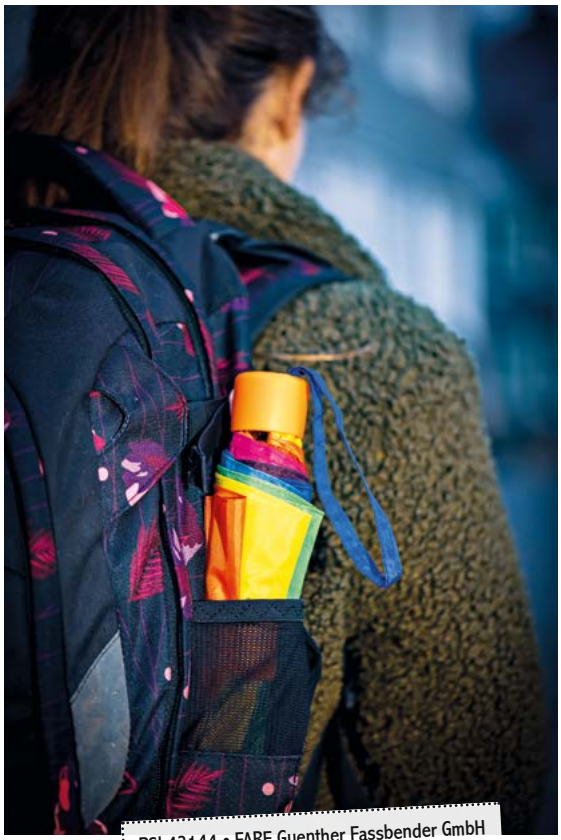
Always a Clear View

A clear view, clean displays and their brand always in sight: The CarKoser 2-in-1 car window sponge and display cleaner from POLYCLEAN is the ideal promotional product for the fall and winter months. It really shows its practical added value when damp weather and cool temperatures fog up windows. In a blink of an eye, the CarKoser sponge clears the view while also removing fingerprints and smudges from navigation systems, touch-screens and other electrical devices. With custom printing, this clever every-day helper becomes an advertising medium that will not end up tucked away in a drawer, but instead will be used regularly. Thus, CarKoser® is an especially great seasonal giveaway for anything related to cars, such as seasonal tyre-changing promotional campaigns, gifts for rental car compa-nies or car mechanics, or fall and winter campaigns. It is also a practical gift for any type of client. The window sponge combines tangible benefits at just the right moment with a brand message that stays visible the long term. The CarKoser 2 in 1 is made in Germany and either features a microfibre or rPET microfibre material.

Dry and Visible

The high-quality and stable FARE 4Kids pocket umbrella is small, colourful and the perfect size for school bags. The springless safety slider ensures easy and safe use. Even the edges are rounded and enlarged to protect users from injuries. This pocket umbrella makes an ideal gift for little ones who are starting school. It keeps children dry and safe at school, and the clearly visible finish on the segments is easily noticed. A doming sticker is a great option for a more subtle finish. In addition to the colourful rainbow design, the umbrella also comes in four single colours: pink, red, euro blue and light green, which appeals to children and makes them highly visible during dusk. The pocket umbrella also impresses with a high-quality windproof PLUS system that also withstands strong wind gusts. If the umbrella flips over, it can be easily returned to its proper position without damage. The gentle-on-the-hands soft-feel handle fits comfortably in your hand.





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Discovering the Beauty of the World

With the Wonderful World calendar, the publisher Ackermann Kunstverlag shows the earth in all its diversity: majestic mountains, impressive cliffs, huge canyons and mystical forests. The photographs celebrate the beauty of the world, as only nature can create it. A voyage around the globe that stirs a longing for distant places and fills you with wonder. The striking typography with the location prominently featured makes every calendar page look like a modern poster – possibly the prettiest one on your bucket list for your wall. Vibrant, atmospheric and full of grace: a must-have for globetrotters and nature lovers. The calendar is produced exclusively from paper made from FSC-certified and other sustainably sourced materials. Promotional impressions are possible for a minimum order of 50 pieces.

Colourful Ambassadors

Römer Wellness' colourful bathtub ducks take a light-hearted look at the world of transportation and turn advertising messages into charming eye-catchers. Cyclists, captains, train conductors or race drivers will love their squeaky colleagues. A wide range of suitable models can represent different professions and mobility-related aspects in an eye-catching way. The small characters bring movement to every promotional campaign and make even serious topics like consideration for others and road safety engaging and accessible. A custom promotional imprint can turn the ducks into brand ambassadors for a minimum order of 50 units. For a minimum order of 2,000 units, special designs that harmonise with a company car or campaign image can also be developed. Whether as an appealing giveaway, an eye-catching trade show gift, or a safety campaign gift, the fun squeaky ducks are loved by young and old alike.



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Fresh and Clean

The car cockpit cleaning spray from Sander Imagetools removes dirt gently without damaging the material. It is perfect for quickly and easily cleaning your car's entire cockpit, especially displays, the steering wheel, and any other surfaces. No water is needed: Just spray the solution, let it act briefly and wipe off with a cloth. The Cleaner leaves a pleasant, fresh lemon scent and a smooth shine. The spray is available with a short delivery time for a minimum order of 100 units (20 ml) or 250 units (50 ml spray with or without a bumper), and, of course, it always comes with customised promotional printing.





