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PSI Journal
International Magazine
For Promotional
Products

December 2026
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PSI JOURNAL

PSI 2027
This PSI is getting even better

Product Guide
Branded and designer products, Fairtrade Made in Europe / Germany, Switzerland, Austria

Trends and Brands
Sparkling touches for the festive season

Keks Kreator
The finest logo cookies



Trade show insights for PSI 2027

More Success at the trade show stand

TIP





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Premium-quality Easter greetings, custom-printed for your brand!

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TIP



TIP



NEW



TIP





Editorial

New paths, familiar PSI

From 12 to 14 January 2027, PSI will take place in Cologne for the first time. This means changes to travel arrangements, finding accommodation and getting around the venue. Those who, over the past few decades, have naturally headed for Düsseldorf will need to reorient themselves slightly – and may discover something new.

The change of venue brings with it new routes and new possibilities. Köln Messe/Deutz railway station is situated right next to the exhibition centre. For those travelling by air, Köln/Bonn, Düsseldorf and Frankfurt airports are all options. From there, the journey to the exhibition centre can be continued by train within less than an hour. Those travelling by car will find parking facilities at the exhibition centre.

A change of mindset is also called for when it comes to accommodation – fortunately, there's plenty of choice. Cologne has a huge number of hotels! Visit www.psi-messe.com to access the booking portal. Rooms at special rates are still available there until 20 December. And as your trip takes shape, your trade show ticket will also find its place in your digital wallet.

New avenues await on site too. PSI is moving into the large, light-filled Halls 7 and 8. Between scheduled meetings with suppliers, a little time to find your bearings certainly won't go amiss. Got an hour to spare between two appointments? The Newcomer Area might just be home to the very supplier that's been missing from your range so far. The Trend Show translates the socially and economically relevant future themes – HEALTH SHIFT, SAFE FUTURE and URBAN OUTDOOR – into product ideas. At PSI Podcast Live, questions that extend beyond the trade show day are discussed. The programme is already online.

On 12 January, the day continues at PSI Night in the "Wartesaal am Dom". A band, a DJ and live performances will provide the music; drinks and snacks will also be available. Anyone wishing to round off the first day of the trade show there can book their ticket for PSI Night at the same time.

The routes are new. The people, topics and business opportunities that draw us to PSI are not. In January, Cologne becomes the home of the promotional products industry. And I'm looking forward to seeing what we take away from it.

On this note



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

— Advert —



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Stand: 8G41



Greater Success at the Exhibition Stand 10

Preparations for PSI are in full swing. However, more attention is usually paid to the technical aspects than to preparing the stand staff who will be conducting the trade fair discussions. Together with communications expert Armin Marks, we have compiled some basic knowledge on communication at the trade fair stand. Both sales novices and seasoned salespeople will find tips here that can be useful at PSI.

Product Guide: Design Meets Responsibility 16 + 40

Our current product selection from the categories 'Branded and Design Products, Fairtrade' and 'Made in Europe / Germany, Switzerland, Austria' demonstrates how design, quality, sustainability and regional manufacturing can be combined in tactile promotional items – and what opportunities this presents for consultancy and bespoke customer projects.



A personalised message across a large surface area 38

Anyone who thinks that umbrellas offer little scope for customisation hasn't yet discovered FARE's Allover Xpress Service. This service doesn't just apply images to the fabric – it does so over the entire surface, on a large scale and with razor-sharp clarity. This enables the creation of eye-catching, photorealistic designs on selected umbrella models.



Personalised logo biscuits from Brilon 54

Custom-embossed logo biscuits combine brand messaging with indulgence: for ten years, Keks Kreator in Brilon has been producing personalised butter biscuits for businesses, the catering and hospitality sectors, agencies and the promotional products industry. Around four million biscuits are now shipped to numerous European markets every year. We take an in-depth look at this 'tasty' company.





Small pleasures with a big impact

When the scent of cinnamon, vanilla and Christmas biscuits heralds the coming of Advent, it's peak season for culinary promotional items. That's because these little treats combine appreciation with indulgence and ensure that brands are remembered in a positive light.

The choice is vast: High-quality chocolate, fine pralines, traditional gingerbread or crunchy Speculoos biscuits all evoke the thrill of the festive season. Aromatic tea blends, winter spices or small jars of honey are also ideal as tasteful brand ambassadors. Personalised Advent calendars are particularly popular, ensuring a lasting promotional presence with daily moments of indulgence.

As well as the quality of the contents, presentation is key. Creative packaging featuring company logos, customised messages and sustainable materials give the gifts a personal touch. Regional specialities and fair-trade ingredients further emphasise a responsible brand image.





Elegant in design

Stainless steel has always been a favoured material for baking tins, which can have a particularly strong promotional impact at this time of year. A wide range of shapes and customisable packaging allows you to target many different sectors. Designs featuring a recipe pad, chocolate or sets containing several baking tins make a particularly strong impression.

Heri-Rigoni GmbH
www.emotion-factory.com
PSI 41016



The very essence of the holidays

Gingerbread, in all its forms and varieties, accompanies children and adults alike on their journey through the Advent season right up to Christmas. Particularly when the biscuits are decorated with high-quality chocolate and packaged in a way that makes for attractive promotion, they convey messages that will not be forgotten in a hurry.

Confiserie Möhlenkamp OHG
www.confiserie-moehlenkamp.de
PSI 60181





Christmas market feeling

Roasted almonds and a cup of hot tea with friends are sure to provide moments of enjoyment during the Advent season. Personalised packaging in a variety of designs for almonds or delicious tea specialities helps to attract customers.

myfitmix GmbH
www.myfitmix.de
PSI 47673




LOOK COOL,
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Add style to the grey season – with our new jackets and vests in muted colours, such as the voluminously quilted Winter Vest GRS (JN1375/JN1376) with warm Sugenro padding.
www.daiber.de/en
daiber



A golden frame for mulled wine

This golden ceramic mug isn't just perfect for delicious mulled wine during Advent. It is delivered to the recipient in a printable box. This means the mug and its packaging can be combined to create a very special Christmas greeting.

Axpol Trading Sp. z.o.o
www.axpol.com.pl
PSI 46204

Sparkling touches for the festive season

At this time of year, two colours are particularly in vogue: gold and silver. Both symbolise elegance, quality and a festive atmosphere. Whilst gold conveys warmth, tradition and a touch of luxury, silver embodies modern understated style and timeless elegance. These qualities are especially effective when it comes to promotional items and gifts.

In the run-up to Christmas, gold and silver-coloured promotional items offer companies an attractive way to show their appreciation to customers, business partners and staff. These need not be expensive gifts at all. Even practical everyday items take on a high-quality appearance thanks to their shiny metallic finishes.

Whether it's writing instruments and office accessories, torches and technical gadgets, personal accessories or festive decorations – the possibilities are endless. Combinations of matt and glossy finishes are particularly striking. Gold and silver are therefore far more than just classic Christmas colours. They evoke emotions, attract attention and lend even simple products a special value.

Glowing silver

High-quality, silver-coloured penlights and diagnostic lights perfectly combine form and function. This MAGIC model also stands out as it is manufactured in Germany, ensuring excellent quality, robustness and durability. The light is approved for use in ophthalmology and other diagnostic applications. And, of course, it can be customised.

R. Cermak - Minitaschenlampen
www.penlights.de
PSI 44668





Delicious treats to indulge in

Gold and silver symbolise appreciation, success and festive occasions – and that's exactly how the treats in this golden star-shaped tin filled with cinnamon stars taste. The tin – like other items from this manufacturer – is individually personalised with a logo and a message of your choice, and is assembled by hand in Heilbronn.

Der Zuckerbäcker GmbH
www.suesses-schenken.de
PSI 48449

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- EU Class III
- Manufactured from downy birch
- Joints made from Swedish steel
- Water-based protective coating
- Made in Sweden



PSI

You can also find us at the PSI:
Hall 7 **booth B47**

12 – 14 January 2027
Exhibition Centre Cologne

Preparations for the PSI, which will take place from 12 to 14 January 2027, are entering the final stretch. Special exhibition areas and events, an exciting programme and a fantastic party night will provide inspiration and practical insights, while offering plenty of networking opportunities. So it's high time to book your tickets and accommodation.

The PSI 2027 is getting even better

Many new **opportunities**



Anyone planning to attend the PSI in Cologne this January should book their tickets and hotel accommodation now. There are still affordable rooms available via the PSI hotel booking portal.

The PSI is fast approaching, and the PSI trade show team is putting the finishing touches to Europe's leading sourcing platform. So, is it business as usual? The answer is a resounding yes, because the PSI remains the meeting place, home and barometer of trends for the European promotional products industry. It offers guidance, inspiration and fresh impetus for business success. But that's not all: in Cologne, with its attractive business environment, the event will also be more modern, more spacious, better connected and easier to plan your visit to. Those attending will be part of an exciting new chapter for the PSI, opening up a wealth of new opportunities. Europe's leading trade show for promotional products, incentives and merchandising is ready to make its debut in Cologne. With its forward-looking concept, it will once again impress all industry professionals with its usual quality and professionalism.

Supporting Program as a Video Podcast

The supporting programme is also an integral part of the event, which is built on two key elements: on the one hand, sessions exploring topics relevant to the industry, and on the other, networking events that encourage discussions and help visitors make new connections. The themed supporting programme will take the form of a video podcast for the first time: three days, three key themes, distinguished guests, with every episode recorded live in front of an audience. On the podcast stage, high-profile experts will discuss specialist topics and trends in the promotional products industry over the course of three days. All episodes will be recorded live and published on the new PSI podcast channel after the trade show. This ensures that the topics, insights and discussions will remain accessible even after the event has ended. Under the motto "Health Shift",





PSI Night will be back in Cologne: The venue is the trendy event location "Wartesaal am Dom."

the first day of the trade show explores the idea that health and fitness have become the new status symbols. "Save Future", the theme of the second day, focuses on security and resilience in challenging times. The third day is dedicated to the theme "Urban Living & Outdoor" – the city as an adventure playground.

PSI Night with a view of the cathedral

One of the highlights of the supporting programme is the PSI Night on 12 January 2027 at the "Wartesaal am Dom". This long-established networking event is moving to Cologne alongside the trade show and will become another international meeting place for the industry. With a view of Cologne Cathedral, the promotional products community will gather on the first day to reconnect, explore new partnerships and round off the day in a relaxed atmosphere. Food, drinks and live music will all be part of the experience. Secure your place and book your tickets now from the ticket shop (single tickets: €55, discounted group tickets available). During the day, the PSI Bar also provides a space and opportunity to get to know one another and enjoy relaxed conversations.

Inspiration for more business in textiles

Textiles remain a key and growing focus at the PSI. New content and product-finishing formats complement the exhibition programme and reflect the growing importance of high-quality, personalised and application-specific products. One example: when the PSI opens its doors for the first time in Cologne in January 2027, L-SHOP-TEAM will also be breaking new ground. Under the motto "Textile Expedition 2027", the textile wholesaler will present a new trade show concept in Hall 7 that showcases the diversity of the promotional textiles sector. Across approximately 400 m² of exhibition space, visitors can look forward to more than 25 renowned textile brands, the latest collections and plenty of ideas for the coming business year. Trade show visitors will have the opportunity to explore products up close, compare different brands and discuss the latest developments in the textile market. L-SHOP-TEAM and the participating brands will be on site to answer questions about product ranges, new arrivals and possible applications. Through one-to-one conversations, visitors can discover new opportunities for client projects and identify potential for their own businesses. Textile experts will also be on hand at the Textile Village and the special finishing exhibition to offer advice on the use and finishing of textiles. <

Important information for planning your visit

Book your hotel now at attractive rates

Plan your visit to the PSI 2027 in Cologne well in advance and book your room at one of our partner hotels today. Via the PSI hotel booking portal, exhibitors and visitors can find a wide selection of accommodations – including hotels with discounted rates. Attractive room allocations are still available and can be booked until 20 December 2026.

Travelling by train

Despite the closure of Cologne Central Station during the trade show, travel to the PSI 2027 by train will still be possible. The Köln Messe/Deutz station will remain accessible throughout the entire period and serve as the main arrival point for long-distance and local services. In fact, connections will be even better, as the Köln Messe/Deutz station will be served more frequently by ICE and other long-distance trains while the main station is closed. During this period, long-distance services (including ICE trains) will use platforms 11 and 12, while local train services will use platforms 9 and 10.

The preparations for the PSI are in full swing. However, more attention is usually paid to technical aspects than to the preparation of the stand staff who conduct the trade show talks. Together with communications expert Armin Marks, we have compiled some basic knowledge for communicating at trade show stands. Novice and experienced salespeople alike will find tips here.

Practical knowledge for the PSI 2027

More success at the trade show stand



Trade show time is short and precious. You can make the most of it with professional trade show talks.



This autumn, exhibitors' eyes are on the PSI again. Their trade show presentations are being planned and exhibition concepts are taking shape. Unfortunately, what actually happens at the trade show stand is often left to chance – and this can have severe consequences. After all, if you don't follow the basic rules of trade show dialogue, you risk missing out on important contacts or, in the worst case, losing customers or interested parties. It doesn't have to be that way. Our short course provides practical know-how on trade show communication and gives sales staff tips for special situations at the stand, which are useful at the PSI as well as at roadshows and in-house exhibitions.

The trade show as a contact event

The trade show is first and foremost a contact event. Its success decisively depends on how the stand staff man-

What stand employees must be able to do

- Present their own company in a maximum of four sentences
- Know and present every product / service
- Take a tour of the stand with the visitor
- Look after a visitor who is waiting for his or her contact person

age to establish contact with visitors and build up relationships in the shortest possible time. The aim should be for people to perceive their visit to the stand as pleasant and enriching and to remember it positively. Relationships are formed wherever people come together and it is up to us to make them profitable. This process begins in the first few seconds of the meeting. What factors can influence it?

The right attitude

The best prerequisite for successful customer contact is that you enjoy being around people and have a certain curiosity for new things. However, the stand staffs' attitude is decisive for conveying charisma and increasing their persuasiveness. An important obstacle is often the unconscious inner conviction that we have to ask the customer for something, such as their time or money. Then we often talk too much and are disappointed when we are turned down. The attitude that we can actually offer the customer something takes us further. So let's realise that our product or service will bring them benefits, such as an increase in turnover, cost savings, expansion of their product range, possible solutions for their own customers and more.

