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# **PS**1

POWER FOR PROFESSIONALS
International Magazine
For Promotional Products
SEPTEMBER 2011
Volume 50

# JOURNAL



Alexander Czech, Stefan Fleischmann Sanders Imagetools Sharing The Same Path

Liudger Böll Troika 25-10-50 Event Grand Celebrations



10 Years micx-media
Success Requires Concepts

burger swiss pen Welcome To Quality

**Product Guide** 

Tableware, Kitchen Utensils, Autumn Innovations



GS MARK, CE MARK

CERTIFICATION MARKS IN THE SPOTLIGHT



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#### PROMOTIONAL GIFT AWARD 2011

#### **ARE SMALL BUSINESSES DYING OUT?**

f you take a close look at the development of the market and members of the PSI, you will quickly note that small companies, whether they be distributors/consultants or suppliers, are having an increasingly difficult time of it. This trend can be seen all over Europe and, of course, our colleagues in weak economies are especially hard hit.

Today, small businesses are the ones suffering and not, as was the case in the past, medium-sized businesses. And there are several factors causing this change. For one thing, we have the internet making products and prices almost absolutely transparent. Even small customers are now looking around and placing orders direct on the internet, or at least using it to find the lowest-priced distributors. In addition, the speed

and supply channels have changed radically. Today an e-mail shot can request proposals from ten or even more distributors at the same time. Worse yet, large, well-known suppliers are concentrating on the most powerful distributors/consultants. Although this may not always bring them the highest profits, it does make their business faster and more certain. And that is what counts.

But are small promotional products businesses really on the way out? Or are we merely in the midst of a structural change which, like any change, demands sacrifices while also opening up opportunities? "Hard to say," is the reply of nearly everyone I talk to about this topic. The prevailing opinion seems to be that it will depend primarily on



Manfred Schlösser

small businesses themselves, on whether and how they position themselves. As specialists, as good consultants and as extremely client-oriented, flexible little units. This could help them show some of the big guys how things are done in the future. The first step in this direction should be to start making thorough use of all the services offered by the PSI. I often find that especially those who need these services most are using neither the Product Finder nor Product Sourcing. This is a disastrous competitive mistake. Some even take a certain "pride" in saying that they have not been to a PSI trade fair in years. How can they expect to face up to competition?

And the PSI has so many services that are also geared at small companies, some even aimed especially at the little guys. Take advantage of them. The big guys have been doing so for a long time already.

Keeping this in mind

Manfred Schlösser

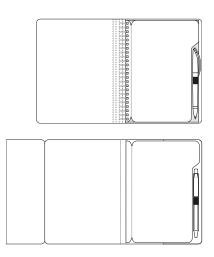
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A FEAST FOR THE EYES

16

This time our cover story provides an ideal setting for continuously effective promotional products: Nowhere is pleasure of more importance than in the kitchen – and rarely do beautiful and useful products attract more attention than in this comfy location each day. Starting on page 16, we present a selection of effective promotional products. They are complemented by a colourful bouquet of autumn products.



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#### **CERTIFICATION MARKS IN THE SPOTLIGHT**



For guidance through the increasingly complex array of products, consumers rely more and more on certification marks such as the GS mark and the CE mark. These are the only legally regulated certification marks in Europe for product safety. All other marks such as ENEC, VDE, TÜV, BG are the private marks of individual inspection or certification bodies or agreements between testing facilities. What is the purpose of these marks and what do suppliers and distributors need to observe?

#### Ihr Spezialist für

## WERBEMITTEL **SPIELWAREN MODELLBAU**



#### **GRAND CELEBRATIONS AT TROIKA**



On 9 and 10 July, Troika had three reasons to celebrate: 25th anniversary, 10 year-old headquarters and the 50th birthday of Liudger Böll were cause to celebrate a large, truly successful event at its headquarters in Müschenbach. The guests arrived in the afternoon: family, clients, neighbours from the region as well as business partners shared in enjoying the perfectly organised celebrations as well as the pleasant summer weather.



82



**SUCCESS REQUIRES CONCEPTS** 

The micx – media in concept - gmbh & co. kg is one of the largest independent design and production agencies for music and special media products. In just 10 years the company has developed into one of the market leaders in digital media for marketing and sales promotion in the German-speaking region.



Ihr Werbemittel

# INDIVIDUELL **EINDRUCKSVOLL FERNGESTEUERT**

#### SHARING THE SAME PATH





Managing Director Alexander Czech and authorised signatory Stefan Fleischmann have positioned Sanders Imagetools as a competent manufacturer of high-quality, creative products in the beverages, health and hygiene sector in the promotional products market. The innovative product range, a clear commitment to quality and product safety as well as the know-how of the experienced team have contributed equally to business success since 2005. A portrait of the partnership-orientated management team from Regensburg, Germany.