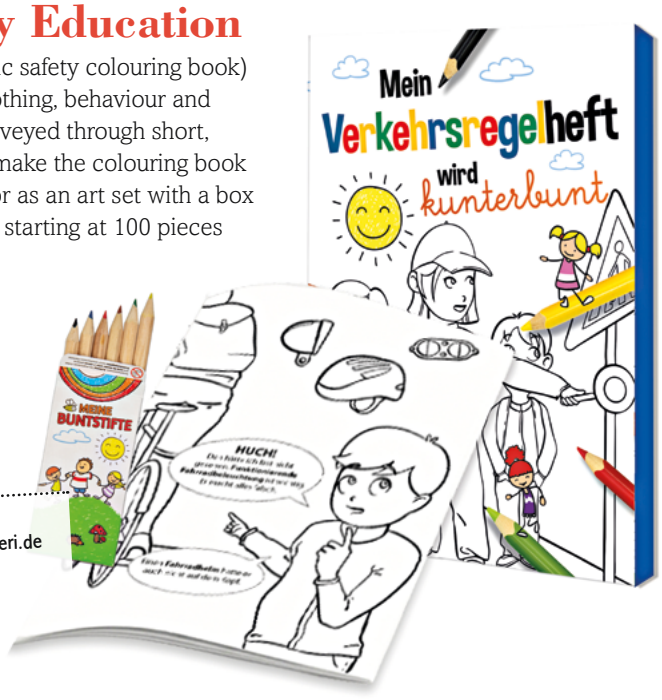
Mobile Visibility

Klam supports promotional product distributors in developing and realising customised safety equipment for road traffic. This includes, for example, personalised warning vests, bike rucksacks, reflecting patches or first aid bags. The right finishing is crucial to ensure the products are suitable for the respective country and intended use. Depending on the material, they can be finished using embroidery, sewing or printing. Custom-made products let customers to select individual shapes, sizes, colours and product solutions.

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www.stickerei-klam.com

Colourful Approach to Traffic Safety Education

Heri-Rigoni's "Mein Verkehrsegelheft wird kunterbunt" (my colourful traffic safety colouring book) helps kids between four and eight years old learn about topics such as clothing, behaviour and other traffic-related topics in a fun way. The lessons to be learned are conveyed through short, child-friendly texts. Short hands-on activities such as sorting traffic signs make the colouring book a truly unique experience. The traffic colouring book is sold individually or as an art set with a box of 6 coloured pencils and a printed folder. The standard design is in stock starting at 100 pieces and can be finished with an additional logo imprint. The exterior can be customised for a minimum order of 500 units.



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Safe, Dry and Visible

The REFLEX rain cover from Halfar is the clever companion for anyone who wants to protect their rucksack in bad weather. The water- and dirt-repellent rain cover features a reflective design that catches people's attention, makes brands visible and keeps your rucksack looking good for longer. Because the individually adjustable cord drawstring can be secured lengthwise and across the body of the bag, the cover fits snugly on standard backpacks with a holding capacity of up to 26 litres. It is light, foldable and fits inside any jacket pocket or rucksack side compartment. It is ready to use in the rain in no time. In just seconds, it can be placed over the rucksack and secured in place with a Velcro fastener. The bright neon yellow and the vertical reflective strips effectively showcase the customer's personalised message. When folded flat, the case is perfect for giving as a gift. It is a functional advertising medium with added value, ideal for the office, leisure time and campaigns.



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Stylish and Safe

IGRO's new reflective gym bags combine functionality with high visibility. During the day, they are a stylish accessory; at night, they are ideal for cyclists and pedestrians, thanks to their reflective surface that glows brightly when illuminated by headlights. The high-quality gym bags are available in custom sizes for a minimum order of 1,000 units and can feature a customer logo imprint according to their specifications.



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www.emf-verlag.de

Creative Origami Fun

The simple step-by-step origami instructions from the publisher EMF-Verlag make it easy for kids aged five and up to make origami folds. In no time at all, you can create lots of wonderful projects to enjoy, admire and give as gifts. The child-friendly block includes colourful paper. The size, design and features of the block can be customised to meet individual preferences. Upon request, a company's logo and/or product image can be placed on the cover.

Green Traffic

Three handmade seed balls made from organic soil, clay and high-quality seeds become an eye-catching promotional product in a reusable cloth bag for campaigns focused on traffic, mobility and safety. The bag is made 100 per cent from recycled materials, is plastic-free, and can be reused indefinitely. Custom-made promotional messages, safety instructions or traffic tips can be placed on the double-sided, 45 × 75 mm hang tag. Customers can choose wildflowers or herbs; special varieties for specific campaigns are available upon request. The seed balls, which are about 30 mm in diameter, can be planted on a balcony, in a private garden or in flower pots. You only need to keep them moist, let them grow and enjoy it. The products are handcrafted in Germany in collaboration with protected workshops for people with disabilities. For a minimum order of 200 pieces, the hangtags can be customised with your own design.



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PSI 48849 • Der Zuckerbäcker GmbH
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www.suesses-schenken.de

Smooth-Running Advertising

Whether on four or two wheels, the right advertising ideas will help any brand take off. Der Zuckerbäcker brings a sweet touch to the world of cars, bicycles and mobility: The snack container containing key-shaped, cola-flavoured sweets is the key to an eye-catching advertising message, while the "Einfach durchstarten" snack pouch ensures a successful start and the flat pouch with apple rings shows just how delicious things can be when everything runs smoothly. When custom-branded, the three sweet companions become original giveaways for car dealerships, the bicycle industry, mobility providers, transportation operators and events. Whether it's a vehicle delivery, a trade show, or a customer promotion, hop in, take a bite, and put your brand in the fast lane.