Clear goals, precise information

Time at trade shows is precious. The more precisely the trade show objective is defined, the easier it is to achieve. Trade show objectives do not always have to be new contacts. Maintaining contacts, identifying further demand from customers or interested parties, or gaining new contacts can also be interesting endeavours. Despite their eagerness, stand staff must remember to preserve not only their own time resources, but also those of visitors by presenting the products briefly and precisely and concisely summarising the benefits for customers. Professionals always have the key messages ready to hand and secure the attention of visitors without boring them. Overly detailed product presentations are particularly fatal at a large trade show such as the PSI. Visitors want a quick overview that takes their needs into account to the greatest possible extent. Around five to ten minutes of presentation time should suffice. It is helpful to know the sales documents well so that you can use them at any time during the conversation. It is also important to remember that a trade show conversation is similar to that of a sales meeting in terms of the process.

Making contact

The first step is a small feat, but you can – and must – learn quickly! Essential: First make eye contact with visitor so that they notice us and realise that we want to speak to them. To do this, we have to move into their field >>



Everyone on duty at the trade show stand must be friendly and courteous.

The phases of a trade show conversation

Making contact

- Eye contact, smiling, approaching

Approaching

- Wait for the right time and approach visitors with regard to what they are looking at.
- Recognise their interests, enquire about their needs, answer questions if necessary.

Assessing visitors

- Scan their badge and/or ask for their business card.
- Gather information about the person (is he/she a decision-maker?) and the company.

Presenting products/services

- Use information on the visitor's specific interests, motivation and background to present products and services in the most targeted way possible. A shorter and more targeted approach is better here.
- Respond to questions asked in-between.
- Take doubts seriously and refute them with information. Remain credible.

End of the conversation

- Agree on the next step: send information, set up a phone call, aim for a prompt follow-up meeting or set a date already.

Farewell

- Ask for feedback, deepen your assessment of the customer.
- Friendly farewell with small talk and wishes for success, outlook for further contact.

Follow-up work

- Document contact and conversation, record information and impressions. (CRM system).
- Automatic email and later individual follow-up according to the trade show meeting.



Attracting visitors from the trade show aisles to the stand is easier than you might think.

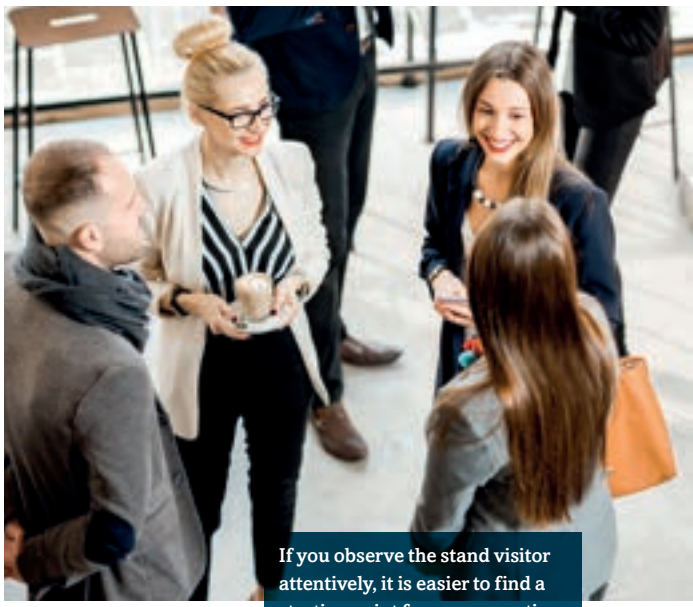
>> of vision so that they can react to us. We approach them slowly from the side and never from the front, because then there is a risk that they will avoid us. Anyone who catches a friendly glance usually reacts favourably, and this is the right moment to approach visitors. We always approach them with a gleaming smile. If they don't turn away, they are ready to make contact. The technique described is suitable for situations in which visitors just stroll around the stand, but can also be helpful when they are already looking at exhibits or catalogues. These rules basically also apply when we want to bring a visitor to the stand, which is a big challenge for many employees at trade shows. The best way to make contact is to stand close to the aisle, smile in a friendly manner and make eye contact with the person passing by. Then approach them from the side and adapt to their direction and speed so that you are walking parallel to them. In this position, it is easier to catch their eye and arouse their curiosity with product samples or giveaways.

Close observation

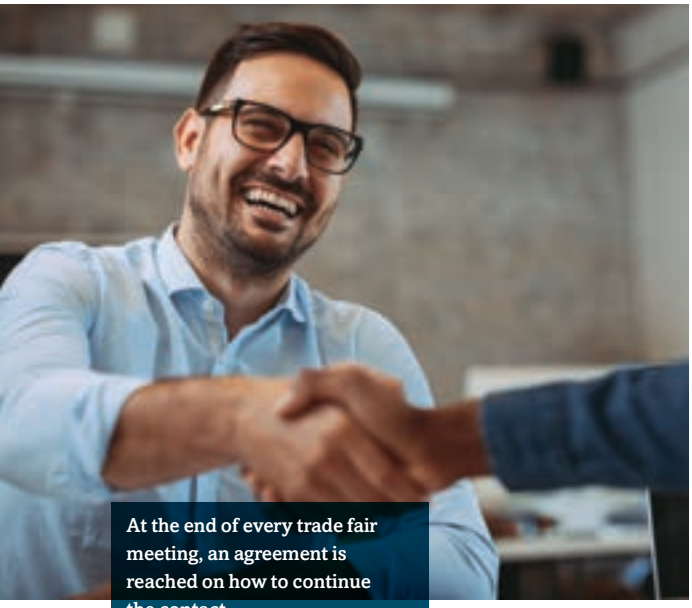
The right time to approach a visitor requires a sure instinct: if you address them too early, they may feel pressured. But if you wait too long, they will think they have already seen everything and will no longer be receptive. It is also helpful to observe visitors closely. We note what they look at in more detail or where they spend more time reading in the catalogue. Then we have a starting point for a conversation. Basically, the more spontaneously the stand employee says what comes to mind, the more effective the approach. So simply pay attention to what you see and what stands out about the visitor's actions or behaviour, think about what they are currently thinking, what mood they are in and use these impressions to strike a conversation.

Ask questions

Now that we have summarised the basic principles of making contact, it's time to assess the visitor. We need to find out who we are dealing with. We select our topics of conversation accordingly and decide how intensively we engage with him or her. We have to make a clear distinction here between decision-makers and "catalogue collectors". To do so, we ask friendly and casual, but firm questions about their function and area of responsibility, while questions about their position and trade show objectives are also legitimate. The more clearly we word these questions, the more naturally we will receive an answer. The badge or business card provides further information. Of course, we also introduce ourselves with our business card. It is just as important that we get an idea of the visitor's company and department before we offer them anything. Visitors to the PSI, for example, are all promotional products distributors or consultants. But here, too, the exhibitor should know more, such as how large the distributor is, which sectors his or her customers mainly come from and how comprehensive his or her consulting activities are. Questions about the number of employees, customers, current tasks or problems, current projects, plans and goals will take us further. With open questions, we are more likely to make the visitor talk and will find out more. Questions along the lines of "Can you tell me more about that?" are also useful in the qualification phase.



If you observe the stand visitor attentively, it is easier to find a starting point for a conversation.



At the end of every trade fair meeting, an agreement is reached on how to continue the contact.

Targeted advice

With the knowledge already acquired, it is now easier to show the right products or solutions. When we're well informed, we make faster progress and both sides save time and energy. For example, if we have identified a product, product group, innovation or customisation option that meets the visitor's needs, we can present a targeted solution. Under no circumstances, however, should we go into details or give overly long explanations at the trade show. A few products, a presentation of their effect or examples of their use are completely sufficient. Or give a short presentation that arouses curiosity and shows possible solutions. If the visitor asks for details on their own initiative, then we have aroused their interest and can offer a telephone call or an appointment after the trade show to specifically address their questions.

The final agreement

Professionally conducted trade show talks include a final question. For example, "How do you like this product/concept?" or "Does it meet your standards?" The answers give us an indication of whether the visitor actually is interested in our products. In addition, every conversation should end with a concrete conclusion and an agreement. In the rarest of cases, a deal is sealed right away. However, it is important for the stand employee to agree with the visitor on the concrete procedure after the trade show. For example, they arrange for an appointment or telephone call, give advice after the documents have been sent or give a commitment to further cooperation. If you have not already done so, you should now ask for the visitor's business card. Trade show talks have to be short. The aim is to make as many good contacts as possible and get to know potential customers in the limited and precious time available at the trade show. Detailed explanations and product presentations are out of place at the trade show, even if some salespeople find it difficult to avoid them. That's why we always offer to continue the conversation after the trade show to clarify details. A friendly farewell and a little small talk accompanying the visitor to the aisle round off a professional trade show meeting. <

How exhibitors can increase efficiency at the trade show stand

- Be open, friendly and smile. Come across as positive and never bored. Never bury yourself behind your laptop, tablet or mobile phone for longer than necessary and always signal that you are ready to talk while you are working.
- Approach anyone who passes by the stand, but respect those not interested.
- Take note of every visitor.
- Address the visitor by his or her name.
- First find out who the visitor is and what he or she is interested in. Then carry out the presentation in a targeted manner. Keep this goal in mind.
- Questions instead of talking: avoid long monologues.
- Short conversations of a maximum of 15 minutes, no overwhelming jargon and technical terms that not everyone may know.
- Ask a closing question during each conversation.
- Try to arrange a follow-up appointment after the trade show.
- Document every conversation.
- Support one another at the stand, even if it is not your customer/topic.
- Say something positive to each colleague at least once a day.

Armin Marks is a trainer, consultant, systemic coach and facilitator in the areas of communication, cooperation, team development, customer orientation, leadership, work techniques and change process support. He has 35 years of experience in working with all employee target groups in companies and organisations in a wide range of industries.
www.armin-marks.de

Trade show participation represents a significant marketing investment for exhibitors. However, the potential of these investments often remains untapped. Marketing expert Thomas Federkiel demonstrates how companies can significantly increase the success of their trade show activities by means of digital processes and marketing automation.

Focus

Digital Lead Management

How to **ensure** your trade fair **success**



Despite advancing digitalisation, trade shows continue to play a central role in B2B marketing. Direct exchanges, the opportunity to experience products first-hand and the chance to build personal relationships can only be replicated to a limited extent in a digital environment. Nothing can replace face-to-face conversations at trade shows and talking business over a drink. At the same time, the expectations and behaviour of trade show visitors have changed fundamentally. Modern B2B buyers are digitally informed, have limited time and expect relevant, personalised interactions. The trade show landscape is changing and this development requires a realignment of traditional trade show concepts. Trade shows are not isolated events, rather central hubs in a networked communication system. The integration of digital strategies transforms classic trade show participation into a holistic, personal customer experience that extends far beyond the actual days at the trade show.

Exploiting potential for optimisation

The financial expenditure involved in participating in trade shows is considerable. According to the 2024 Marketing Budget Study conducted by the German Association of Industrial Communication (bvik), B2B companies invest an average of 41 per cent of their marketing budget in trade shows and customer events. This makes it by far the largest budget item. Only 2 to 5 per cent is spent on systematic invitation campaigns and lead tracking. The 2024 AUMA Study shows that only 27 per cent of companies systematically follow up on their trade show contacts. With average trade fair costs of €80,000, this means a loss of around €56,000 per trade show attendance – and thus a multitude of lost business opportunities. These figures demonstrate that optimising lead generation and processing is an economic necessity and illustrate the enormous potential for optimisation in the trade show business.

Success factors
in digital lead management

Successful lead management at trade shows does not begin at the exhibition stand and end when the stand is dismantled. It is a continuous process that, when implemented consistently, leads to measurable improvements. The implementation of a structured lead management system can be divided into three phases:

Phase 1 Preparing for trade show participation

- LinkedIn campaigns enable decision-makers to be targeted in advance.
- Automated invitation campaigns with personalised content increase the quality of visits to the exhibition stand.
- Appointment scheduling systems achieve an attendance rate of 85 per cent for pre-booked appointments.
- Event landing pages with registration form create the first touch points.

Phase 2 Professional lead capture on site

- Digital lead capture apps replace handwritten notes and ensure the completeness of data.
- Immediate categorisation according to BANT criteria (budget, authority, need, timeline) enables efficient prioritisation.
- Automatic thank-you emails sent on the same day increase contact quality.
- Real-time lead scoring (evaluation of interested parties) supports optimal resource allocation.

Phase 3 Systematic lead nurturing (simplified: comprehensive contact management)

- Personalised follow-up campaigns within 48 hours make optimal use of the remaining interest.
- Multi-stage nurturing processes based on interest profiles increase the conversion rate (proportion of interested parties who become customers).
- Automated lead qualification before handover to sales increases sales efficiency.
- Seamless CRM integration ensures comprehensive tracking of all activities.

The effort is worth it

Looking at the final figures, investing in systematic lead management is not an additional cost factor, but rather secures the investment already made at the trade show. Experience shows that an additional investment of 5 to 10 per cent of the trade show budget doubles the trade show return on investment. For costs of 80,000 euros for trade show participation, this corresponds to 4,000 to 8,000 euros – less than most companies spend on trade show furniture. Companies that choose this path achieve measurable success, as the following examples show. For instance, a provider of logistics solutions documented impressive results after implementing a systematic lead management process at LogiMAT (International Trade Show for Intralogistics Solutions and Process Management). The time taken to establish contact after the trade show declined from 8.5 to 1.2 days. The conversion rate rose by 34 per cent. Follow-up emails were opened at a rate of 75 per cent. A medium-sized company achieved additional sales of 340,000 euros with an additional investment of 7,000 euros. This corresponds to a return on investment of 4,857 per cent. The technological requirements are also manageable: the basis for successful lead management is marketing automation software for automated campaigns. Lead capture apps digitise on-site contact, with a CRM system serving as the central data management system. Lead scoring tools enable the automatic evaluation of contact quality. Double opt-in processes compliant with the General Data Protection Regulation (GDPR) ensure legal certainty.

Don't miss out on business opportunities

Studies show that 50 per cent of all deals go to the provider who responds first. Without a quick response, potential customers' interest declines rapidly. Seventy per cent of all leads generated at trade shows never result in a sale. Eighty per cent of trade show leads are either not contacted at all or contacted too late. These figures illustrate the immense potential of systematic lead processing. We can therefore conclude that implementing an effective lead management system is less complex today than organising the trade show presentation itself. Modern tools and automated processes enable efficient implementation with manageable effort. The documented success stories show that professional lead management maximises the return on investment of trade show participation.