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#### STRIKING CITY CLOCKS

Brisa Entertainment GmbH PSI Nr.: 47749 www.brisa.com

## WEEKLY CALENDAR GIVING FASCINATING INFORMATION ABOUT VARIOUS DREAM DESTINATIONS

Korsch Verlag GmbH & Co. KG PSI Nr.: 40786 www.korsch-verlag.de



#### "BERLIN" CHOCOLATE BOX

Troika Germany GmbH PSI Nr.: 46311 www.troika.de



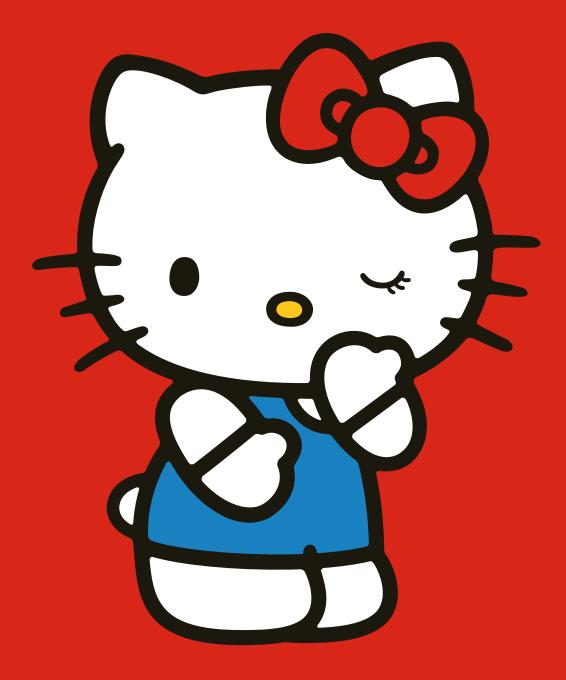
#### AUDIO BOOKS ABOUT HISTORICAL TRAVEL

micx – media in concept gmbh & co. kg PSI Nr.: 45899 www.micx-media.de

## OUT AND ABOUT IN THE MOST BEAUTIFUL CITIES IN THE WORLD

Anyone who automatically thinks of beaches and palm trees in connection with summer holidays is making a mistake: Despite warm summer temperatures, travellers are also drawn to cities in the summer months. Metropolises in Europe and the USA are particularly popular this year. An analysis of the number of bookings undertaken through the online travel portal Expedia.de for the months June, July and August came up with this result. According to this analysis, Berlin, London and New York are at the top of the list with regard to hotel bookings. However, the metropolises Hamburg, Paris, Las Vegas and Rome also feature high in the ranking. It is not surprising that there is an increased degree of interest in these cities because they win tourists over with their rich cultural heritage, active nightlife and their own characteristic flair.

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Mid Ocean Brands is an international company with more than 40 years of experience in our industry. We are a leading importer and wholesaler of business gifts and premiums, supplying a product range of approximately 3,000 different promotional gift items. The company is present all over Europe with 8 regional sales offices and 3 strategically located logistics and distribution centres in the Netherlands, Spain and Poland. Mid Ocean Brands can also personalize your promotional items with your company logo. A team of experts, offering printing services across several countries, will advise you on the best way to personalize your gift.



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IPV Inheidener Produktions- und Vertriebsges. mbH PSI Nr.: 44211 www.ipv-hungen.de



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Result Clothing Ltd. PSI Nr.: 47065 www.resultclothing.com

#### HIKING – FUN AND ADVENTURE IN NATURE

It makes no difference whether they go hiking in the mountains or make a pilgrimage along the Jakobsweg (Way of St. James) – Germans have developed a passion for hiking. Nearly 40 million of them happily put on their hiking boots in order to enjoy the mountains with their seas, clearings and plateaux. A representative study by the German Hiking Association makes it clear why so many Germans are in favour of this enjoyable countryside activity. 90 per cent of outdoor fans feel "generally better", 82.7 per cent feel "happier and more content" and 73.8 per cent feel "more balanced spiritually" after their trips. Hiking seems to be the perfect way for many to create a balance between body and mind. However, it is very important to have the right equipment when hiking in the mountains and valleys and this not only has to be functional but also stylish these days. Our selection of trendy outdoor equipment shows that the industry has a lot of attractive products to offer in this regard.