— Advert —

SIMPLY
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HALFAR
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Always a Dry Saddle

The TeckoTryck sponge cloth is a practical companion for all cyclists. It can be easily stowed under the bike seat and used to wipe off the rainwater before sitting down. The cloth is 70 per cent cellulose and 30 per cent cotton and is reusable and washable. It can absorb up to 15 times its own weight. Fourteen standard colours are in stock, and silkscreen printing and digital printing are available for finishing. When the cloth features a custom-made design, logo or campaign message, it is ideal for bike campaigns, events, universities, companies and promotional giveaways.

A Mobile Advertising Space

Marcolor's bicycle trailer cards are an eye-catching way to place advertising or information directly on a bicycle. Made from 0.5 mm reinforced, recyclable polypropylene, it is water- and weather-resistant. This makes it ideal for outdoor use. The imprint is applied using high-quality UV digital printing and can be customised on both sides according to a customer's specifications. In addition to standard shapes, customers can request special custom-made shapes. Whether for campaigns, events, local advertising or information campaigns –the BikeCards combine custom designs with a robust and versatile advertising medium.



PSI 60675 • marcolor GmbH & Co. KG
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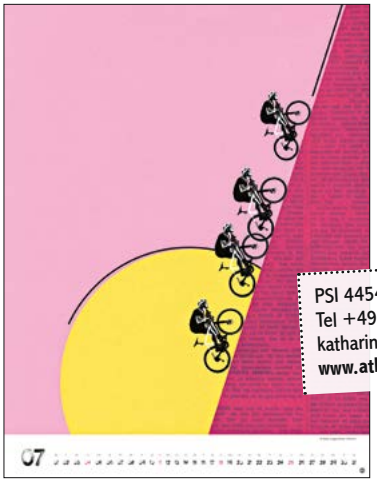
Compact Roadside Assistance Kit

If a bolt comes loose while you are out riding your bike or the chain needs adjusting, BIKETOOL 32+ from RICHARTZ is there to help. This multitool, which won the Red Dot Award for Product Design in 2025, packs 32 features in a tiny space. It includes a chain tool, two tyre levers, and spoke, Allen, hex, and Torx keys that are helpful for bicycle repairs and adjustments. The sophisticated mechanics and precise craftsmanship of the rust-free stainless steel make it easier to use. The tool set's bottle opener and screwdriver also make the tool useful in everyday life and add real value. It can be turned into a high-quality promotional product for active target groups using custom laser engraving and customisable packaging.



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365 Days of Bicycle Art

The “I want to ride my bicycle calendar” from ATHESIA features decorative pictures of all kinds of bicycles every day, including road, mountain, trekking and city bikes. The modern art calendar makes everyone’s heart beat faster who wants to travel on two wheels. Advertising can be placed on the poster-format calendar (34 × 44 cm) for a minimum order of 50 pieces. Matching individual shipping packaging is also available.

Sustainability for Trouser Pockets

The new collection of Rowe keychains is made from “bonded leather”, a material made from recovered leather fibres that are produced during the manufacturing process. In a special treatment process, the fibres are selected, processed and combined into a new material that retains both the look and feel of leather. The keychains are therefore a responsible solution that adds new value to existing raw materials, reduces waste and reflects the principles of a closed-loop economy.



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More Organisation For Your Car

Troika's Black Car Organiser brings more organisation for your car, keeping everything that you need handy while you are on the go. Ten well-designed compartments, straps and bags provide space for electrical devices, snacks, a beverage bottle, an umbrella and more so everything is handy when you need it. The robust, water-repellent tarpaulin is easy to clean and protects the back seat from dirt and shoe prints. The 41 × 60 cm backseat car organiser can be fixed in place with just a few hand movements thanks to the two adjustable belts, making every car ride a little more relaxing.

A Keychain Helper

RICHARTZ KEY TOOL® bike – a useful bike and everyday accessory for any keychain. Whether you are on your way to work or going on a tour: RICHARTZ's KEY TOOL bike brings 18 features directly to a keychain. This compact multitool made of matte-finished stainless steel comes with a spoke wrench, valve wrench, and Allen keys to help with small bike repairs. A shopping cart chip, bottle opener, and six hex keys round out this everyday tool, offering real added value. The multitool, which won the Red Dot Award for Product Design 2026, wins people over with its straightforward design and excellent usefulness in any situation. Custom laser engraving and customisable packaging make it the right promotional product for bike campaigns, mobility campaigns, active teams and anyone who likes to be well-prepared.



reddot winner 2026

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Tel +49 212 232310 • info@richartz.com
www.richartz.com