Thomas Federkiel, Managing Director of Federkiel & Friends Digital Marketing develops concepts for dialogues along the digital customer journey with the right balance of artificial and human intelligence.

https://federkielandfriends.de

Branded and designer products, Fairtrade





Branded and designer products **combine creative excellence with brand recognition,** transforming promotional products into sought-after everyday companions. And Fairtrade offers companies the opportunity to convey their values in a credible way.











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www.zwieselfortessa.com

Flower-shaped glassware

The Blossom glassware range is characterised by a curved silhouette, giving it a distinctive presence on the table. The range is produced by Zwiesel Fortessa. The glasses are manufactured in Germany from Tritan crystal glass under the SCHOTT ZWIESEL brand. The material is designed for high impact resistance and is dishwasher-safe. The collection caters to a variety of serving occasions: it is equally suited to wine and sparkling wine as it is to cocktails or non-alcoholic refreshments. Desserts can also be served in these glasses. For corporate communications, this versatility opens up a range of applications, for example at events, as part of an incentive offer or as a gift for business contacts. The base can be custom-branded. This ensures the logo remains associated with the product without detracting from the glasses' distinctive shape.



Porcelain with its own distinctive style

The new 'Sento' conference tableware range from Seltmann Weiden combines lightness with modern elegance, whether in the office, at trade shows or at events. 'Sento' includes bowls, cups, plates in various sizes and other complementary items. They are manufactured entirely in Germany and can be customised for orders of 300 items or more. The range is guaranteed to be dishwasher-safe and microwave-safe for life. Prior to production, the manufacturer creates a visualisation so that the positioning and overall effect can be assessed. Sample items are provided for checking and approving the shape and colour.

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A constant travel companion

The lightweight, compact Airox Advanced Frequent Flyer Carry-On from Victorinox was developed in Switzerland for frequent travellers and is the perfect piece of hand luggage. Its storage space can also be expanded by up to 15 per cent. A thoughtful gift for frequent travellers, it offers lasting value and is always ready for the next journey. This creates a sense of appreciation that lasts well beyond the festive season. It can be customised by pad printing.



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Bibliophile Globe

Stylish and ideal for offices, libraries or as an exclusive promotional gift, the Bookglobe single- bookend design from Troika brings knowledge and a sense of the world to your bookshelf. This attractive product consists of an elegant, magnetically secured globe and a high-quality metal stand. The 13-centimetre globe is available in various models featuring different maps and can be easily removed and explored. This makes the Bookglobe the perfect eye-catching addition to offices or libraries. The large engraving area offers space for logos or personalised messages. Combining functionality and decorative appeal, this personalised bookend makes an ideal promotional gift for book lovers and a distinctive addition to high-profile brand presentations. With its realistic details and high-quality craftsmanship, the globe is not only a decorative feature but also an educational tool for curious minds of all ages.

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Durable Notepads

Moisture and frequent page-turning place considerable strain on notepads. The Atlas Essentials spiral-bound notepad from Goldstar Europe features 50 squared sheets made from stone paper with a grammage of 120 g/m². The material has a smooth, water-repellent surface and is tear-resistant according to the manufacturer. The spiral binding allows the notepad to lie flat while writing and sketching. A ruler is also integrated into the back cover, meaning no separate tool is needed for simple measurements. The soft-touch back cover is made in equal parts from polypropylene and recycled post-consumer polypropylene. The design is suitable for use on construction site visits, field research, outdoor meetings or creative work in the studio. In architectural offices, too, the squared pages can help to capture initial sketches.





Little helpers to alleviate everyday stress

A quick squeeze of a soft figurine can provide a brief break from the daily office routine. Herr Bert® and Berta from the SQUEEZIES® family by mbw® are made from elastic polyurethane foam. The figurines can be squeezed and then return to their original shape. More than 80 different designs reflect a variety of activities and professions. These include, for example, Dr Bert®, Super Bert® and Busy Bert®. Other characters are based on various trades, the healthcare sector or office organisation. Companies can have their logo and slogan printed on the figure's tummy or back, enabling them to use the figures for their communications. Whether given away at trade shows, presented to staff or handed out during customer visits, these figures combine a tactile experience with playful appeal.



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PSI 60835 • Fairwerk - Stiftung Attl - Einrichtung für Menschen mit Behinderung
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Versatile table decoration

Four slender glass vases set in a shared wooden base form the foundation of a versatile table decoration. The wooden vase by Fairwerk – Attl Foundation is made of solid, oiled oak and measures 20 by 3.5 by 11 centimetres. Each glass can be filled individually, for example with fresh flowers, dried twigs or herbs. The design allows for changing arrangements without needing a new vase. Using the four natural corks provided, the decorative piece can alternatively be turned into a spice storage container. This extends its range of use from the living room to the kitchen. Replacement glasses can be purchased separately, making it easier to continue using the set if any of them become damaged. According to the supplier, Fairwerk manufactures the product in Germany and links its sales to the work of an organisation supporting people with disabilities.

‘Book Art’ Calendar

The ‘Book Art’ calendar celebrates the finest stories of world literature in a fresh, artistic style. The London-based design duo Sera/Lina transform iconic works and classics, from Austen to Hemingway, into expressive, minimalist illustrations – inspired by Bauhaus, contemporary art and their love of books. Each calendar page features one of the most famous passages from literary history, weaving words and images together into a poetic dialogue. ‘Book Art’ is more than just a calendar – it is a declaration of love for reading, a decorative statement for book lovers and also an inspiration for a whole new generation who are rediscovering literature beyond BookTok. Printed on elegant, uncoated paper, this stylish calendar is ideal for anyone who loves literature, memorable quotations and thoughtful design.







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A boost for brands

The interplay of function, design and a strong brand concept transforms a shopping trolley release mechanism into a genuine brand ambassador. This is precisely what Triggi® stands for: the brand from Pins & mehr offers practical and versatile solutions for strong brand presentations. With over 100 registered designs and a variety of materials, the range offers plenty of scope. Triggi® is available in the classic version, as well as in the Plus version with a lost-key recovery service, the Carbon version with a distinctive look, the NFC Pro version, and – for special requirements – the Triggi® Premium version with a high-quality leather case and additional areas for customisation. Whether as a promotional tool, a customer gift or a brand ambassador, Triggi® helps bring your desired promotional campaign to life.

Exciting games

In this block-based world from Edition Michael Fischer, over 15 exciting games and puzzles featuring popular themes and characters from the Minecraft universe are waiting to be solved. Thanks to its handy box, it's ideal for taking with you when travelling, to restaurants, in the car, on a plane and so on. EMF Publishing House (Edition Michael Fischer) tailors each individual copy in terms of content, design and features to suit the client's requirements and the target audience. On request, the EMF team can also place a logo on the cover and even feature the client's own products on the inside pages.



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Unmistakable luggage

When travelling, many pieces of luggage look very similar, which makes it difficult to spot them on the baggage carousel. The BagSave luggage cover from ANDA Present Ltd. makes luggage easier to distinguish thanks to customisable designs. The material consists of 92 per cent recycled PET polyester and eight per cent elastane, with a weight per unit area of 185 g/m². The stretch fabric adapts to the shape of the suitcase, while a Velcro fastening keeps the cover securely in place. Sizes S, M and L are available. Thanks to full-surface sublimation printing, companies can apply logos, colour schemes or campaign designs across the entire textile surface. An RPET label identifies the material composition. In the day-to-day reality of business travel, BagSave helps travellers recognise their own luggage while simultaneously transforming its exterior into a communication surface.



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Maya the Bee in an anniversary look

A well-known cartoon character is relying on brand recognition rather than technical features for her anniversary campaigns. The gold-coloured anniversary edition of Maya the Bee from mbw® takes the familiar licensed character and reinterprets her as a decorative promotional product. Her gold-coloured finish sets this special edition apart from the usual design and evokes a sense of celebration and prestige. Company logos or slogans can be added to the figurine. This makes it suitable as a gift for customers, a memento for company anniversaries or as part of limited-time promotional campaigns. The design can appeal both to older target groups with childhood memories and to younger people who recognise the character from more recent media.



Planting and watering

Camilla XS Glück by Multiflower is a designer watering can from Koziol. The product is ideal for use as a seed tray or small pot and is delivered to the customer complete with a soil tablet and seeds. Once the plant has grown and been repotted, the container can be used as a designer watering can, a flower vase or a storage container for small items. It comes as standard in white, green, yellow or orange. Custom colours are available on request. The wraparound band serves as an advertising medium: the space on the standard design is ideal for a logo or your own design, available for orders of 250 units or more. Pad printing directly onto the watering can is available for orders of 100 units or more.

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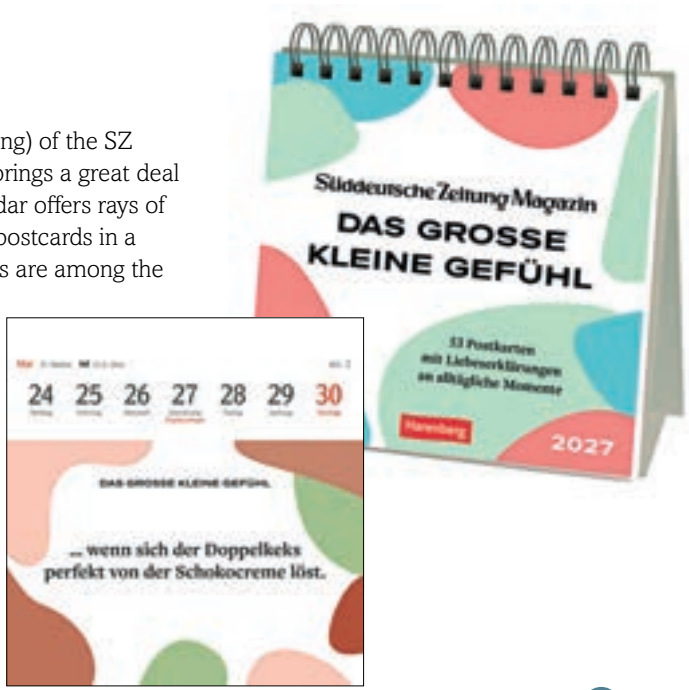
A ray of light for the office

Inspired by the column “Das große kleine Gefühl” (The Big Little Feeling) of the SZ Magazine, this little calendar from Athesia calendar publishing house brings a great deal of optimism. Measuring 16.7 by 17.7 centimetres, this attractive calendar offers rays of hope for the desk and for sending to others. It features 53 detachable postcards in a modern design and attractive, on-trend colours. Promotional calendars are among the absolute classics when it comes to haptic promotional products and enjoy immense popularity year after year. A high-quality branded calendar from Athesia keeps your client’s brand visible to its target audience all year round. Whether it’s standing in the shortest queue at the supermarket or lighting the fourth candle on the Advent wreath, these and other little moments that simply bring joy are captured in this 2027 calendar.



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Many new styles

In 2027, Fruit of the Loom is making a clear statement in its sweatshirt range with its Authentic Heavyweight Sweatshirt 282M and the matching Authentic Heavyweight Hoodie 285M, featuring a modern loose fit and coordinated details. At the same time, Eucalyptus Green is expanding the colour palette of the 180M and 215M T-shirt styles. The new heavyweight sweatshirts combine a particularly heavy fabric with a casual, relaxed cut. Both styles are made from 80 per cent cotton and 20 per cent polyester and offer a high level of comfort. As a coordinated duo, they are ideal for modern team wear and high-quality corporate wear. In its T-shirt range, Russell Athletic® is introducing a fresh splash of colour in 2027: Eucalyptus Green will now be available for the Authentic Classic T 180M and the Authentic Heavy T 215M. Both unisex styles combine a classic fit with tried-and-tested details such as single jersey, a shoulder-to-shoulder neck band and a 1x1 ribbed collar with topstitching. The new colour gives textile finishers, specialist distributors and B2B customers another option for their spring and summer collections. The tried-and-tested T-shirt styles remain a reliable foundation for individual brand identities and versatile finishing options. All products in the collection are manufactured in accordance with the Oeko-Tex® Standard 100.



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Always one sip ahead

Thanks to its drink reminder, digital thermometer and rechargeable technology, the smart, matt green Hydration Coach thermos bottle from Troika cleverly helps you stay hydrated throughout the day. The double-walled vacuum insulation reliably keeps drinks at the right temperature, while the wide opening makes it particularly easy to fill with ice cubes. Leak-proof, food-safe and fitted with a practical handle, it is equally suitable for the office, sport and on the go. Made from stainless steel and plastic, this powder-coated bottle has a capacity of 600 millilitres and comes with a charger. It is ideal for anyone who wants to stay hydrated the smart way. The highlight: the digital, rechargeable thermometer displays the exact temperature of the drink.







An elegant mug

The new Torino cup from the Polish promotional products specialist Avant has a capacity of 220 millilitres and is available in over 45 colours. Its modern, minimalist design features subtle vertical grooves that give it a sophisticated look. The elegant design reflects positively on the brand, while the large print area offers plenty of space for eye-catching customisation. The mug's robust ceramic construction ensures durability for everyday use, while its ergonomic handle ensures a comfortable grip. It is a practical promotional gift that customers will use every day. Designed and manufactured in Poland, the Torino mug is ideally suited for use at trade shows and conferences, as well as in promotional campaigns, as a customer gift and for office use.



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Recycled plastic meets bamboo

The Reborn ballpoint pen from Goldstar Europe features a velvety barrel and a bamboo touch. The body is made from post-consumer recycled ABS, complemented by an element of FSC-certified natural bamboo. The click mechanism with a gunmetal look provides a metallic contrast to the rubberised soft-touch surface. This lightweight pen feels comfortable in the hand and is available with either black or blue ink. Reborn is part of a product collection whose design focuses on combining different materials. Its simple shape makes the ballpoint pen equally suitable for office workstations, seminars and conference folders as it is for guest rooms in smaller hotels. The material specifications help companies assess the proportion of recycled plastic and the origin of the bamboo when choosing promotional products.

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Perfect for craftspeople

The Heyco Professional workshop trolley ensures a professional appearance with well-designed functionality. Its high-quality wooden worktop provides a practical work surface and adds a striking design feature. Drawers with automatic soft-close mechanisms ensure convenient use in everyday workshop life. Two swivel castors with locking brakes allow for flexible positioning and secure parking. The empty trolley can be customised with tools, making it an individual solution for trades and industry.