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**INSTRUMENTS OF QUALITY ASSURANCE (PART 3): GS MARK AND CE MARK** 

# CERTIFICATION MARKS IN THE SPOTLIGHT

For guidance through the increasingly complex array of products, consumers rely more and more on certification marks such as the GS mark and the CE mark. These are the only legally regulated certification marks in Europe for product safety. All other marks such as ENEC, VDE, ÖVE, TÜV, BG are the private marks of individual inspection or certification bodies or agreements between testing facilities. What is the purpose of these marks and what do suppliers and distributors need to observe?



"When a product bears the GS mark, it is a high-quality product": That is the general view taken by the end user on the mark that has existed since 1977. This opinion is also widespread in the promotional products industry. However, only very few people know that the GS mark has nothing to do with exceptional quality and ease of use. It shows that the certification mark works great as a marketing instrument. That is why 95 per cent of manufacturers, importers and distributors insist on GS certified products, as this is now what the end user demands. And because the recipient of a promotional product is on a par with the end user, the GS mark is definitely an issue for the promotional products industry. Here is a critical, solution-oriented view in collaboration with PSI service partner Intertek.

#### WHAT LIES BEHIND THE GS MARK?

The Safety Tested mark (GS) merely certifies that a product meets the requirements of the German Equipment and Product Safety Act (GPSG). The certification aims to protect users and third parties from harm when products are used as intended or are foreseeably misused.



The GS mark merely certifies that a product meets the requirements of the German Equipment and Product Safety Act (GPSG). It is not mandatory and is not a seal of quality in the true sense.

The following also applies to promotional products: The operating instructions are a part of the product, i.e. without the operating instructions, the product is incomplete. In the case of a GS mark, the test scope only includes functional tests if they are deemed necessary for testing safety. The GS is thus not a general quality mark. The individual quality characteristics, such as the service life of a product, are not tested. The GS mark indicates that a testing agency authorized by the German government has tested the product and any alterations to the product must be reported.

As a rule, manufacturers utilise the GS mark for marketing purposes in the case of consumer products to assure consumers that the product is safe according to the GPSG. The GS mark can be issued for

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technical equipment and ready-to-use consumer products such as machinery, tools, toys, electrical appliances, lighting, household appliances and furniture.

Products which are not GS certified include medical products, which fall under 93/42/EEC, as they are not covered by the GPSG. Also excluded are products for military purposes, vehicles and public transport systems.

#### REGULATORY DEVELOPMENT

On 14 February 2007, the EU Commission proposed a legislative package that required Germany to abolish the GS mark. Accord-

ing to Article 16 (2) in the proposal for a resolution of the European Parliament and the Council on a common regulatory framework for the marketing of products:

"The CE mark is the only mark which attests conformity of the product with the applicable requirements. Member States must refrain from introducing into their national regulations any reference to a conformity mark other than the CE mark, or delete such a conformity mark, in connection with conformity to the provisions contained in the directives on CE marking.

The Member States and the European

Parliament did not adopt this proposal by the EU Commission, however. According to paragraph 5 in Article 30 of the Regulations on requirements for accreditation and market surveillance:

"The affixing of marks, symbols or inscriptions, which third parties may mistake for the meaning or form of the CE mark, is prohibited. Any other mark may be affixed to the product provided it does not impede visibility, legibility and meaning of the CE mark."

As the GS mark has always had a different meaning than the CE mark, affixing the GS is still permitted without any alterations.

#### GS MARK: THE LEGAL ASPECT

In order to affix the GS mark and receive a product-related certificate, the manufacturer must instruct an approved testing laboratory (GS body, for example, Intertek) to subject his product to a type approval test. To ensure that the certificate remains valid, the GS body conducts inspections, such as the annual monitoring of the manufacturing facility. The inspections serve to check whether the manufactured product

OVERVIEW FOR COMPARISON OF CE MARK AND GS MARK			
Name	CE	GS	
Legal basis	European directives and implementation into national law	Equipment and Product Safety Act (GPSG)	
Product segments	A multitude of industrial products	Technical equipment and ready-to-use consumer products	
Inspection by an in- dependent body	Testing is only mandatory when it is stipulated in a directive for certain products. The mark does not indicate whether a product was tested (e.g. MED, R&TTE, MAS)	Testing is a prerequisite for a GS mark to be issued	
Inspections by a testing and certification body	Inspections are only necessary when stipulated in the directive In the case of machines: Inspections are not stipulated	Inspections by the testing and certification body ensure that only technical equipment and ready-to-use consumer products which are conform to the tested type are placed on the market (§7 GPSG). In the case of new customers, an inspection of the production facilities is conducted before the mark is issued	
Using the identification / mark	Mandatory only if the product is covered by an appropriate directive Attached on the manufacturer's own re- sponsibility	Voluntary certification mark	
Issue	CE mark is attached by the manufacturer	GS mark is issued by one of the authorised testing and certification bodies	

Source: Intertek

still conforms to the tested type, or whether alterations were made. The inspection of the production facility also includes a review of the quality control. In the event of relevant changes to the product, the manufacturer shall notify the GS body. Relevant changes include all changes that could affect conformity with the GPSG and, in particular, represent deviations from the laboratory test report drawn up by the inspection body. The inspection body must check whether the alterations require a verification inspection.