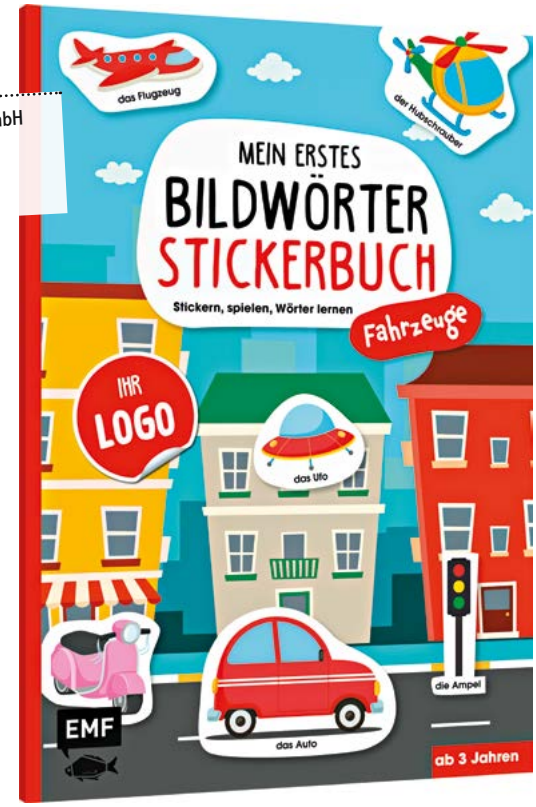
Visibility Creates Safety

The reflecting products from reflAktive make a simple and effective contribution to more safety in road traffic. They ensure that cyclists and pedestrians are noticed better in bad weather conditions and in the dark. At the same time, they are inexpensive and eye-catching advertising mediums. The custom-finished reflectors convey an important message and make brands visible. They can be used for campaigns and events, or simply as practical promotional gifts.



PSI 46970
reflAktive – Eine Marke der safeReflex GmbH
Tel +49 4971 9233-12 • info@reflaktive.de
www.reflaktive.de





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

Fun Stickers Featuring Vehicles

With EMF-Verlag's colourful stickers, you can bring a wide variety of backgrounds to life and create new worlds. The 250 large stickers create funny stories about vehicles in the city and in the country. They are suitable for children aged three and up and can help kids learn how to use stickers and learn new words. The number of pages, format, contents and design can be customised. Additionally, a logo can be placed on the cover, and a company's corporate design can be integrated into the overall design. The publisher EMF-Verlag creates custom-made books with an all-inclusive guarantee, from the concept to delivery.

Ready for Emergencies

The emergency card-to-go includes important features in a practical format that can be easily stored in a car, money purse or luggage. The built-in seatbelt cutter helps the user cut a seatbelt in an emergency. The card also has a window screen breaker that can be used to deliberately break a car window in an emergency. The compact design makes the emergency card-to-go a practical tool for cars, trips and everyday situations. Important contact information and personal details can be recorded on the card. As a customisable promotional product, this emergency card gives companies a unique opportunity to combine their brand with a practical and safety-oriented product.



PSI 18124 • EDV-Werbeartikel.de GmbH
Tel +49 7248 9489800
info@edv-werbeartikel.de
www.edv-werbeartikel.de

PSI 43714
Römer Lifestyle - ROMINOX GmbH
Tel +49 654 181290
info@roemer-lifestyle.de
www.roemer-lifestyle.de



Small Tools for Great Mobility

Römer Lifestyle's multifunctional keychains, ROMINOX® Key Tools, capture the topics of mobility and safety, while combining practical benefits with relevant industry connections. There are several models available for different traffic-related industries, ranging from a bicycle, car and bus to an aeroplane. Depending on the design, the compact tool set can include practical features like a screwdriver, a shopping cart chip, or tyre tread gauges. It is made of hardened tool steel, which turns it into a unique keychain and a useful, durable everyday helper. Thus, the compact multitools are ideal promotional products for automotive companies, bicycle retailers, logistics, public transportation, insurance or campaigns related to road safety and mobility. An advertising message stays visible directly on the keychain. Key Tools can be finished with custom-made engraving for a minimum order of 100 units and can come with a custom-designed pencil case upon request. Short-term express orders can also be realised within a few workdays.

Unmistakable

Easy to use and brilliant in its effect – with the Safety Lights Reflector from Lumitoys, you will never be overlooked! Simply attach it to your clothes, cap, (school) bag, backpack, or anywhere else you like using the magnetic clasp and the little helpers, with their extra level of safety, will make sure no one is left in the dark. In addition to the reflective surface, these safety lights feature integrated LEDs that can be activated with a simple push of a button. There are several flashing modes available. The safety lights come in different colours and can feature a custom design. The batteries are, of course, replaceable.







PSI 41853 • Frank Bürsten GmbH
Tel +497673888650
info@frank-brushes.de
www.frank-brushes.com

A Clean Job

The Bau-Profi helmet brush from Frank Bürsten combines colourful optics with practicality. It brings the topic of safety into everyday life in a relatable, attention-grabbing way in the form of a construction and safety helmet. The integrated clothing brush with durable synthetic bristles quickly and reliably removes dust and lint from clothing. The handy helmet brush measures 11.5 × 8.5 × 8.0 cm and comes in white, black, yellow, orange, red or blue. This product comes with a suitable gift box and custom finishing options for a logo or personal advertising message. This is how the original helmet brush is turned into a useful and memorable promotional product for companies from the traffic and safety sectors.

Advertising Joins the Ride

The SuboBike seat adds a personal touch to your everyday cycling gear. This custom-made bicycle saddle bag is made from robust 600D RPET-polyester material and provides a compact storage space for small, important gear under the saddle. Thanks to its light design, it is perfect for daily trips to work, free-time excursions and bicycle events. The entire surface can be customised using sublimation printing, so detailed graphics, colourful patterns or campaign images can be used to decorate the bags. An eye-catching RPET label rounds off the design and highlights the recycled material used in the manufacturing process. With its strong visual impact and practical format, the SuboBike seat is ideal for cycling events, outdoor campaigns, sports brands and advertising programs.