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King of the Road

Anyone looking for a creative promotional product for the transport and logistics sector will surely come across Tonki's range of products. In a world shaped by freight and transport, TodoModo's truck-shaped tissue box is a distinctive promotional product for trade shows, industry events and offices, as well as a customer gift. The immediately recognisable truck design offers plenty of space for custom graphics, logos and messages, thereby transforming an everyday object into a memorable brand touchpoint. It helps logistics companies boost brand visibility, stand out from the competition and strengthen relationships with new and existing business partners. Practical, original and fully customisable, this appealing promotional product ensures that people keep talking about the brand after the initial encounter.

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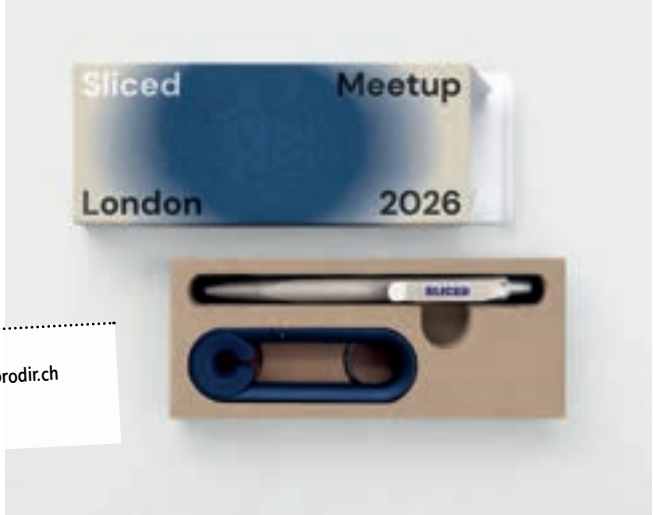
Always in view

Needit ParkOne is a promotional gift that won't end up in a drawer. After all, a promotional product is only effective if it is used. The ParkOne from Needit is used every time the vehicle is parked and sits securely on the windscreen. This ensures the company logo remains in view every day. Available in blue or black, the brushed aluminium frame makes it a high-quality gift for customers and staff. A motion sensor automatically sets the arrival time, while the night-parking function is useful in zones where parking restrictions only apply from the following day. The product is magnetically attached to the frame and can be removed in a single simple step. It was approved by the German Federal Motor Transport Authority and recommended by "auto motor und sport". Needit was founded in Denmark in 2008 and has been operating in Germany since 2014. It is the inventor and market leader in electronic parking discs.

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.



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Premium Outerwear

Jerzees®, a Fruit of the Loom brand, stands for self-expression, creativity and a forward-looking culture. The casualwear brand sets high standards for product quality and is committed to sustainability – from its own production facilities in Morocco, through supply chain management, to the reduction of packaging materials. Among the highlights is the Eco® Premium Blend Sweatshirt: made from 43 per cent recycled polyester and 57 per cent sustainably grown cotton from the USA, this stylish essential combines eco-conscious design with soft materials and exceptional comfort. It provides the perfect canvas for personalised designs, making it ideal for creative textile finishers. A classic premium product, the unisex sweatshirt is available in sizes S to 3XL and in six timeless colours. Another eye-catcher is the Jerzees Eco® Premium Blend Hooded Sweatshirt. With its modern cut, double-layered jersey-lined hood and a practical front pocket, it combines style and functionality. Last but not least, the brand's Eco Premium Organic T stands for innovation in sustainability and quality and was created exclusively for the European market. This supremely comfortable T-shirt in a classic fit is made from 100 per cent combed, ring-spun organic cotton yarn – for a phenomenally soft feel.

A sugar-sweet brand ambassador

Strong brands make an impression, especially when presented in distinctive, customised packaging. Der Zuckerbäcker combines popular branded sweets with customised packaging designs. The pillow-shaped packaging contains melt-in-the-mouth Lindor balls or a Lindt chocolate Santa Claus as an elegant festive gift. The chocolate box featuring Kinder Bueno, Kinder Country, Kinder bars and more makes for a team gift that's guaranteed to delight. And the slipcase containing Lotus Biscoff caramel biscuits turns every coffee break into a brand moment. All packaging is custom-printed with your logo and chosen design. Suitable for Christmas mailing campaigns, as a customer gift or a thank-you to the team, this product combines brand quality with your own personal message.



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Lanyards made from recycled materials

Lanyards are a constant feature at many events and in everyday working life. Brand New Lab offers designs that combine cotton with recycled materials. The lanyards are available in a range of colours, cord types and finishes. Customised labels, elements made from recycled rubber and various fastenings are available to ensure they match the relevant brand identity. Depending on the configuration, the lanyards can hold, for example, ID cards, keys or other lightweight items. This makes them suitable for use at conferences, corporate events and in retail, as well as for use as staff or customer gifts. The blend of natural fibres and recycled materials offers an alternative to lanyards made entirely from virgin plastic.

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A clock for notes and pictures

The Lunara Sol wall clock combines a time display with a personal notice-board. Designed by Jörg Gätjens and part of the Fairwerk – Attl Foundation range, this model has a diameter of 60 centimetres and features elements made of ash wood arranged in a radial pattern. Clips and holders can fasten photos, cards and short notes, creating additional space for information alongside the dial. You can pin up appointments in the hallway, shopping lists in the kitchen and ideas for ongoing projects in the office. Other materials include wood-fibre board for the dial and rubber components. According to the supplier, Lunara Sol is manufactured in Bavaria, primarily using wood from the company's own forests. The combination of clock and pin board is suitable for workspaces as well as private rooms. As a gift, it offers practical benefits that go beyond simply telling the time.





Sustainable, practical, smart

With TekoTryck's practical kitchen towels, customers' designs can be transformed into a practical everyday product. The Scandinavian company offers custom-printed kitchen towels made from either 100 per cent linen or a blend of 50 per cent linen and 50 per cent cotton. You can choose between screen printing and digital printing, ranging from simple logos to colourful, detailed motifs. Digital printing is available for orders of 50 items or more per motif. The kitchen towels are manufactured in Europe and printed at the company's own print facility in Sweden. They are ideal as promotional gifts, for your own collections and for customised designs.

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A tactile writing experience

The surface of a writing instrument not only shapes the impression it makes, but also its feel. For the uma ALIGN ballpoint pen, uma Schreibgeräte Ullmann GmbH has opted for an ergonomically shaped barrel made from recycled ABS plastic. Smooth transitions and a distinctive clip define the design. To meet different requirements in terms of appearance and feel, a matt finish, a transparent frosted finish and a soft-touch finish are available. A range of colours makes it easy to match existing corporate designs. Wide areas on the barrel provide space for customised finishes. This way, the ballpoint pen can be used both as an everyday work instrument and as a promotional product at events or as part of customer gifts. Customers can select their preferred version using the supplier's product configurator. The pens are available exclusively through promotional products distributors.



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Scarves for brand identity

Textile promotional products accompany those wearing them beyond events. Bosscher International BV's customisable scarves are available in seven styles, which companies can adapt to their brand identity in terms of colour scheme, pattern and finish. A custom label can be added to the design on request. The scarves are ideal as team wear, for winter promotions or as gifts for customers and staff. The range can be produced in batches of as few as 100 items per order, making it suitable even for smaller campaigns. Once approved, production takes around four weeks and a further week or so is allowed for transport. Express production is available for tight deadlines. Bosscher adheres to BSCI and Sedex standards, as well as FSC, GRS and OEKO-TEX, during manufacturing.

A heart for chocolate

A gentle press on the packaging is part of the 'Push the Choco Button' concept. Behind this interactive promotional product from Slodkie sp. z o.o. lies a five-gram heart-shaped piece of chocolate. The product is designed for attention-grabbing promotions that combine a sweet treat with a brief, playful action. The wrapper can be customised with a company logo, images or a personal message. White paper and kraft paper are available as material options. According to the supplier, the chocolate mould is made from recycled R-PET. The company also cites Fairtrade and FSC certifications. The compact format is suitable for mailing campaigns, distribution at events or as small additions to customer gifts. The heart shape can be integrated into relevant communication campaigns, particularly for Valentine's Day.



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Show off your feet

Custom-designed socks combine everyday practicality and brand communication with a subtle brand presence. SoComfy socks from Bosscher International BV are made to measure for businesses, while labels and packaging can also be personalised. According to the supplier, the textiles are made using GOTS-certified organic cotton, GRS-certified recycled yarn and cotton recovered from textile scraps, among other things. They are manufactured in a factory powered by solar energy. With regard to its production partners, Bosscher highlights BSCI and Sedex standards for working conditions, as well as FSC certification in relation to material sourcing. This makes the socks ideal for staff packages, trade show promotions or as customer gifts. Custom designs are available from as few as 120 pairs per design.

A functional everyday helper

Practical, durable and customisable, printed tea towels are promotional products used regularly in everyday life. This ensures regular brand visibility. The white and coloured tea towels are manufactured in Germany from 100 per cent cotton. The base material is certified to the Oeko-Tex® Standard 100. At the marcolor print works, the tea towels are customised according to the customer's specifications using high-quality screen printing with up to eight colours. For a truly personalised look, a custom-printed paper sleeve is available on request, which also presents the tea towel attractively as a promotional gift. This results in a functional everyday helper that combines design with German manufacturing quality.



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Practical added value

The Holdercard is a new physical, customisable promotional medium for brands: a flat, wallet-sized, laminated PVC card that folds out into a handy smartphone stand. This useful additional feature encourages recipients to keep hold of this practical promotional product after an event, a mailing or a distribution campaign. An optional QR code print links the physical medium to a campaign website, a booking page or customer service. The Holdercard is ideal for promotional gifts, trade shows, the hospitality industry, the retail industry, the telecommunications sector and a wide range of other brand activation activities. Available with full-colour, customisable printing for B2B orders of 100 units or more.



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Writing set with metal accents

Two different writing instruments in one gift box: the Losange writing set from André Philippe combines a ballpoint pen with a rollerball pen. Both pens feature metal barrels with a textured finish and polished accents in a gunmetal finish. The set comes with blue refills, covering typical writing tasks from quick notes to signatures. ANDA Present Ltd. stocks the set as part of its corporate gift collection. A two-tone box holds the two pens together, allowing them to be presented without additional gift wrapping. In the office, the ballpoint pen can be used for everyday notes, while the rollerball offers an alternative writing experience. The coordinated design also makes Losange suitable for awards, anniversaries or welcoming new staff members.



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Promotions as soft as silk

For a printed scarf to maintain a consistent appearance in everyday business life, its design must remain visible even when tied. That is why Promo-House's VENZO silk scarves feature double-sided printing, which reproduces colours and patterns on both the front and back. The basis for this is pure natural silk with a light, soft texture and a subtle sheen. This process offers creative freedom for customised patterns, corporate colours and logos, without the effect being dependent on the way the scarf is draped. Square sizes of 67 by 67 and 85 by 85 centimetres are available. This allows the accessories to be tailored to different ways of wearing them and various occasions. In corporate communications, they are suitable, among other things, as part of a uniform, for prestigious gifts or as a fashion statement at events.

Wine enjoyment with a social twist

A gift can combine enjoyment with support for social projects. The 'Gutes Hoch Zwei' (double the good) gift set from Römer Präsente combines a 0.75-litre bottle of Montepulciano d'Abruzzo with an XTRA-SUPERLOS from 'Aktion Mensch'. Both items are presented in a black gift box. Once activated, the lottery ticket offers weekly chances to win over the course of a month. The gift-giver or the recipient can activate it. The lottery ticket also supports projects run by Aktion Mensch. This provides companies with an alternative to traditional wine gifts. While the wine is intended for immediate enjoyment, the ticket's validity period extends the time over which the gift can be enjoyed. When giving the gift, the legal framework governing lottery tickets and alcoholic beverages must be observed.



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www.reidinger.de

A sparkle on the desk

In everyday business life, a pencil can be more than just a simple writing utensil. Reidinger's crystal pencils combine the familiar function of a wooden pencil with a distinctive touch: the barrel features a crystal from the Bohemian manufacturer Preciosa. The crystal provides a striking contrast and creates scope for brand promotion on office stationery. FSC certification provides information about the sourcing of the wood used. Whether as conference giveaways, part of a writing set or as a small gift for business partners, these pencils are ideal wherever paper and notes are part of everyday working life. Logos and other design elements can be incorporated into the customised design. To this end, Reidinger provides an online configurator on its website, which allows customers to put together their own variations.



PSI 45753 • ANDA Present Ltd.
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Rose gold accents

Subtle metallic details lend classic writing utensils a distinctive design touch. In the Orrose pen set by André Philippe, textured metal barrels are paired with rose gold-effect fittings. The set comprises a ballpoint pen and a rollerball pen, both of which write in blue ink. The different writing mechanisms offer a choice between short everyday notes and longer handwritten entries. A two-tone gift box brings both pens together for a cohesive presentation. Orrose is positioned within the ANDA Present Ltd. range as a writing set for professional use. It is suitable, for example, for meeting rooms, as part of an executive's kit, or as a token of appreciation at corporate events. A durable writing instrument can also be a thoughtful way to recognise employees, offering lasting value compared with disposable promotional products.

Emotional ambassadors

Stuffed animals are particularly well-suited as promotional products when you wish to foster an emotional connection to the brand. The MiniFeet® collection from mbw® includes classic teddy bears as well as dogs, elephants and huskies. More eye-catching animal designs, such as gorillas and Highland cattle, are also available. The figures allow for references to specific business sectors, events or individual campaign themes. Small T-shirts, scarves, triangular scarves and flags are used for branding, featuring logos or messages. Applications range from trade show promotions and merchandising to gifts for staff and business partners. An online configurator helps you select the animal and accessories, as well as design the print. Printing costs are included in the clearly visible price calculation.



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FORUM sets the course for the future

FORUM Werbemittel



Roland P. Malli

With effect from 1 November 2026, Roland P. Malli will take over as Managing Director of FORUM Werbemittel GmbH, thereby initiating the planned succession plan. The current shareholders will remain on board and will continue to actively support FORUM with their many years of experience and expertise.

With around 30 years' experience, FORUM – based in Weißkirchen an der Traun, Austria – has a strong foundation in the field of tactile advertising and, in addition to traditional promotional products, offers bespoke solutions as well as full-service and fulfilment services.