#### COMPARISON WITH CE MARK

In contrast to the CE mark, the GS mark is voluntary. The CE mark governs the free movement of goods in Europe and is attached on the manufacturer's own responsibility. Manufacturers are obligated to affix a CE mark and thus guarantee compliance of their products with the applicable EC directives. They are therefore responsible for these products. If the office of the manufacturer (company name on the type label) is not in the EU, the first distributor (importer) is responsible. CE and GS indicate that the product on which it is affixed is "safe" for use within the meaning of European law.

#### **WIDESPREAD MISUSE OF MARK**

For reasons of saving costs and partly due to ignorance, some companies regularly



PSI service partner Intertek conducts all necessary tests connected with the GS mark and the CE mark.

come under the scrutiny of market surveillance authorities because they affix the GS certification mark to their products without a valid certificate for the respective article. This is a classic misuse of the mark and violators are prosecuted accordingly. The list of penalties is long and includes a sales ban. Not to mention the reputational damage incurred. When prosecuted for misuse, many manufacturers are extraordinarily creative when it comes to finding arguments and excuses.

### WHAT DOES THE IMPORTER HAVE TO OBSERVE?

A frequently asked question: If the manufacturer has a valid certificate, does the

importer nevertheless need a further mark approval? If the distributor wants to affix his own brand name or model designation on a product which has already been certified by GS, he can easily do this with a valid OEM (Original Equipment Manufacturer) certificate because the importer rarely discloses his manufacturer on the type label and uses identical part numbers and brand names.

#### THE BENEFITS OF A GS-OEM CERTIFICATION:

- The certificate is issued on the basis of an inspection of documentation and therefore no additional testing costs are incurred.
- $\bullet$  It is definitely a cost-effective way to obtain a GS certificate.
- In order to avoid having to immediately disclose the identity of a manufacturer at sales and contract negotiations, the manufacturing facility can be encoded, if desired.
- Regulatory changes are notified at regular intervals.
- It takes only approximately three working days to issue the OEM certificate.
- If any problems arise with market surveillance authorities or NGOs (Non-Governmental Organisations such as Stiftung Warentest, Öko Test, etc.), Intertek can offer full support through its professional Complaint-Management Team.
- Inspection by an independent body.
- European directives and implementation into national law.
- Equipment and Product Safety Act (GPSG).
- Inspections conducted by a testing and certification body ...

#### **FURTHER INFORMATION:**

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#### **ECONOMIC DEVELOPMENT**

#### **ASIA AS A LOCOMOTIVE**

sia is leading the global economic upturn thanks to its stable economic growth of around eight per cent. This is reported by the magazine "China Contact" based on information from the Asian Development Bank (ADB). In the "Asian Development Outlook 2011" published in early April, the ADB cited the intensified south-south links as an additional factor for the global recovery. These were noticeable in the south-south trade and in investment in the emerging countries of



Asia, Latin America, Africa and the Middle East. According to the ADB, this trend has been especially reinforced by the "Asia factoring", the completion of semi-finished products in China and other Asian countries. ADB forecasts a slower growth in China in the coming years. Thanks to strong exports and an increase in investments, a 10.3 per cent growth was achieved in 2010. For 2011, the ADB predicts a growth of 9.6 percent and 9.2 percent for the year 2012. The ADB urged the Chinese government to support the sustainable growth with investments in the public sector and financial sector, and by adjusting their policies.

#### **PRODUCT SAFETY**

#### **EUROPEAN TOY DIRECTIVE TIGHTENED**

he new European Toy Directive 2009/48/EC, in which the European Commission further enhanced requirements for the safety of toys, took effect on 20 July, 2011. For instance, it prohibits the use of carcinogenic or mutagenic substances in toys for



the first time. The use of 55 allergenic scents is now prohibited to protect consumers' health. Moreover, toys may no longer be firmly connected to food in the future, in order to reduce the danger that children may accidentally swallow them. Certain categories of toys will have to bear specific warnings in the future. These must begin with the word "Warning", regardless of the nature of other text or pictograms. The new Toy Directive replaces Directive 88/378/EEC.