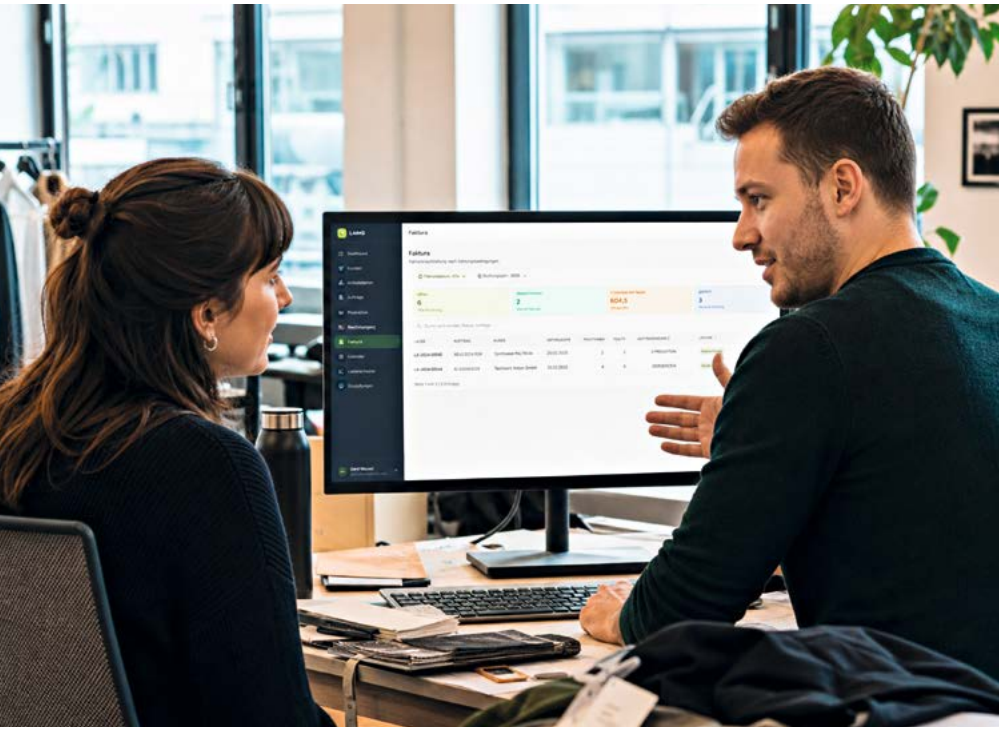
PSI 45753 • ANDA Present Ltd.
Tel +36 1 210 0758
export@andapresent.com
www.andapresent.com

TOPO GmbH

With LAIMS, TOPO GmbH from Tirol developed an ERP system that takes a differentiated approach to managing textile finishing operations. The focus is not merely on digitalising existing processes, but on restructuring the processes in a targeted manner.

ERP system for sector-specific requirements

New Standard in Textile Finishing



With LAIMS, TOPO GmbH is positioning itself as a specialised supplier within a market that, so far, has been significantly shaped by customised solutions and established structures.

Images: TOPO GmbH

Textile finishing is characterised by its high level of operational complexity. A wide variety of products, different finishing processes and parallel processing steps often lead to fragmented system landscapes in practice. Information is maintained in multiple places, processes are not seamless, and transparency is lost. This is exactly where Mateo Leitner and his TOPO team want to start working with LAIMS. This process entails taking an integrative system approach. The aim is to create a consistent data basis across all company departments and use it as the basis for managing processes in a structured manner. Sales, production, logistics and billing are not handled separately; instead, they are modelled as interdependent domains.

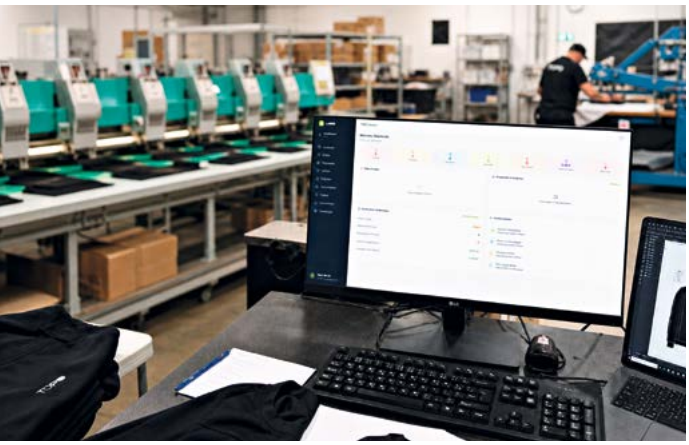
Reducing error rates and improving the basis for decision-making

A key principle of this approach is maintaining data throughout the entire value creation process instead of recording it multiple times in separate systems. It reduces error rates and improves the basis for decision-making processes. It also simplifies operational management, as relevant information is provided with a context.

This system places a special focus on recording industry-specific requirements. Among other things, it manages complex variant logistics, integrates different finishing methods and coordinates material availability and production planning. LAIMS was designed specifically for these requirements and is not based on generic ERP structures.

"We did not build a system; we solved a problem."

For Mateo Leitner, CEO of TOPO GmbH, the starting point for the development of LAIMS was clear: "Despite searching intensively over the years, we did not find a system that was really able to map out textile finishing requirements. Solutions were either too generic or they mere-





“LAIMS wasn’t conceived on the drawing board, but arose from specific operational challenges.”

ly managed the existing complexity in a digital format without structuring it. After more than ten years of experience in the industry, it became clear to me that another approach was needed,” states Mateo Leitner. Leitner believes the main difference compared to existing systems is that LAIMS understands how processes work. “Many systems begin with the user interface or with individual functions. We consciously adopted a technical approach and developed clear models of the individual workflows. A system logic developed from this approach, which mapped out the processes, actively structured them, and then linked them with each other,” explains Mateo Leitner. Leitern believes isolated solutions are being developed in many companies. For example, quotes are recorded separately from production records, and material planning runs alongside this. In the end, consistency is nowhere to be found. “This



Mateo Leitner: “After over ten years of experience in the industry, it was clear to me that another approach is needed.”

is precisely where LAIMS creates a consistent database for all of the information. It is recorded once and retained throughout the entire system. This approach creates clarity for operations as well as management,” says Leitner, adding: “We did not build a system, we solved a problem.” The TOPO team’s industry experience played an essential role in developing the solution. “Many requirements cannot be derived from a theoretical perspective, but instead come from daily, real-world practice. This perspective was essential. LAIMS was not designed on a drawing board, but rather from specific problems that arise during day-to-day operations,” says Leitner.