Roland P. Malli brings with him many years of management and executive experience, as well as extensive expertise in the promotional products sector. His previous areas of focus have ranged from sales, marketing and strategic procurement, through business development and e-commerce, to international sourcing structures. At FORUM Werbemittel GmbH, Malli aims to build on the company's existing strengths and, together with the team, drive new growth initiatives. The focus will be on further developing sales and existing customer relationships, acquiring new customers, and the targeted expansion of the workwear range and the full-service offering.

Roland P. Malli: "For me, this step is far more than just a new professional role. The gradual takeover of FORUM fulfils my long-standing wish to become an entrepreneur myself. FORUM has a fantastic team and a strong foundation. I want to build on this together with the team and shape FORUM's future."

The existing shareholders also see this succession plan as ensuring continuity and opening up new prospects for the company: "In Roland Malli, we are gaining an experienced industry expert who will further develop FORUM's operations and also take on entrepreneurial responsibility. For us, it was crucial to find a sustainable solution for FORUM, our team and our customers. We look forward to continuing to actively support this journey." Find out more about the company at: **www.forum-shop.at**

Volker Riedle Returns to His Former Position

Bags by RIEDLE



Volker Riedle is taking over the management of Bags by RIEDLE as sole owner.

Photo: ©BAGS BY RIEDLE

Effective 1 October 2026, company owner Silke Riedle handed back responsibility for Bags by RIEDLE, based in Langenbrettach, to Volker Riedle. According to the company statement, she will focus on other duties going forward.

Together with her expert team, Silke Riedle ran the well-known paper bag manufacturer in the past two years, serving clients with the usual professionalism and expertise. During this time, Volker Riedle focused on the organisation, restructuring and transfer of one of the companies within the Riedle Group, and he is now returning to his old position as the sole owner, bringing many new ideas for the future.

In the statement, it states, "Silke Riedle's next endeavour is associated with a touch of sadness but also deep gratitude for the trust and collaboration that business partners and clients placed in her team."

For more than three decades, Riedle has stood for reliability and expertise in developing and manufacturing high-quality paper shopping bags. Volker Riedle: "Of course, some things will change. But what makes the company unique will not change in the future: the personal contact, innovative products, reliability and good teamwork." **www. riedle.de**

About Bags by RIEDLE

As a partner in the brand and advertising sector, RIEDLE® from Langenbrettach, Germany has been offering its expertise and a full range of services for paper bag production for more than 30 years. For RIEDLE®, high-quality paper bags serve two purposes: They are a practical means of transporting goods, and they have an enormous multifaceted effect as a highly efficient, image-promoting advertising medium. In production, RIEDLE® places great value on carefully selecting the right materials and delivering perfect workmanship, as well as processing requests and orders quickly. According to RIEDLE®'s statement, "It can deliver a sample of the desired promotional bag between 24 and max. 36 hours."

What happens with the rugs used at large trade shows, award ceremonies and events after they are over? In many cases, they are thrown away. Schneider Schreibgeräte takes a different approach and collaborates with the company Polyperformer from Baden-Württemberg to recycle them. New promotional writing instruments are made from the used event rugs.

Schneider Schreibgeräte introduces a new sustainable product

Event rugs for promotional messages

With the new re:carpet series, Schneider is the first writing instrument manufacturer to put promotional writing instruments on the market with barrels that are partially made from recycled event rugs. The rugs are collected after events, sorted by type, shredded and processed into plastic pellets. These pellets are then used as raw material for the production of new writing instruments at the company's facilities in the Black Forest.

re:carpet times two

The series includes the Slider Edge XB re:carpet ballpoint pen and the Shine-Up re:carpet highlighter. The Shine-Up re:carpet model features a barrel that is made from 60 per cent recycled plastic, sourced from recycled event rugs and other recycled plastic, and 25% biobased plastic. The body of the Slide Edge XB re:carpet is made from 83% recycled plastic. The Slider Edge XB re:carpet is designed with Viscoglide® technology, which provides a really smooth and effortless writing experience. A padded triangular shaft ensures ergonomic handling, while the extra-wide stainless-steel tip ensures a comfortable writing experience. The Shine-Up re:carpet combines highlighter functionality with a slim, pen-like shape. Its pointed tip lets users highlight text with two-line widths, and its water-based ink produces vibrant, fade-resistant results. Both models can be customised with digital printing and used as promotional products, allowing companies to convey their messages directly on a functional branded product.



The series includes the Slider Edge XB re:carpet ballpoint pen and the Shine-Up re:carpet highlighter.

100 per cent made in Germany

Schneider relies on regional and transparent production and uses secondary raw materials. The promotional writing instruments are developed and made 100 per cent in Germany. By producing the products at German facilities, the company says it can ensure its quality and environmental and social standards are maintained along the entire supply chain. The company's commitment to the environment is also substantiated by its EMAS certification. "The Eco-Management and Audit Scheme" (EMAS) is one of the world's most rigorous environmental management systems and requires companies to make ongoing improvements to their environmental performance.

A credible way to experience sustainability

With the re:carpet series, Schneider demonstrates how so-called event waste can be transformed into high-quality promotional writing instruments with a trackable recycling history. It makes it possible for promotional product distributors and brand manufacturers to enable users to experience sustainability in a credible way – through a product with a transparent and trackable origin. <

www.schneiderpen-promotion.com

PenCarrie acquires outdoor specialist

The British clothing distributor PenCarrie has acquired The Outdoors Company, thereby strengthening its offering for the corporate textiles market. Promotional products retailers and textile finishers stand to benefit from expanded access to premium outdoor brands and integrated finishing solutions.

The Outdoors Company was founded in 2007 and supplies more than 700 customers in the UK and Europe. Its portfolio includes brands such as The North Face, Columbia, Rab, Patagonia and Helly Hansen. With its own embroidery and printing services, the company combines high-quality outdoor and lifestyle clothing with bespoke branding solutions – an offering that makes it easier for retailers to deliver customised textile projects.

PenCarrie | The Outdoors Company

The Outdoors Company will continue to operate under its own name at its existing Cheshire site and will continue to be managed by directors Mark Dix and Paul Morley-Smith alongside the existing team. Contact details and services remain unchanged.

PenCarrie sees growth potential for both companies in the acquisition and aims to drive expansion in the UK and Europe by combining their industry expertise. The family-run wholesaler of unprinted clothing and accessories stocks more than 3,700 items from 75 brands. The financial terms of the transaction have not been disclosed.

www.pencarrie.com • www.theoutdoorscompany.co.uk



Pictured (from left): Claire Durney, Commercial Director at PenCarrie; Paul Morley-Smith, Managing Director of The Outdoors Company; Mark Campbell, CEO of PenCarrie; Mark Dix, Managing Director of The Outdoors Company.

On-demand customisation

Founded in 2025, the start-up Ink2Heart relies on digital direct printing to produce customised drinking vessels cost-effectively and flexibly. To this end, the Saxony-based company has invested in an X5-T High Throw direct-print flatbed printer from Inkcups. The technology will also enable the company to tap into further areas of application.

Founder and Managing Director Richard Müller brings 20 years of printing experience to the table. His aim is to implement cost-effective customisation even for one-off items and small batches. Unlike with conventional methods, designs and names can be changed digitally from product to product without having to set up a separate production process for each option. This opens up new opportunities, particularly for B2B customers, for customised promotional items and personalised contract manufacturing.

Ink2Heart initially focuses on stainless steel drinkware such as bottles, mugs, thermos flasks and shakers for businesses, clubs and event organisers, as well as for private customers. The X5-T High Throw can also print on curved or uneven surfaces and allows for more complex designs as well as simple logos and names. Both one-off items and orders running to several hundred units, each with different designs, can be processed equally easily.

"For us, one product with a personalised name is just as much a regular production order as a larger B2B order," explains Müller. The machine enables the start-up to respond flexibly to different customer requirements and expand its range. The on-demand principle is also intended to reduce overproduction and stock levels. "We produce what is actually ordered," says Müller. In the long term, Ink2Heart aims to become a leading German provider of customised on-demand products.

Inkcups | Ink2Heart

www.inkcups.com/europe • https://ink2heart.de



Richard Müller, founder and managing director of Ink2Heart, with the Inkcups X5-T High Throw direct-print flatbed inkjet printer.

The Welcome Home Tour 2026 stands for personal contact, quality and inspiration – and for products that are best experienced in person. The well-established series of events, in which the 16 hosts from partner companies take turns welcoming their customers to their own premises or at selected locations, embarked on the final three legs of this year's tour.

Welcome Home 2026

End-of-year product campaign



Attractive locations, such as the Mercedes-Benz Museum in Stuttgart, add to the appeal.

Organised with the end-of-year business in mind, the autumn and winter tour kicked off on 7 October at the Mercedes-Benz Museum in Stuttgart – an extremely attractive venue – where the 16 leading suppliers and manufacturers of branded promotional products attracted around 120 registrations. The event included a tour of the museum with its impressive collection of cars spanning the history of the Mercedes-Benz brand.

Benefit Bonus Programme

In addition to numerous new products, the Advent edition offered an extra benefit and incentive to visit the tour venues – a voucher booklet featuring selected product offers from Welcome Home partner companies. To receive this, interested promotional products professionals could collect stamps on a loyalty card at all exhibitors' stands. Once fully completed, this entitled them to take part in the Welcome Home Autumn Bonus Programme, worth a maximum credit of 1,500 euros. (A bonus of 100 euros is awarded "for each order placed by 1 April 2027 with a minimum value of 1,000 euros for the new products presented at the three end-of-year stages".)



Ideal for a leisurely stroll around the 16 stands: the exhibition hall at the Mercedes-Benz Museum

Product experiences and more

With wealth of promotional highlights, the Stuttgart event was rounded off in style by a joint visit by the host teams and customers keen to join in the celebrations at the nearby Cannstatter Wasen, Stuttgart's famous folk festival. The next stops on the autumn and winter tour followed on 25 November at the Kaispeicher Altona in Hamburg and finally on 2 December at the well-established venue of the Jochen Schweizer Arena in the south of Munich.

Valuable Insights and Inspiration

Once again, the Welcome Home concept impressed with its defining qualities of personal contact, quality, and inspiration. The unique blend of personal interaction, premium products, and fascinating insights into the development of diverse product ranges makes the event an engaging and idea-rich experience time and again, fostering in-depth conversations and generating valuable ideas for the promotional products industry. <

www.welcome-home-tour.de

Klio-Eterna is to become part of Schneider Schreibgeräte

Klio-Eterna Schreibgeräte GmbH & Co. KG and Schneider Schreibgeräte GmbH are set to join forces. On 1 January 2027, Klio-Eterna will become part of Schneider Schreibgeräte GmbH. Klio-Eterna will continue to operate as an independent company based in Wolfach. Edeltraud Syllwasschy and Christian Schneider have laid the foundations for the two companies' shared future with their notarised signatures.

For more than 125 years, Klio-Eterna has been developing and manufacturing promotional writing instruments 'Made in Germany'. The writing instruments are manufactured in-house at the Wolfach site: from plastics processing through refill production and printing right through to assembly.

As no successor could be found within the family, owner and managing director Edeltraud Syllwasschy sought a solution that would ensure the company's continued long-term success. She will be stepping down from active business life at the end of the year.

"It was important to me that Klio-Eterna could remain independent and that what our customers, partners and employees value about us would be preserved. In Schneider, we have found a company that is a very good fit for us. This applies not only professionally, but above all on a personal level," says Edeltraud Syllwasschy, Managing Director of Klio-Eterna Schreibgeräte GmbH.



The key figures behind the merger at the Klio-Eterna factory (from left): Frank Groß, Christian Schneider, Edeltraud Syllwasschy and Michael Gleich.

The two companies have much in common. Both develop and manufacture their writing instruments in Germany, prioritise long-term partnerships and act responsibly with future generations in mind. Klio-Eterna and Schneider are the only companies in the industry to be EMAS-certified. This underlines their shared approach to key issues relating to environmental management and corporate responsibility.

"With the acquisition of Klio-Eterna, we are strengthening our 'Promote' strategic business segment and expanding our range of high-quality promotional writing instruments. The two companies complement each other perfectly with their expertise and product ranges, and share the same values regarding quality, responsibility and regional ties. We see great potential in combining our respective strengths in a targeted manner in future and in being able to offer our customers worldwide an even broader range of products," explains Christian Schneider, Managing Director of Schneider Schreibgeräte GmbH.

In the run-up to the official handover on 1 January 2027, the coming weeks will be used to carefully prepare for the collaboration. Michael Gleich will remain Managing Director of Klio-Eterna Schreibgeräte GmbH & Co. KG and will continue to run the company from its Wolfach site.

For Klio-Eterna's customers and partners, all key aspects will remain unchanged: the company will retain its independence, the familiar points of contact will remain in place, and existing processes will continue at the Wolfach site. According to a press release, joining the Schneider Group opens up long-term, stable prospects for Klio-Eterna. At the same time, both companies will benefit from their respective experience, expertise and shared values.

www.klio.com • www.schneiderpen-promotion.com



The Klio-Eterna company building in Wolfach.

The fifth GXN Conference in Kitzbühel ended with the adoption of the Kitzbühel Declaration 2030. Eight guiding principles are intended to boost the international promotional product industry, ranging from quantifiable economic impact and sustainability to greater visibility in politics and the public realm.

GXN Conference in Kitzbühel

Agreement on Common Principles

Between 6 and 9 October 2026, international leaders in the promotional product industry met at the fifth Conference of the Global Executive Network (GXN) in Kitzbühel, Austria. The focus of the strategic networking event was the future of the industry and the "One Voice" initiative, which will bring manufacturers, distributors, suppliers, service providers and associations from around the world closer together. The highlight of the event was the adoption of the Kitzbüheler Declaration 2030 on 9 October. It includes eight common principles that are intended to provide the industry with direction for the coming years. No specific implementation programs have been adopted to date.

Eight principles for the future

The declaration combines economic interests with ecological and social responsibility. The agreed guiding principles include verifying a return on investment (ROI), developing global standards and making sustainability quantifiable. Other focus areas range from developing future skilled workers, combating greenwashing, and increasing transparency in supply chains to protecting ethical production conditions. The declaration is also expected to increase the industry's visibility in politics and public affairs. These principles should help convey the economic significance of the promotional product industry more clearly and strengthen its position in public discourse.