#### **LABOUR COSTS IN GERMANY**

#### **WORKING COSTS ARE RISING AGAIN**

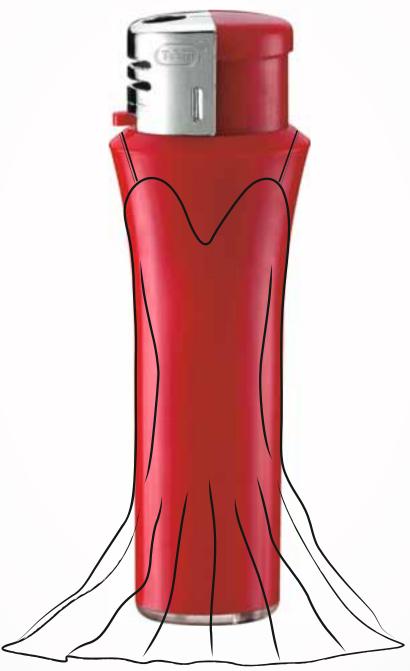
A fter sinking for a time due to the recession, labour costs in German production recently began rising once more. This is the upshot of a report from the Institute for Economic Research (IW) in Cologne. According to the report, an employer in western Germany had to pay an average of € 56,700 for a full-time worker in 2010; this is four



per cent more than a year earlier. In the east, the same work cost an average of € 37,740 – 3.2 per cent more than in 2009. According to the IW, costs rose because the economic recovery induced companies to use their employees full time once again and put fewer on short-time work. For instance, paid working hours per full-time worker in the region formerly known as West Germany rose by 2.4 per cent last year. In 2009, the recession arising from the financial meltdown caused a drop in paid working hours of nearly four per cent.

# Haute Couture at best price





The new EB-30 by TOM.



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#### **BRIBERY**

## CORRUPTION IN EUROPE WIDESPREAD

ribery and corruption continue to be widespread in many markets. This is shown in the current study "European Fraud Survey 2011" conducted by Ernst & Young, where the auditing and consultancy firm surveyed more than 2,300 employees and executive managers in 25 countries. According to the study, nearly every fifth employee of large companies in Europe considers bribery to be an acceptable



means for increasing turnover. It is believed that willingness to accept a monetary gift is very high especially in Greece (44 per cent) and Russia (39 per cent). In Germany ten per cent of those surveyed would not have any problems with a monetary gift. The Europeans who think very little of bribe payments are the Italians (eight per cent), the Norwegians (six per cent) and the French (five per cent). In order to reduce the risk of bribery, corruption and fraud two thirds of Europeans think it is necessary to have regulatory supervision by the authorities.

#### **INTERNATIONAL MARKETS**

#### LESS ADVERTISING EXPENDITURES

edia agencies are expecting international advertising expenditures to grow by three to five per cent in 2011. This rate of growth is lower than originally expected. While the agencies ZenithOptimedia and GroupM already lowered their prognosis in July, the media holding company Londoner Warc has now followed suit and revised their projections. The reasons for lower growth are the uncertain economic situation in some industrial counties, the high commodity prices and the earthquake catastrophe in Japan. However, in 2012, global expenditures are expected to increase again. ZenithOptimedia particularly expects an annual growth of about 14 per cent in the internet segment between 2011 and 2013.



#### **LABOUR MARKET**

#### SPAIN CLOSES BORDERS TO RUMANIAN WORKERS



he EU has allowed Spain, which is faced with extremely high unemployment, to impose temporary restrictions on Rumanian workers. This is the gist of a report by the EU Commission. The restrictions were approved because of the current economic situation in Spain. This country is confronting

severe labour market disruptions marked by the highest unemployment rate in the EU and a lagging economic recovery. The restrictions apply to all industries and all areas of Spain. However, Rumanian citizens who were already employed or registered as job seekers on the Spanish labour market are exempt from the restrictions. The decision will remain in effect until the end of 2012, but is to be reviewed every quarter until then.



#### **PAYMENT PRACTICE**

#### GERMAN COMPANIES PAY PUNCTUALLY

he payment practice of German companies improved significantly in July despite the European debt crisis. Commissioned by the financial news agency dpa-AFX, the D8B Payment Index rose in July for the 26th month in succession. "The payment practice of the German business community still remains unaffected by the debt crisis in the euro zone and the fears of slower economic growth," according to D8B CEO Thomas Dold. However, he warned of the consequences of the current turmoil in the global economy.