Partnership for a broader perspective

Together with Alexander Krassler from L-Shop Austria, TOPO was able to address and further develop many issues collaboratively from a broader perspective. “The ongoing communication and support during the entire course of the project played a key role in getting us to where we are today, just before LAIMS’ big launch,” explains Mateo Leitner.

The system architecture behind LAIMS does not merely manage a company’s existing complexity, but instead, actively reduces it. All processes are clearly structured, dependencies are made transparent, and operational workflows are designed to be transparent. It enables more precise planning and greater control in day-to-day operations.

With LAIMS, TOPO GmbH is positioning itself as a specialised supplier within a market that, so far, has been significantly shaped by customised solutions and established structures. The focus is on merging real-world process logic with modern software-based implementation. <

https://laims-app.com/



Portable brand display space

Paper carrier bags have long since become more than just packaging and are being increasingly used as a visible brand display space. The paper promotional bags from Geiger-Notes AG are designed for use in retail outlets, at trade shows, at events or in day-to-day business settings. **Nine formats** cater for different product sizes and make it easy to adapt them to various sectors and occasions. High-quality 4C printing is available for the design, allowing logos, campaign motifs or corporate design elements to be featured on the surface of the bags. In this way, the promotional bags combine a transport function with brand visibility in a medium that remains publicly in view even after it has been handed out. As a complement to traditional business promotional materials, they are ideal for product handovers, trade show documents or event materials.

PSI 41615 • Geiger-Notes AG
Tel +49 6134 1880 • info@geiger-notes.ag
www.geiger-notes.ag

Three new colours for children's t-shirts

The Kids Iconic 195 Ringspun Premium T offers a wider choice of colours for customisable children's clothing and is now also available in Azure Blue, Sage and Fuchsia. FOL International GmbH has thus expanded the range of this unisex t-shirt to **twelve colours**. In the standard colours, the garment is made from 100 per cent combed, ring-spun cotton; the grey-mélange version combines 97 per cent cotton with three per cent polyester. Weighing 190/195 g/m², the fabric is designed for dimensional stability and is washable at up to 60 degrees. A classic fit, round neckline, colour-matched neck tape and tear-away label make it ideal for use in promotional items, school and club kit, or customised collections. The smooth surface is suitable for screen, digital and transfer printing. Sizes ranging from 104 to 164 cover ages from approximately three to 15 years. The Kids Iconic 195 T is OEKO-TEX Standard 100 certified, comes in plastic-free packaging and, according to the manufacturer, is produced in a process that generates no landfill waste.

PSI 42743 • Russell c/o FOL International GmbH
Tel +49 631 3531328 • service@fotlinc.com
www.russelleurope.com









Haptify in new colour combinations

Colour becomes a design feature in the Haptify range: Schneider Schreibgeräte has added the combinations grey-green/matcha, ice blue/petrol and rosé/terracotta to their ballpoint pens, whilst keeping black and blue in the range. Technically, the model features a rubberised **three-sided grip** designed to guide the fingers and make longer writing sessions more comfortable. A replaceable metal refill with a jumbo tip provides the ink; the wear-resistant stainless-steel tip is designed for immediate writing and short drying times, even on smooth paper. In black and blue, the ink is permanent in accordance with ISO 12757-2. Metal accents and the new two-tone designs give the Haptify a contemporary look without compromising its functional focus. The colour palette allows writing instruments to be visually adapted to work environments, teams or corporate design concepts.

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



Warm treats for the winter season

Multiflower's delightful Tea Duet brings together wintery flavours in miniature. The set contains two small jars, each containing ten grams of tea: an Advent black tea and a Roasted Almond fruit tea. The first blend combines black tea with apple, cinnamon, chopped almonds and bourbon vanilla extract, whilst the second features apple pieces, cinnamon, flaked almonds and beetroot. The duo thus offers **two different flavours** and is ideal as a seasonal gift for customers, staff or end-of-year events. Measuring 60 × 40 × 120 millimetres, the packaging remains compact and can be incorporated into gift sets or mailings. For promotional use, the insert offers a 50 × 25-millimetre area with a standard design for orders of 100 or more; alternatively, for the same quantity, a custom design for the insert in the 57 × 157-millimetre format is available.

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

A practical gift

Compact tools remain a practical gift idea for everyday business life. Victorinox positions the SYNERGY X ALOX pocket knife as a multi-purpose tool with a total of ten functions. Its features include precision scissors and a parcel opener, enabling the model to handle tasks across the workplace, dispatch, travel and leisure. **Combining several tools** in a single design reduces the need for individual items and is ideal for situations where a practical solution is required at short notice. The SYNERGY X ALOX can be given as a Christmas present to staff, customers or business partners. Companies also have the option to personalise the item: The blade can be engraved. This ensures the functional gift is permanently associated with the sender without compromising the tool's practicality. At the heart of it all is an item that is a pleasure to use in everyday life.