Group photo with GXN Conference participants.
Image: GXN

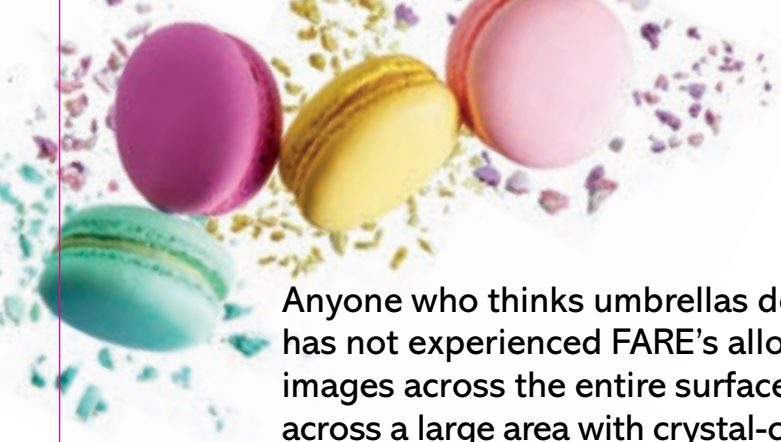
Inspiration on AI and leadership

The conference program on the 8th and 9th of October included keynote speakers and podium discussions. Michael Freter and Florian Rotberg began the strategic exchange of information. Achim Berg examined the impact of artificial intelligence on leadership and organisational structures and argued in favour of fundamentally rethinking decision-making processes and organisational models given the new technological opportunities available. Even on the morning of 9 October, the GXN Women in Promo working group met up at 8 a.m. before the conference programme got underway. An informal networking evening, the first GXN golf tournament and cycling and hiking activities rounded out the event.

Global platform with a common aim

GXN was founded in 2022 and sees itself as an international platform for leaders and decision-makers in the promotional product industry. The conference held in Kitzbühel is intended to serve as a starting point for bringing the eight principles to life through further dialogue and future initiatives. <

www.gxn-net.org



Anyone who thinks umbrellas do not leave much room for customisation has not experienced FARE's allover xpress service. It not only transfers images across the entire surface onto the fabric but also captures them across a large area with crystal-clear resolution. What is more, the minimum order quantity is only 100 pieces.

FARE Allover Xpress: Effective Branding Without Large Print Runs

Custom Message on a Large Surface



Because purchase quantities in the promotional product industry have changed considerably in the past few years, the manufacturer of high-quality rain and sun umbrellas for the promotional product industry prioritises maximum flexibility, even for smaller order quantities. With FARE's allover xpress service, eye-catching, photo-realistic designs can be realised on selected umbrella models, without compromising quality or impact. The highlight of this service is that an imprint can be placed on the inside of an umbrella in addition to a full-surface imprint on the outside, with a minimum order of only 100 pieces. Opening the umbrella creates an impressive visual experience – surprising, creative and a strong brand presence.

A variety of colours is available – with no limits

Thanks to digital printing, Pantone colours can also be reproduced with accuracy. It a gives designers and brand managers great flexibility to bring brands to life on advertising spaces in a striking way. Whether vibrant images,

sophisticated graphics or subtle CI colours – everything is possible. Another benefit is that the FARE allover xpress service also saves time. Delivery times are considerably shorter than traditional custom production methods.

Flexible selection

Eight popular FARE umbrella models are available, including a beach sun umbrella that can be finished using FARE's allover xpress. This is an example of how brand impact is combined with functional design and top-notch technology. With the allover xpress service, FARE demonstrates that meaningful customisation is no longer tied to large quantities. Any company that wants to promote its brand even in windy and bad weather has more leeway than ever with these umbrellas.

Do a good thing with every umbrella order

Companies that order 100 umbrellas using the FARE allover xpress service and are willing to donate at least 100 euros to the German child protection association, Kinderschutzbund, will automatically take part in the #SCHUTZschirmfürKINDER campaign that FARE has launched in partnership with the association. This partnership supports the essential work that the Kindershutzbund undertakes, including projects that advocate for the protection and rights of children. Participating companies will receive a digital advertising certificate and a packet with texts and images for their own communication and to promote their campaigns. Everything about the #SCHUTZschirmfürKINDER campaign is available at: www.fare.de/SCHUTZschirmfuerKINDER <











How it works

Step 1

Select your favourite model from eight basic models.

Step 2

Send your desired image as a printable file (min. 90 × 90 cm with 300 dpi).

Step 3

Receive an image of the desired design by email for approval.

Step 4

Look forward to a custom umbrella.

Quick View

- An allover digital imprint of your desired image can be placed on 8 basic models (A manufacturing-related misalignment between the segments cannot be ruled out)
- Minimum order quantity is only 100 units
- Delivery time: approx. 10 weeks after approval*
- Approval by submission of photos
- Other finishing options: Doming sticker (not available for Art. 71104 and 72382), 1-colour
- Logo placed on a case, closure strap or segment, case using screen printing
- Digital printing (not available for Art. 71104, 71144, 72382 and 77749), closure strap using digital printing (logos/lettering only available using screen printing)
- Upgrade possible with sustainable materials: Canopy material is made from recycled plastic (rPET) or dyed using the water-saving method waterSAVE®
- Canopy material made from recycled plastics (rPET with waterSAVE®)

* Shipping by sea included (delivery time approx. 10 weeks after approval), air freight shipping subject to an additional charge (delivery times 6 to 7 weeks after approval).

www.fare.de

Promotional products „labelled “Made in Europe” or “Made in Germany, Switzerland, Austria” often signify **meticulous craftsmanship, short supply chains and high manufacturing standards.** They build trust and provide scope for making informed product choices.





PSI 41875 • TFA Drostmann GmbH & Co. KG
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www.tfa-dostmann.de



Big Design in a Compact Box

The CLOCK IN THE BOX 60.3020 combines an impressive decorative size with surprisingly compact packaging: Thanks to its convenient snap-together system, it can fit into a small box and be easily assembled at home. Designed by Andreas Brückner, it adds a touch of style to any room with its clean, simple design. This Clock in the Box won the Red Dot Award for its design. Its silent sweep mechanism and various colour options make it a versatile home accessory. Every purchase also supports multiple sclerosis research with a donation going to the German Multiple Sclerosis Society in Baden-Wuerttemberg.

Bath Fun in a Packet

Sanders Imagetools sells customisable bath products in a 40-millilitre packet. Two varieties address the themes of well-being and relaxation during the cold months of the year: the “Eukalytus Honey” immune system booster and “Pine Cedar” recovery bath essence. The packets are made from mono-PP and meet high recycling standards, according to the company’s product information (“Made for Recycling“). A matt surface with soft-touch finishing rounds out the haptic design. Custom printing is possible for a minimum order of 2,500 pieces. This classic promotional item combines a seasonal product idea with a printable packaging surface for advertising messages.

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www.imagetools.com



Fruity Pendant

Rowe's Apple Skin key chain features a material made from recycled apple waste and a cork base. Apple Skin is made 24 per cent from apple waste generated during juice production. The apples come from Trentino in South Tyrol, Italy. The cork is also made in Italy. The light, plant-based vegan product is produced completely in Italy. Materials and final assembly components also come from the country, and the assembly is done at the Rowe headquarters in Vicenza. Blind embossing and full-surface printing are available for customisation. The key chain is an ideal promotional product with regionally sourced materials and Italian production.



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Life Saver on a Keychain

With Hearbeat Revivel, Brand.it has developed a product that focuses not only on the brand but also on people. The compact audio reanimation instructions give clear verbal instructions and walk you through the resuscitation process step by step. These instructions are quickly within reach on your keychain, in the office or during outdoor activities. For the promotional product industry, the launch provides a special new opportunity for conversation. When customised with a company logo, Hearrtbeat Revivel says it does not just convey "remember us", but instead, sends the message that "they are close to our hearts". Companies can demonstrate their commitment to employee welfare and social responsibility by using this product as giveaways for employees, customers, or field sales teams or at First Aid courses. For distributors, this means a new product, unusual story and a new answer to the question: "What can we give away that will really make a difference?"





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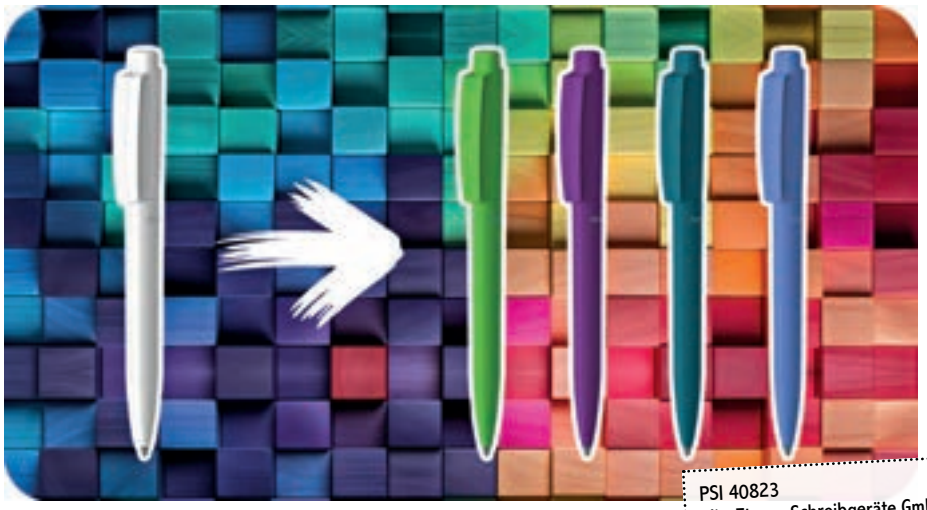

PSI 40823
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www.klio.com

Uncompromising Ballpoint Pen

The Any Colour You Want series makes it possible to produce selected ballpoint pen models in special Pantone colours. Four models in 17 varieties and four materials can be customised for a minimum order of 3,000 pieces. A sample is made by designing a pen component in the desired custom colour for clients to approve. The ink refills are available in blue or black. The standard terms and conditions apply to full samples with special colours. Models outside of the series are available in custom colours for a minimum order of 5,000 units. Customisation expands the design options for promotional products and creates a harmonious connection between the pens and a company's brand image.

Tailor-Made Indulgence

For over 50 years, HENOSA-Plantanas has been a producer and importer of teas, spices, dried fruit, nuts, honey and special mustard products. Its coffee is roasted in-house, and fine foods are refined with hand-made chocolate. The company offers promotional product distributors the opportunity to customise their wide array of products. Its design team and in-house label printing make it possible to create personalised products from one source. Products can be made and printed for a minimum order of 50 pieces.



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A Round Bee Friend

The seed ball is sold in a small transparent cellophane packet with a customisable paper header. The header measures approximately 65 × 116 millimetres. Each packet contains a seed ball with a 30-millimetre diameter, and each ball consists of a mixture of clay, soil and seeds. You can choose from a selection of insect-friendly seed mixes containing wildflowers, wild herbs or a feast for bees; other varieties are available upon request. Production is done in Germany. The paper header can be printed on the front and backside using four-colour CMYK printing, for a minimum order of 200 units. Alternatively, an online generator is available with nine basic designs for customisation. Printing templates, instructions, product images and product master sheets are available as downloads. The handy giveaway is an ideal gift for trade shows, events and promotional campaigns.

Chronometer with Engraving Space

I.N.O.X. SMALL QUARTZ enhances the I.N.O.X. collection with its compact, durable model with quartz movement. Its technical design is engineered for shock and water resistance. The watch combines a compact design with features that meet a variety of needs. The back of the watch case can be personalised with laser engraving to display a promotional message, while the dial and the rest of the design remain unchanged. The engraving is ideal for aligning the design with a personal brand identity and turning the model into a custom-made merchandising product.



PSI 44281 • Victorinox AG
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www.victorinox.com

Italy in Your Trousers Pocket

Todomodo's custom-made packaging for paper tissues combines Italian production with personalised packaging and short delivery times. They are printed with water-based printing ink and made from recycled materials, making them an ideal, practical promotional product for a variety of uses. Campaigns for corporate branding, trade shows, events, gastronomy and the retail sector can be customised using the variety of graphics and packaging options available. This promotional product is a good example of how an everyday object is turned into a versatile communication tool that keeps brands visible in everyday life.



PSI 60579 • Tonki Srl
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www.todomodo.com



A Reimagined Classic Cocktail

The alcohol-free cocktail San Pompello combines pink grapefruit, balanced acidity and aromatic depth. It is a new interpretation of the classic cocktail, Paloma, which is served in a wine glass with tonic water and a fine salt rim. The recipe draws on the herbal tradition of the Jagla family of pharmacists. For decades, they have developed and made alcohol-free, high-proof herbal liqueurs based on medieval monastery recipes, classic compendia and traditional herbalism. The pharmacists still macerate bitter herbs, spices and essential oils partially by hand even today. The label can be customised, providing an additional way to tailor the design to the occasion or brand identity.

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— Advert —

Sweet promotion greetings for
Easter

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Easter Chocolate Bar in a Decorative MINI Tin

Our own Premium Milk Chocolate Recipe

KALFANY SÜSSE WERBUNG

A brand of
BÄREN COMPANY INTERNATIONAL GmbH

www.ksw24.eu



PSI 61141 • dothat
Tel +48 667 832547 • biuro@dothat.pl
http://dothat.pl

Product Variety from Poland

Dothat combines complete customisation with 100% Polish production. It uses three-dimensional printing technology and has its own fleet of knitting machines. For a minimum order of 100 pieces, custom promotional products can be created, including pins, key chains, crocs badges, shoe accessories and bottle caps in nearly any shape. The product range also includes hats and scarves with reflective motifs. In addition to its standard product line, dothat also creates customised products and manages the entire product design process, from the first description to product development. Clients only need to provide a simple description and their own inspirations, and no prior technical knowledge is required. This option makes it possible to develop personalised product concepts without being tied to an existing standard product line.

Innovative Drinking Fun

The Promo Drops by TEABALLS from producer Römer Drinks stand for modern drinking fun, sustainability and especially for made-in-Germany quality. Made from 100% natural tea extracts and free from sugar, lactose, gluten and preservatives, it brings pure refreshment where ever you are, at home, in the office or while out and about. Simply dissolve a sachet in hot or cold water, stir and enjoy. PromoDrops provide flavourful aromatic water in the blink of an eye. Popular flavours include wild berry or lemon, which offer fruity freshness. For a minimum order of 100 units, Promo Drops can come in a customisable folding card, making it an ideal healthy giveaway for trade shows, events or customer campaigns with minimal packaging waste. Because this promotional product weighs very little, it is especially useful for mailing campaigns. There are numerous flavours available for a minimum order of 5,000 units.