# **PLASTORIA**

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# **TABLEWARE AND KITCHEN UTENSILS**

# A FEAST FOR THE EYES

This time our cover story provides an ideal setting for continuously effective promotional products: Nowhere is pleasure of more importance than in the kitchen – and rarely do beautiful and useful products attract more attention than in this comfy location each day.

I here are few locations which better accentuate promotional products than in the atmosphere of the kitchen or at the dinner table. Whether it be useful everyday items, decorative accessories or products that combine both, here they are constantly being held in one's hands or are a focus of attention each day, so they not only attract a great deal of attention but also permanent attention is assured. The selection of topics appearing on the following pages reveals that taste is not just a question of the nose and tongue, but in this particular case, of visual perception, too. According to the idiom, a feast for the eyes, when it comes to culinary delights, an advertising message is transported all the more enjoyably with beautiful tableware and kitchen utensils. What should not be missing in this synaesthetic, meaningful connection is the tactile ability of our hands: if the product also feels good, the advertising products has more than fulfilled its purpose.



#### FIRST CUT, THEN FOLD

oziol has come up with a very handy innovation. The German company's new range includes a smart chopping board that TV chef Mirko Reeh has already discovered for himself. No wonder, as it proves itself very useful under the motto: first cut, then fold. The fold integrated into the centre allows the board to be bent so that the cut ingredients slide safely into the saucepan or salad bowl. The angle of the fold has a locking function for easier handling.

47406 • koziol » ideas for friends GmbH • Tel +49 6062 6040 incentives@koziol.de • www.koziol-incentives.de



#### **HOME-MADE DELICACIES**

ith the new present from the company Römer Präsente, even a special desert, crème brûlée, will turn out well. Making it yourself at home is no problem with this set. It includes a burner and four classic white, oval dishes, together with a little bag of brown sugar. It is supplied along with the instructions and recipe in a black gift box with red sizzle. The liquid gas for the burner is not included.

43892 • Römer Wein und Sekt GmbH • Tel +49 6541 81290 info@roemer-praesente.de • www.roemer-praesente.de





#### **BAKER'S MIX**

with Troika, anyone who is fond of fresh rolls and pretzels will get their money's worth even without the trip to the bakery. The promotional products specialist has a key ring in its range which has been named Baker's Mix. There are three pendants on the ring: a pretzel, a baker's hat and a tag with an ear of wheat. The material used is cast metal and the shiny surface is chrome-plated.

46311 • Troika Germany GmbH • Tel +49 2662 95110 d.roether@troika.de • www.business.troika.de

#### **HOT OFF THE MARK**

If you have to get up early, the first thing you need is a hot cup of coffee. The drinking cup To go from Inspirion is useful here as it has a capacity of around 400 millilitres and keeps the delicious drink warm for a very long time, thanks to its double wall with the insulating layer of air. So that nothing is spilled on the move, it has a useful screw-on lid into which a sip opening has been incorporated. The exterior has a rubberized sleeve which guarantees excellent grip. There is plenty of space available for applying advertising material.

42907 • Inspirion GmbH • Tel +49 421 52270 info@inspirion.eu • www.inspirion.eu



#### TIN ON THE OUTSIDE, CHOCOLATE ON THE INSIDE

veryone knows what it is like: you want to say thank you or convey congratulations or best wishes, but you are lacking any real inspiration. Chocolate is always well received, especially if it is presented in stylish packaging, as offered by Troika. The Chocolate Box made of tin plate can be ordered with various motifs and looks simply

great. The best part comes after enjoying the contents; however, since now all kinds of small objects can be stored in the box, such as writing implements, stamps, photos or paper clips. The advertising effect thereby lasts a very long time.

46311 • Troika Germany GmbH • Tel +49 2662 95110 d.roether@troika.de • www.business.troika.de





# Wussten Sie schon, ...

dass im Mittelalter die Männer in den Städten das Brot gebacken haben. Wenn sie fertig waren, bliesen sie ins Horn, um zu signalisieren, dass jetzt frisches Brot zu kaufen war. Im Kinderlied "Backe backe Kuchen" geht es genau darum, wenn es heißt "Der Bäcker hat gerufen!". Es beschreibt, dass nun die Frauen an der Reihe waren, ihren Kuchen im noch warmen Ofen auszubacken.







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#### **ACCURATE TO THE GRAM**

scales are indispensible for any well-equipped kitchen. With the model KW100, Technotrade is presenting digital kitchen scales with a particular highlight: an integrated quartz (wall) clock. The model belongs to the technoline brand, is ultra-thin and can be hung on the wall to save space. The display is easy to read and shows weights of up to three kilograms, accurate to the gram. The weighing surface is made of safety glass and is ideal to clean, which provides for the highest hygiene standards.