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





Decorative brand ambassadors

Jewellery offers a different form of brand presence to traditional promotional giveaways: It is worn, styled and visibly used over a longer period of time. Within the product range of bracelets and necklaces with pendants, Uschi Wünsch, Import Export – decorative promotion offers a variety of **jewellery items for promotional campaigns,** customer promotions and events. Depending on the design, the items can be used with or without a company logo and can thus be adapted to your desired look. The range is primarily aimed at campaigns where a fashion accessory is intended to form part of the brand's communication. The products can be used as a bonus gift, an event item, a trade show giveaway or as part of a thematically coordinated gift set.

PSI 60605 • Uschi Wünsch, Import-Export
Tel +49 67815624071 • top@wuensch-io.com

Organise supplies in ceramic containers

The new range of ceramic storage containers from CONTINENTA GmbH combines tidiness in the kitchen and larder with a deliberately understated design. **Gently rounded corners** and a satin-matt finish give the containers a refined look, whilst clear wooden lids with silicone seals keep food airtight and preserve flavours. The three sizes can be stacked to save space and are suitable for dry ingredients such as coffee, tea, nuts or spices, as well as other pantry items. The range is available in white and sand, allowing it to blend seamlessly into a variety of kitchen and interior designs. The containers are manufactured in Portugal with a high proportion of manual labour, which gives each piece its own unique character. The material cycle also plays a role in production: Clay residue is reintroduced into the manufacturing process.

PSI 60638 • Continenta GmbH
Tel +49 7615158500 • nicol.sommer@continenta.de
www.continenta.de





A pen with a fidget function

The Cavo ballpoint pen with fidget function from Goldstar Europe, made from recycled aluminium, combines writing with a small fidget feature. At the top sits an FSC-certified bamboo ball, which not only provides a contrast in materials but also controls the pen's **ratchet mechanism.** The ball can be used for discreet finger movements and offers a haptic diversion at your desk during periods of thought or conversation. The barrel, made from recycled aluminium, has a rubber coating that provides a non-slip grip; gunmetal accents complement the understated design. Writing ease is ensured by a German Dokumental ink refill with a 1.0-millimetre tip. The Cavo is therefore ideal for office environments, conferences and corporate events where a practical writing instrument with an additional function is required.

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



Perfect for making a strong impression

With their new uma ALIGN, uma Schreibgeräte presents a modern promotional ballpoint pen in which design, functionality and brand impact are perfectly harmonised. Its flowing lines, harmonious transitions and distinctive clip give the model a distinctive, contemporary look. The uma ALIGN also stands out in terms of comfort: The **ergonomically shaped silhouette** sits well in the hand and ensures a comfortable writing experience. Made from recycled ABS, the ballpoint pen combines a responsible choice of materials with a high-quality appearance. The uma ALIGN is available in three distinctive finishes to suit different brand identities: a classic muted matt, a modern frosted transparent finish, and a pleasant soft-touch surface. A versatile colour palette also opens up numerous possibilities for selecting a writing instrument to match the respective corporate design. Generous branding areas make the uma ALIGN an effective brand ambassador. Whether as an eye-catching promotional item, a high-quality customer gift or part of a bespoke marketing campaign – it brings brands stylishly into line.

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

Firecrackers as a promotional idea

The Multiflower GmbH "Sparkling Bang Moments" range provides a brief moment of surprise. The compact pack contains 50 firecrackers and measures 50 × 50 × 19 millimetres, weighing 20 grams. This makes the product ideal as a freebie at events, in mailing campaigns or for seasonal promotions when **a small, tangible gift** is required. The packaging also serves as a promotional medium: For orders of 250 or more, the standard design features a 40 × 25 millimetre area available for a message or branding. To better align the presentation with a campaign, customers can also opt for a customised design of the 125 × 138 millimetre packaging, subject to a minimum order of 250 units. "Sparkling Bang Moments" thus combines a playful effect with a dedicated promotional space and a compact format.

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



— Advert —





Modern design, clean lines

With their A.Series, Knirps is ushering in a new generation of umbrellas. Modern design, clean lines and tried-and-tested Knirps technology combine with German engineering and excellent value for money. Depending on the model, a practical open-and-close mechanism or smooth manual operation ensures comfort in everyday use. The A.050 and A.200 models are also available in a modern EVA case – practical and a real eye-catcher. With a wide range of colours, the A.Series offers the right model to suit every taste and adds a splash of colour even on grey, rainy days. Company logos can be printed on orders of 48 items or more.

PSI 41752 • doppler H. Würflingsdobler GmbH
Tel +49 8571 9122 218 • individual@dopplerschirme.com
www.dopplerschirme.com

Two products – one design language

Prodir has combined two new products from 2026 into a single set: the MS8 aluminium writing instrument and the MC01 connector. Both products are designed as **coordinated brand accessories** for everyday use and share a common design language: precision-crafted aluminium, anodised surfaces and a coordinated colour palette. The set brings the MS8 and MC01 together in a specially developed case with separate compartments for both products. The case is available exclusively with individual personalisation. – With the MS8, Prodir presents a writing instrument with a body made of anodised aluminium. The material combines light weight with durability. A metal clip and a push-button with a satin finish complement the high-quality feel of the materials and ensure a balanced tactile experience. The MC01 carries over the material and design language of the MS8 to a product category that is new for Prodir. The aluminium connector was developed for keys and personal items. As an object that is carried, used and seen, it extends the brand's presence beyond the traditional stationery sector. – The MS8 and MC01 are available in the same six colours: Silk, Silver, Black, Red Jasper, Cobalt Blue and Canyon Orange. The colour of the MC01's safety clip can be precisely matched to that of the MS8's clip holder. Both products offer a wide range of personalisation options, including multi-colour printing and laser engraving. – The set is packaged in a specially designed case made from high-quality recycled cardboard. The cardboard is made from FSC®-certified pulp. The result is a coordinated gift for customers, partners, staff and events. The set is available with a minimum order of 150 pieces.