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Small Balls, Big Impact

The cinnamon almond Energy Balls from Der Zuckerbäcker show what high quality from Germany tastes like. Made in Germany, these balls contain dates, figs, plums and grapes with a crunchy almond coating, and fine gingerbread spices; they have no added sugar or artificial aromas and are vegan. They are filled into the XS flip-top jar and finished in Heilbronn. They can feature a custom label for a minimum order of 50 pieces. Short supply routes and meticulous craftsmanship make the glass a credible brand ambassador that can have a second life as a storage jar or lantern once the snack is finished. Whether used as a Christmas greeting, end-of-the-year gift or mailing advertising, this promotional product embodies advertising with a sense of origin.

Packaging That Blooms

One-of-a-kind design meets high-quality metal packaging: The Rose container from ADV PAX Lutec wins people over with its special shape and detailed rose motif. It is a real eye-catcher. When used as stylish gift packaging, a custom-made brand present or a decorative storage box, it stands out for its unique appearance and ability to be reused in numerous ways. It is the kind of packaging that is not just thrown away, but instead brings lots of joy.

PSI 61159 • ADV PAX Lutec GmbH
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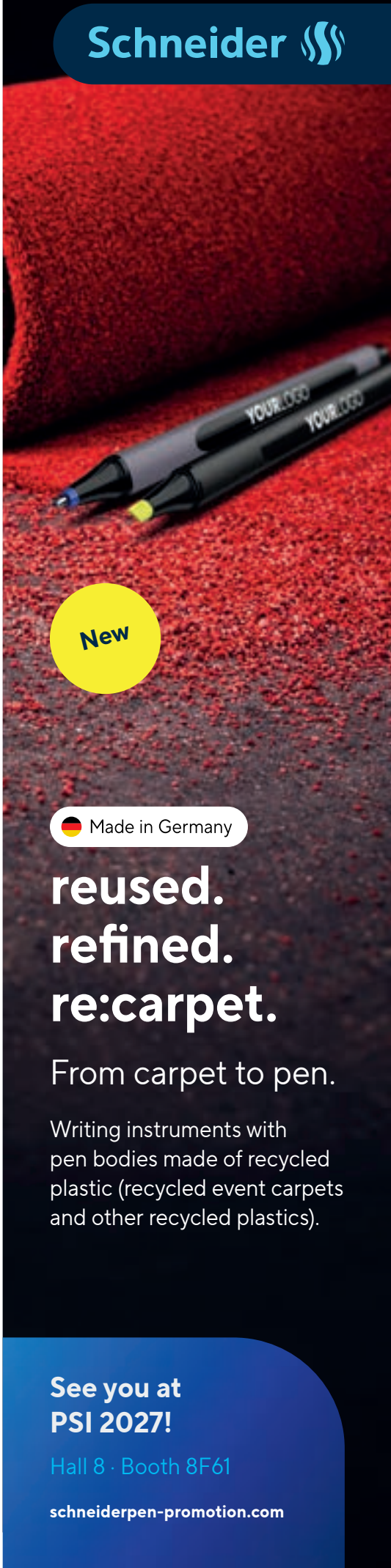
Schneider



– Advert –

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



Sustainable Shoe Care

The premium shoe care set shows what "Made in Europe" means in everyday life: two top-quality polishing brushes, two handy horsehair crucible brushes, two Öko-tex-certified cotton polishing cloths, and ecologically certified shoe wax. The set was specially developed for smooth leather shoes. The included care instructions ensure recipients can always enjoy a long-lasting shine and clean shoes. The shoe care set is made in Germany and produced sustainably. The wood used comes from sustainably managed forests in the region, and production is powered by renewable energy from the company's own hydroelectric and photovoltaic system. The cardboard packaging is environmentally friendly and conserves resources. Upon request, the set can be designed with a company or advertising logo placed on the sleeve and on the brush. It is an ideal gift or promotional product that has long-term impact.

Real Character with Real Wood

The real wood TWISTER STYLE keychain features a loop made of real walnut wood from Germany and matte chrome-plated cast metal. The unique grain gives each piece its own distinct look. The rounded twist closure mechanism makes it easy to change keys and is designed to be easy to use in everyday life. It has three keyrings to hold house, car or office keys. The combination of brown wood and matte metal highlights this product's natural materials and a clean design. The product is labelled "Made in Germany".

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www.troika.de/business





PSI 60675 • marcolor GmbH
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www.marcolor.de

Learning to Read Made Easy

Reading aids for children help them concentrate on the individual lines and make learning to read easier. It is also an effective promotional product for publishers and educational institutions to use as a giveaway or practical supplement to books and learning materials. Custom production is done in Germany, but the polypropylene (PP) is produced in Switzerland. This reading aid is an example of European quality and reliable production. Its robust, water-resistant material is durable, kink- and tear-resistant and keeps its shape when frequently used. A company can print its design on one or both sides and cover the entire surface.



Comfort All Year Round

SOXS provides both warmth in winter and cooling comfort in summer with a custom fit. The socks made from ecological wool come with an itch-free guarantee. There are four models to choose from that have a minimum order quantity of 40 pairs. Every pair can be customised with a custom-woven logo label. Packaging options include a cotton travel bag, a custom box or a personalised label. Production complies with BSCI and OEKO-TEX standards. A free sample can be requested for a minimum order of 40 pairs.

PSI 44755 • Bosscher International BV
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A Compact First Aid Kit

The first aid kit from Römer Wellness bundles the basics for first aid in a small felt pouch. Made entirely in Germany, the set includes German-branded medical products, such as gauze, compression and gauze bandages, quick-apply wound dressings, adhesive bandages, vinyl gloves, small scissors, safety pins and alcohol swabs. The bags with an elastic band can be stored to save space, taken with you and refilled after they are used. A custom promotional print turns it into a customisable promotional product for construction sites, the office and free time. Römer Wellness, previously known as Kundenpflege, sells terry cloth items, fleece blankets, wellness gift sets and skincare giveaway products in addition to skincare-related promotional products and textiles. The company is part of the RÖMER family.



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www.roemer-wellness.de



PSI 47306 • EMCO Tex GmbH
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https://emco-tex.com/de/werbematten

A Down-To-Earth Brand Presence

Custom-printed door mats combine a brand presence with practical features: They help keep an area clean and give a professional impression in a reception area. These made-in-Germany mats facilitate high-quality print results, custom sizing and special shape options. The product range includes varieties made with ECONYL® yarn. They are an ideal advertising medium at points of sale, customer gifts, or mats for bicycles, motorcycles and caravans, as well as sports events and other uses. Custom designs can be realised for a minimum order of only 1 unit. The door mats combine functionality, can feature ECONYL® yarn and facilitate brand communication.

Fragrant Qualities

DreamPen, Carvame and Invame are car air fresheners and promotional pens produced in Poland. The product range combines functional products with designs that provide space to present brands. The production in Poland and a love of detail shape the three brands' shared commitment to quality. Car air fresheners and pens open up various possibilities for use as promotional and merchandising products.

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PSI 47317 • tobra GmbH & Co. KG
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Practical 2-in-1 Device

Tobra's 2-in-1 mobile phone holder, flipster®, combines two functions with three birch wood pieces that fit together. When placed on a desk, it can hold a smartphone vertically or horizontally. When turned upside down and attached to an AC adapter, it becomes a charging mount on the outlet: The device lies on the stand, and the excess cable can be wound up in the recess. The construction is protected as a utility model and won second place at the PSI Sustainability Awards 2021. The design, cutting, laser engraving and packaging are completed in Roth in the Hunsrück region of Germany. The logo is engraved on the main panel (60 × 25 mm, both sides), and the creative packaging can be custom printed. The premium version has rounded edges and a cork top. A minimum order of 50 units is required, and it is delivered flat-packed.

Scandinavian Magic

Detailed illustrations capture Scandinavian nature and make the colouring book a creative pastime for quiet moments. The book was designed with love and produced in Latvia. As a product made in Europe, it combines Nordic images with a design inspired by hygge. The publisher EMF Verlag (Edition Michael Fischer) can adapt the content and design to the company and target groups. The format and number of pages can also be customised according to specifications. Additionally, a company logo can be placed on the cover. These details create a personalised book that can be adapted to its specific use as a promotional product or incentive.



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www.emf-verlag.de

PSI 48779 • TEKO TRYCK AB
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tekotryck.se



Swedish Sponge Cloths

The Swedish sponge cloths from TekoTryck are made of 70% cellulose and 30% cotton scraps. The base material is made in Sweden or Germany. The cloths are printed using water-based colours in TekoTryck's own printing facility in Sölvesborg, Sweden. Silkscreen printing and digital printing are available for customisation. Designs range from logos to colour images; digital printing is possible for each image for a minimum order of 100 pieces. The sponge cloths can be reused. They are absorbent, washable at 95 °C and 100% biodegradable. Production and printing are carried out in Europe. This product is an ideal practical promotional product with a customisable advertising space.



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Kitchen Aid in a Set

Two practical helpers and a comprehensive advertising package come in this kitchen aid set: a sponge cloth made of wood cellulose and cotton plus a top-quality cotton dish towel. Both products are made in Germany and can feature custom-made customer designs that are printed on them in the marcolor print shop. Different sponge cloth colours can be selected to underscore the design. The water-based, vegan and palm-oil-free printing ink underscores marcolor's commitment to sustainability. A custom-printed sleeve made from recycled paper rounds out the set. The set is a useful promotional gift that embodies quality and individuality, and it is "Made in Germany". It can be designed as a promotional gift for a minimum order of 250 units.

European Quality as a Solid Basis

The specialist for the reflAktive reflecting safety products produces its products with components that are almost exclusively made in Europe: Steel from Germany, velour from Italy and foil from Germany and Spain. This allows for short supply chains and compliance with European production standards. However, even with European supply chains, legal requirements and additional documentation obligations must also be met. Origin alone does not replace the required documentation and certifications. ReflAktive's commitment to quality, however, remains the same. The specialist's team offers personal consulting services and help its customers find the right solution for their requirements.





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A Small Wish Granter

A small glass with a cork contains a single dandelion umbrella and is attached to a customisable carrier card. The white card measures 70 × 100 mm. The product reflects the motto “Close your eyes, blow and make a wish” and links a dandelion with a symbolic message. The dandelions are harvested in the local region of Nordhorn once a year and are carefully processed by hand. Production is done in Germany. This wish granter makes a practical giveaway for trade shows and events or a great little present. For a minimum order of 200 units, the carrier card can be customised on both sides with a personalised advertising message using four-colour digital printing.

PSI 41016
emotion factory c/o Heri-Rigoni GmbH
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www.emotion-factory.com



Growing your own is all the rage

Whether it’s herbs for the kitchen or flowers for the balcony and garden – growing your own is hugely popular. Heri-Rigoni’s emotion factory is capitalising on this trend and expanding its ‘werben&wachsen’ range for 2027 with seven new seed varieties. New additions to the range include four-leaf clover, meadow clover, cornflower, poppy, rocket, oregano and camomile. Some of the varieties come from the acquired Florapresenta range and expand the selection for a wide variety of promotional campaigns. The product line continues to centre on the planting sticks, with their wide variety of options. The range is complemented by tried-and-tested promotional items such as seed sachets, seed leaflets, clay pots and other planting kits. The new seed varieties create additional opportunities to tailor these products thematically and individually to different target groups. In this way, emotion factory combines the trend for growing your own with promotional items in which the brand message accompanies the sowing, germination and growth of the plants.

Well-being and Saving Energy

TFA Dostmann’s analogue thermal hygrometer displays temperature and humidity and runs without a battery. If both values are monitored, people can heat and ventilate more efficiently and can save energy. TFA Dostmann recommends maintaining a room temperature between 20 and 22°C in living areas and home offices. Lower temperatures are appropriate in bedrooms and rooms that are rarely used. Relative humidity between 40 and 60 per cent is considered a guideline for a comfortable indoor climate. The classic hygrometer with a chrome-plated brass ring is made entirely in Germany and built to last. It can be hung up or set up on its stand.

PSI 41875 • TFA Drostmann GmbH & Co. KG
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www.tfa-dostmann.de



KEKS KREATOR GmbH

Customised logo biscuits combine brand messaging with indulgence: Over the past ten years, Keks Kreator in Brilon has been producing personalised butter biscuits for businesses, the catering and hospitality sectors, agencies and the promotional product sector. Around four million biscuits are now shipped to numerous European markets every year.

Customised logo biscuits from Brilon

A brand you can sink your teeth into



Taste the baker's craft in every bite of a logo biscuit.



Individually wrapped, these tasty biscuits are ideal for attractive presentation.



The logo biscuits are available in many delicious flavours.

A company logo, a coat of arms or a bespoke design – with Keks Kreator, the message doesn't just appear on the biscuit, but is embedded right inside it. The artisan bakery in Brilon embosses the selected designs as a raised relief into the dough, combining bespoke brand communication with a delicious treat. Colour printing, wafer paper or edible paper are deliberately avoided; nor are any preservatives, colourings or additives used.

Artisanry meets brand

What began in 2016 as a specialised concept by pastry chef and master baker Gregor Stapper has grown into a medium-sized company with 15 employees and a seven-figure annual turnover. Around four million biscuits now roll off the production line in Brilon every year. "We wanted to show that an artisan product from Germany can be successful even if it is highly specialised," says founder and managing director Gregor Stapper. "Today, we supply companies, hotels, restaurants, retailers and agencies in many European countries from our base in Brilon. That naturally makes us proud."

From customer gifts to coffee biscuits

The classic individually wrapped logo biscuit is of particular interest in the promotional product sector. It is ideal as a personalised customer gift, a giveaway or as part of a brand promotion. Another option is the smaller "coffee biscuit" which, featuring a company's own logo, is used as an accompaniment to coffee in the catering and hospitality sectors. Unlike the classic logo biscuit, it is deliberately supplied without individual packaging – as an alternative to standardised industrial biscuits. Keks Kreator developed the technical basis for customisation with



Production continues to take place entirely at the company's site in Brilon.



The man behind and "creator" of the logo biscuits: pastry chef and master baker Gregor Stapper.