43817 • Technotrade Import-Export GmbH • Tel +49 3375 216050 info@technotrade-berlin.de • www.technotrade-berlin.de

#### A GOOD BLEND

ehoff's range also includes kitchen items, such as the Moulinex blender and mixer. This all-rounder has a multitude of applications: mixing shakes, cocktails, smoothies, sauces or soups and blending onions, herbs, nuts or fruit. Thanks to its compact format, the blender takes up little storage space. It is made of high-quality stainless steel and the metallic red gives the design a particularly stylish appearance. With an output of 350 watts, the motor has an appealing performance. The container for mixing has a capacity of 600 to 800 millilitres, while the blender can hold 400 millilitres.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070 info@lehoff.de • www.lehoff.de





#### PROFESSIONAL APPEARANCE

he service staff in the catering industry are like a walking advertisement for the restaurant and should therefore emanate competence and professionalism, starting with an appealing outfit. The German company Gidutex is a specialist for embroidery, printing and custom-made products in the field of corporate fashion and work clothing. The company's strengths include advising caterers in the choice, quality and design of their staff's clothing. For example, a uniform corporate appearance can be created simply by equipping all the service staff with a combination of a long bistro apron and polo shirt in the appropriate colour.

13360 • Gidutex International GmbH • Tel +49 2151 5690800 info@gidutex.de • www.gidutex.de



#### **BAMBOO FLAIR FOR THE KITCHEN**

he high-quality workmanship of the bamboo condiment set from elasto form makes it an ideal kitchen aid. The set, consisting of vinegar and oil dispensers along with white earthenware salt and pepper shakers, is definitely an eye-catcher. The two dispensers each close with a plastic cap, and no kitchen should be without the matching bamboo corkscrew. Everyone will find the bamboo handles practical, and the set comes elegantly nestling in a foam insert inside a bamboo gift box together with an integrated bottle opener and sommelier knife. Both items can be customized by means of screen printing.

41369 • elasto form KG • Tel +49 9661 8900 mail@elasto-form.de • www.elasto-form.de

# Fantastic Anniversary Novelties 2011



All promotion packagings are available with standard or personalised print. Sales through the advertising media trade.



www.kalfany-suesse-werbung.de



#### **MIRACLE IN A TEAPOT**

n extraordinary eye-catcher with an amazing advertising message is offered by emotion factory GmbH. Inside a tea ball (white tea with natural flowers) is an aesthetically integrated exotic flower. Its secret unfolds only when it is placed in a container with boiling water. It starts to slowly open and after about ten minutes the embedded marigold flower blossoms, rising in its colourful splendour. And now, the tea can be drunk. An advertising message can be eye-catchingly placed on the individual promotional box.

45997 • emotion factory GmbH • Tel +49 7042 81550 info@emotion-factory.com • www.emotion-factory.com

#### FIRST-CLASS ASSISTANT

kitchen aids on offer, such as knives in a variety of designs. Take the KC 6841 line, for instance, consisting of three knives in the Japanese style. The blades are made of the finest stainless steel, the handles of wood. The trio comes packed in a black gift box, as does the MO 7360 ceramic knife. A very appealing feature of this item is that it is extremely sharp, and stays sharp even when used every day. The set of two stainless steel knives cheese knives is also both shapely and practical. The Mid Ocean range also has salad servers with a modern form, a spoon holder and a silicone ice tray for six ice cream sticks.

46280 • Mid Ocean Brands B. V. • Tel +31342426842 info@midoceanbrands.com • www.midoceanbrands.com



#### **HERBS UNDER GLASS**

ultiflower's gift ideas have long ensured it a firmly established position on the promotional products market. One the most recent creations is a test tube with salad herbs. The tube contains five grams of the "Old German" mixture. An advertising message can be printed on the standard motif of the string tag, or Multiflower will implement customers' own ideas on orders of 250 or more.

45974 • Multiflower GmbH • Tel +49 6223 866560 info@multiflower.de • www.multiflower.de



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#### **BIT BY BIT**

o longer is the amuse-bouche limited to high-priced restaurants: the appetizer spoons from Westmark enable anyone to surprise guests in style with culinary treats at home. The delicacies are served in bite-size portions on these high-quality, very decorative spoons made of the finest stainless steel, leaving fingers clean. Afterward, you can easily clean spoons themselves in the dishwasher.