PSI 42332 • PRODIR
Tel +41 91 9355555 • sales@prodir.ch
www.prodir.com







Alcohol-free mulled wine

Alcohol-free mulled wine does not have to be based on fruit juice: For their Merlot and Riesling mulled wine ranges, Dr. Jaglas GmbH uses **dealcoholised wines from the VDP-certified Leitz winery** in the Rhine region. These two varieties thus bring the aromas of red and white wine to a seasonal, alcohol-free hot drink. Mulled wine herbs, classic gingerbread spices and a subtly balanced sweetness complement the wine base without overpowering its flavour. As red and white alternatives respectively, the products are ideal for Christmas parties, winter-themed catering concepts, corporate events or gift hampers where alcohol-free options are in demand. According to the supplier, both mulled wine varieties have been recommended by "Der Feinschmecker" magazine and were developed in the family's own pharmacy. The label can be customised for use as a promotional gift.

PSI 61177 • Dr. Jaglas GmbH
Tel +49 1607139871 • info@dr-jaglas.de
dr-jaglas.de

Wheat straw in your ballpoint pen

Bio-based materials are coming to the fore in promotional items. The bio-based ballpoint pen (item no. 8210) from HEPLA GmbH consists of around **40 per cent bio-based plastic** derived from wheat straw and combines this approach with a classic pen design. Its natural-coloured barrel is paired with a coloured clip; options include light green, light blue, grey and beige. This keeps the design understated and makes it suitable for offices, home offices, events or mailing campaigns where a functional promotional item is required. It is designed for use with a blue-ink high-capacity refill. For customisation, HEPLA can apply pad printing to the barrel and clip in its in-house print shop. The bio ballpoint pen thus provides a visible surface for logos or short messages, without overshadowing its intended purpose.

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



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Pastel meets recycling

Pastel colours add a subtle design element to the Reco ballpoint pen, making it ideal for the office, home office, school and university. Schneider Schreibgeräte is launching the Reco Pastel in lavender, mint and vanilla, combining these new shades with a matt, shimmering finish. Their long-term strategy remains unchanged: The pen's barrel is made from 92 per cent recycled plastic and the Eco 725 M high-capacity refill is replaceable. The refill itself also features a casing made from recycled plastic. The blue ink is document-proof in accordance with ISO 12757-2, and the fibre-reinforced clip is suitable for everyday use. The refill can be easily changed using the Plug+Play system. According to the manufacturer, the Reco was the first ballpoint pen to bear the "Blue Angel" label. This makes the Reco Pastell a functional writing instrument for work and study environments where refillability, material usage and a subtle colour scheme are all required.

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

Reading aid with branded area

Learning to read requires concentration on short sections of text, and this is where a physical aid comes in. Custom-printed reading aids for early readers from marcolor GmbH & Co. KG help children focus on each line of text. The reading aids are made from 0.5-millimetre-thick polypropylene, which is sturdy, water-resistant and designed for frequent use. Unlike paper, the material does not crease or tear easily with frequent use. Die-cutting or plotting allows for customised shapes, whilst the print provides company branding. This makes the product suitable for publishers and educational institutions, as well as for inclusion with books, learning materials or educational campaigns. The reading aid can also be used as a promotional giveaway without losing its functional purpose.

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



PSI MEDIA GUIDE

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Design meets responsibility

Branded and designer products combine creative sophistication with brand recognition, transforming promotional articles into sought-after everyday companions. Whether through clean lines, innovative details or high-quality materials, well-reflected designs lend character to brand identities and ensure that messages are remembered positively. Fairtrade products also set an example of responsible business practices and offer companies the opportunity to communicate their values credibly. Origin can also be a mark of quality: promotional products "made in Europe" or "made in Germany, Switzerland, Austria" often stand for meticulous craftsmanship, short supply chains and high manufacturing standards. They build trust and open up scope for conscious product selection. Our current selection demonstrates the diverse ways in which design, quality, sustainability and regional manufacturing can be combined in haptic promotional products – and the opportunities this presents for consultancy and individual projects for customers.

Please already start thinking now about your product ideas for the January 2027 issue of the PSI Journal, which will be dedicated to the theme "New Products the PSI 2027" and send your suggestions (high-resolution image and separate product description) by 16 November 2026 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

The PSI is ready for a flying start in Cologne



The PSI, Europe's leading trade show for promotional products, incentives and merchandising, will take place in Cologne for the first time from January 12 to 14, 2027. With new products, future-focused themes, personal encounters and new business opportunities, the PSI in Cologne will be the international meeting place for the industry. We provide participants with the latest information they need for a successful and enjoyable trade show experience.

Personal, inspiring, successful

WELCOME HOME

Das Beste. Zuhause.

The Welcome Home Tour 2026 stands for personal connections, quality and inspiration – and for promotional products that are best experienced in person. The established event series looks back on a successful spring/summer tour and is now heading into its final three stops of the year, taking it to Stuttgart, Hamburg and Munich. We attended the event at the Mercedes-Benz Museum and report on our experience.

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Snacks, Drinks & Talks
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