Traditional artisanry: The dough is (still) kneaded the old-fashioned way.

cost-effectiveness in mind. Customised relief designs were to be produced without the costly individual production tools that were previously standard. This made personalisation possible even for smaller quantities and private occasions. In addition to the classic logo biscuits, the range also includes sea buckthorn butter biscuits. Lemon zest and sea buckthorn pulp give them a fruity, sweet-and-sour flavour.

Efficient production

Production takes place entirely at the company's site in Brilon, in eastern North Rhine-Westphalia. Depending on capacity, between 17,500 and 25,000 biscuits are produced daily, rising to up to 30,000 during peak periods. Since 2022, the team has been working in a newly constructed industrial unit with around 450 square metres of production space. A solar panel system and battery storage enable the company to generate a large proportion of the electricity it requires itself. Keks Kreator has also established itself internationally. Alongside Germany, the Benelux countries, Austria and Switzerland are among the key markets. Other countries to which the company exports include Spain, Slovenia, Italy and Denmark. The proportion of sales abroad now stands at around 22.5 per cent.

The business took a new turn during the COVID-19 pandemic. As the catering, hospitality, trade show and events sectors – and with them parts of the promotional product business – collapsed, Keks Kreator increasingly turned its attention to the retail sector. Today, the company works with around 250 retailers in Germany and several European countries. "COVID-19 marked a significant turning point for us," says Stapper. "Many of our customers were suddenly unable to place orders as they had done before. We used the time to digitise our processes, optimise production and develop new biscuit varieties and packaging." By 2022, the company had returned to pre-pandemic levels. It has continued to grow ever since.

Tradition as a foundation, digitalisation as a tool

Stapper grew up in his parents' artisan bakery, completed his apprenticeship as a pastry chef with distinction, and went on to become a master baker, finishing top of his guild. After gaining practical experience in bakeries across the USA, New Zealand, Japan and Europe, he came up with the idea of combining traditional baking artisanry with digital possibilities. This approach attracted public attention early on: In 2017, Keks Kreator received the South Westphalia Start-up Award, and in 2018 the company was honoured at the International Craft Show for particularly innovative work. It also received a sustainability certificate from the South Westphalia Chamber of Crafts.

A confident outlook

As the company marks its tenth anniversary, Stapper is looking ahead: "All around us, we see how bureaucracy, costs and economic uncertainty weigh heavily on businesses. In spite of this, people shouldn't be put off starting or growing a business." His conclusion: "When quality, specialisation and artisanry come together, even a small business from a rural area can make a name for itself across Europe." <

www.Keks-Kreator.de



Brand presence at the sink

Everyday household items enable brands to maintain a presence beyond short-term promotional campaigns. marcolor's customisable sponge cloths are made from 70 per cent wood cellulose and 30 per cent cotton. They are **manufactured in Germany** and printed with logos, graphics or lettering at the company's own printers. There are two sizes and nine basic colours to choose from. Eighteen standard colours are available for the design; alternative shades can be produced to Pantone or HKS specifications. Water-based inks are used, which, according to the supplier, are vegan and palm oil-free. The sponge cloths are washable and reusable; once they have served their purpose, they are compostable. This makes them ideal for promotional campaigns that focus on practical kitchen or household aids. A paper sleeve, which can also be custom-printed, complements the presentation on request.

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www.marcolor.de

A small, sustainable helper

A small key ring accessory can come in handy at the supermarket. The 8736FRC recycled shopping trolley key from HEPLA GmbH unlocks shopping trolleys without getting stuck in the coin slot. Once the trolley has been unlocked, the flat plastic piece can be pulled out straight away. A link chain or key ring makes it easy to attach and ensures that the trolley key remains within easy reach. According to the manufacturer, this model, which is manufactured in Germany, is made almost entirely from recycled plastic sourced from consumer waste. It is available in a standard "recycling grey" finish. **Custom colours are also available.** Logos and designs are applied using pad printing at the company's own print shop. As well as being distributed at trade shows, this lightweight item is ideal for postal mailings, customer promotions and events.

PSI 41583 • HEPLA GmbH
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Good wishes in a jar

The New Year offers companies an opportunity to nurture their relationships with a small token of appreciation. Multiflower's "Good Luck in the New Year" jar combines sweets with a motif from the bakery. The 290-millilitre jar contains a fortune cookie, two chocolate beetles and two clover-shaped cookie cutters, each measuring around five centimetres. Whilst the sweets are intended for immediate consumption, the cookie cutters can continue to be used after the New Year. The jar is around 95 millimetres high and has a diameter of approximately 90 millimetres. Weighing around 305 grams in total, it is particularly suitable for presenting in person or sending as a gift. An insert can feature a promotional print from 100 pieces upwards; alternatively, **a completely bespoke design is possible** from the same quantity.

PSI 45974 • Multiflower GmbH
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www.multiflower.de

Superstrong in rainy weather

When the weather turns unpredictable, doppler's SUPERSTRONG umbrellas are there to help! These exceptionally robust umbrellas feature a **sturdy steel and fibreglass frame** that prevents them from turning inside out. Tested in a wind tunnel at speeds of up to 120 km/h and backed by a five-year guarantee, they offer reliable protection against wind and rain. The SUPERSTRONG range comprises two practical pocket umbrellas and one long umbrella. The highlight: The Magic Plus model, with its canopy extended across three segments. The extra coverage keeps not only you, but also your rucksack and luggage dry. Whether on the way to work or out and about in town – with these umbrellas, customers are perfectly equipped for stormy days.

PSI 41752 • doppler H. Würfingsdobler GmbH
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www.dopplerschirme.com





Fully customisable umbrella design

Umbrellas can provide far more space for corporate design than just a single logo panel. The FARE Allover Xpress concept from FARE – Guenther Fassbender GmbH enables **full-surface digital printing** on the outside or inside of selected umbrellas. Photographic images, graphic patterns and corporate colours can thus be spread across the canopy. There are eight models to choose from, including a beach umbrella. Production is possible from as few as 100 units, offering scope for targeted campaigns or limited-run events. Once approved, the supplier quotes a standard delivery time of around ten weeks; this is reduced to approximately six to seven weeks via air freight. Fabrics made from more sustainable materials are available as an option. Digital printing facilitates the creation of different versions for various promotions, branches or brand identities.

PSI 43144 • FARE - Guenther Fassbender GmbH
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www.fare.de

Themed rubber ducks

Whimsical figures provide an unconventional way to convey corporate messages. The Schnabel® rubber ducks from mbw® offer a range of professions, hobbies and themes in the form of small figurines. A Phishing Duck, for example, addresses IT security, whilst the Trophy Duck and Astronaut Duck can symbolise recognition or ambitious projects. The range also includes versions for gamers, bartenders and water sports enthusiasts, as well as rolling Ducks on Wheels. The Wheat Duck, made from WheatMix PVC, features a different material composition. **Customised logos or slogans** turn the figures into promotional items for trade shows, customer campaigns and staff gifts. Their use isn't limited to the moment they're handed out: They stay visible much longer on desks, on shelves or in people's homes.

PSI 42020 • MBW Vertriebsges. mbH
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www.mbw.sh





Pocket-sized watercolour art



Creative breaks don't necessarily require a large paint box. The Solna Travel Watercolour Set from Goldstar Europe **combines paper, paints and brushes** in a compact format for when you're on the move. Twelve sheets of 300 g/m² paper come pre-printed with motifs and feature watercolours in six shades. All you need to get started is water; no other art supplies are required. The brush slots into the sturdy cardboard back and can be stowed away again after use. Perforated edges make it easy to display finished pictures or present them individually. A colourfully designed cover made from 250 g/m² paper protects the set and provides space for an attractive design. The paper materials used are FSC-certified, according to the supplier. As a gift for seminars, travel campaigns or creative activities, the set appeals to people who want to get creative even in a small space.

PSI 45829 • Goldstar Europe
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www.simplygoldstar.com



Wildflowers from a paper bag

A small gift of seeds can later turn into a blanket of flowers. The "Flower Balls" from TDJ Stadtgärtner GmbH contain wildflower seeds, soil and clay, and can be sown without the need for elaborate gardening equipment. Eight balls measuring around 21 millimetres in diameter are contained in a beige paper bag, with a window through which the blend can be seen. The balls are available in red, blue, green, purple and yellow; their colour combination can be customised. These insect-friendly seeds are an attractive feature **for campaigns focusing on nature,** urban greening or biodiversity. A paper card, secured with a rivet, serves as an information and promotional space. It measures approximately 70 by 140 millimetres and can be printed in four colours on both sides. Customisation is available for orders of 200 or more. The product is manufactured in Germany.

PSI 49090 • TDJ Die Stadtgärtner GmbH
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www.diestadtgaertner.de







Sweet gifts in gold and silver

For **company anniversaries and seasonal occasions,** small sweet treats are an alternative to traditional promotional giveaways. Inspired by the theme of gold and silver, Der Zuckerbäcker has brought together three differently designed confectionery items. The “Happy Anniversary” sweet bag contains almonds coated in gold and silver-coloured sugar and is aimed at companies marking company or staff anniversaries. The more compact “For Golden Times” sweet bag features golden sugared almonds and is ideal for celebrating successes or as a thank-you for a collaboration. For the Christmas season, a gold-coloured star-shaped tin filled with cinnamon stars completes the range. All packaging can be customised with a company logo and a personalised message. The products are packaged by hand in Heilbronn. The variety of sizes and occasions makes them suitable for both individual gifts and use in larger customer campaigns.

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www.suesses-schenken.de

Touchscreen on the charging case

With the Echovision ANC earphones, the charging case acts as the user interface. Boompods has integrated a touchscreen into the case, which can be used to control calls, music, ANC, the equaliser, calendar alerts and settings. Many functions can be accessed without taking your smartphone out of your pocket. The system is ideal for your commute, the office, workouts and leisure time, and **combines audio and information functions.** The case is made from recycled post-consumer plastic. Customisable settings complement music control and ANC. As an incentive, the Echovision ANC is well suited to becoming a regularly used tech product. The touchscreen sets this model apart from conventional charging cases and offers direct access to functions. This means the smartphone stays in your pocket or backpack more often, while key audio settings can be accessed directly on the case. It also comes with an audio design focused on powerful sound. When you’re on the move, operating the case speeds up access to key functions.

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www.boompods.com









Ergonomics at the computer

During prolonged computer use, a small support can help maintain the correct hand position whilst using the mouse. The ergonomic mouse wrist rest from Greenverta bridges the gap between the wrist and the desk surface and provides soft support for repetitive movements. Its **filling, made from natural mustard seeds,** shifts with the hand and adapts to its current position. Unlike a rigid pad, this wrist rest responds to changing positions without fundamentally restricting the range of movement. As an accessory for office workstations, reception desks or the home office, it combines a specific practical purpose with a permanently visible promotional space. A company logo applied to the pad remains in view throughout the working day, rather than disappearing into a drawer after only a short period of use.

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

Compact brand space

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

PSI 60579 • Tonki Srl
Tel +49 174 1541001• info@todomodo.com
www.todomodo.com



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Opinion

Why we need to meet

What do you take home with you from a trade show? Perhaps a product sample, an idea for a client project, or the answer to a question that's been on your mind for a long time. I hope that, after the PSI in January, something else will be added to that: a conversation you hadn't expected, but which turns out to be important nonetheless.

Why is this particularly close to my heart right now? At the PSI on Tour networking events held from September to November in the Netherlands, France and Spain, I witnessed what face-to-face encounters can spark. Business owners running well-known promotional products companies in the same city had, until then, known nothing about one another. At one of our meetings, they got to know each other and spontaneously began exchanging ideas. Nobody had put this interaction on the agenda.

For me, this challenges a convenient assumption: if we're digitally accessible at all times, we need to meet in person less often. Digital conversations are valuable. They facilitate coordination and keep relationships alive across distances. Yet they cannot replace that moment when a chance encounter sparks a new idea. When we're there in person, we meet people, hear new perspectives and recognise potential we weren't even looking for.

For me, it is precisely this openness that makes for a good trade show. The PSI, taking place from 12 to 14 January 2027 in Cologne, brings our industry together in one place – and provides space for conversations that go beyond pre-arranged meetings. Not just at the exhibition stands: on the boulevard between Halls 7 and 8, we can continue a conversation or start a new one. At the PSI Bar, you can pick up on an idea that came up between two appointments. The Trend Show provides an opportunity to discuss future customer requirements. And at PSI Night, the exchange continues once the halls have closed. Not every conversation leads straight to a deal. Some conversations mark the start of a collaboration. That counts too.

I hope you'll come to PSI in Cologne with specific plans in mind. Arrange your appointments, meet your business partners, and bring your questions with you. But don't plan every minute down to the last second. Leave room for the conversation nobody had planned. Perhaps that's where you'll take home the most important idea.



Yours sincerely,



Petra Lassahn
Director PSI

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The future of hands-on promotion

The countdown to the PSI 2027 is on. It will once again showcase the full diversity of the promotional product world – in Cologne for the very first time. From sustainable materials and smart gadgets to luxury writing instruments and innovative textiles: At Europe's leading trade show for promotional products, manufacturers and brands will demonstrate just how creative, functional and emotionally engaging product communication can be today. The trends range from eco-friendly options made from recycled materials to high-tech products that add value to everyday life. In this issue, we're giving you a sneak preview of some of the highlights you'll discover at the PSI 2027 – inspiration that demonstrates just how many ways promotional products can bring brand messages to life. Look forward to fresh ideas, striking designs, and products that leave a lasting impression – sustainable, high-quality and with a passion for effective promotion.

Please keep in mind the product features for the February 2027 issue of the PSI Journal, which will focus on the themes of "Leisure, Sport, Fitness and Hobbies" and "Spring, Easter and Gardening", and kindly send your product proposals (including a high-resolution image and a separate product description) by 14 December 2026 at the latest to: Edit Line GmbH, PSI Journal Editorial Team, email: hoechemer@edit-line.de

The PSI makes its debut 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 12 to 14 January 2027. New products, future trends, face-to-face meetings and new business opportunities make the PSI in Cologne the sector's international meeting place. We look forward to the "premiere" at the Koelnmesse and will keep you informed about what not to miss.

Collections worth seeing



A lovely tradition is the press brunch held in late autumn, offering a preview of CHOICE Group's new collections. In keeping with the venue – "The Squaire" at Frankfurt Airport – the Group's creative sister companies themed their presentation of new products "CHOICE. Ready for Take-off." In our next issue, we'll be showcasing an exclusive selection of the new products.

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