42981 • Famos-Westmark GmbH • Tel +49 2721 92580 info@westmark.de • www.westmark.de

#### **ABSOLUTELY GERM-FREE**

HK GmbH is presenting the SaniStick, an item that ensures hygienic conditions in kitchens of both large-scale catering establishments and households, on trips or hikes, or after engaging in sports. The stick is filled with the original hand sanitizer spray from KHK. This substance has been attested as very friendly to the skin. Each bottle provides roughly 200 sprays of the finest mist. Advertising messages can be applied to the SaniStick by means of all-round 4C digital printing. The spray is available in quantities of at least 250, and KHK sets the delivery period at about three weeks.

46131 • KHK GmbH • Tel +49 221 9854730 info@khkgmbh.com • www.khkgmbh.com





#### **NO SCRATCHES**

etal coasters can be ordered from e!xact either singly or in metal boxes of four or six. Each separate part can be printed as desired, and in photo quality. The back is made of cork so that the glass coaster not only does not slip, but also leaves no scratches on sensitive table tops.

44457 • e!xact Internationale Werbemittel GmbH • Tel +49 6126 951175 psi@e-xact.de • www.e-xact.de



#### **COOKING SPOON AND FRIENDS**

practical kitchen utensils on offer. Among others, you can order the three-piece MO 7359 silicone kitchen set consisting of a wire whisk, tongs and a cooking spoon. These kitchen helpers are of the best quality and come packed in a gift box. The colourful MO 7282 knife set is also very practical, with its five knives accompanied by a pair of scissors. Advertising can be placed to good advantage on the plastic stand. The KC 7105 silicone brush and pancake turner set will also stand cooks in good stead, as will the MO 7573 fruit set, comprising knife, peeler, corer and spoon.

46280 • Mid Ocean Brands B.V. • Tel +31342426842 info@midoceanbrands.com • www.midoceanbrands.com



Order your sample now directly at www.uma-pen.com/moon!

uma Schreibgeräte Ullmann GmbH Fritz-Ullmann-Weg 3 D-77716 Fischerbach



#### REMINISCENCES OF THE GOOD OLD DAYS

hen you see the new Klarstein electric kettle from Ceotra, you will be reminded of the days when the good old-fashioned whistling kettle was still on the stove. Its amiable design is purposely intended to awaken reminiscences of the good old days. These lighthearted kettles are made of stainless steel, have a power output of 2,200 watts and hold 1.8 litres. They have a "cool-touch" handle to make sure that no fingers get burned. Klarstein comes in silver, red, black or crème.

47689 • Ceotra Vertriebs- & Handels GmbH • Tel +49 30 36424914 vertrieb@ceotra.de • www.ceotra.de

-Advert-

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#### THE PERFECT CUT

he Classico ceramic knife from Richartz GmbH is the perfect, indispensable tool in every kitchen because it is sharp, boasts first-class workmanship and has a timeless design. The diamond-sharpened blade made of high-quality, especially hard ceramic (only diamond is harder) stays sharp for many years, thus guaranteeing easy, precise cutting. The perfectly shaped handle made of non-slip material lets the knife lie well in the hand. Two lengths of blade are on offer: a utility knife with an 8-cm blade and a chef's knife with a 16-cm blade.

40884 • Richartz GmbH • Tel +49 212 232310 info@richartz.com • www.richartz.com













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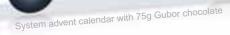
# In perfect form

... Advent calendar with an individual shape!



From 500









#### **EXTRAVAGANT KITCHEN AIDS**

igh-quality producer Framsohn Frottier is now getting accolades not only for its collections of towels, but also for unusual kitchen aids which no kitchen should be without. On offer are dish towels in both terry cloth and waffle piqué quality to get glass, porcelain, pots, pans and flatware perfectly dry. The towels come with sublimation printing and inweaving, and customers can choose from the current collection or specify their own designs.

47628 • Framsohn Frottier GmbH • Tel +43 2862 52455320 isabella.zeller@framsohn.at • www.framsohn.at

#### **DESIGN FOR THE BARBEQUE**

osts and hobby cooks are usually loath to let anyone else take their barbeque cutlery away from them. Then they usually run to the kitchen drawers to assemble the necessary utensils. The trendy Reflects-Valbom box from LM Accessoires puts an end to searching. This elegant barbeque accessory has an unusual, eye-catching design and will cheer the heart of every BBQ fan. The barbeque turner, fork and tongs made of stainless steel can be stored ready to use and taken out together when needed thanks to the box's modern, clever slide-in system.

42487 • LM Accessoires GmbH • Tel +49 2234 99000 info@lm-accessoires.com • www.lm-accessoires.com



# MESHIN MESHIN

#### **HUGE ADVERTISING SPACE**

he Bulgarian company Ralevi is well known as a manufacturer of kitchen utensils and tableware, and has a broad range of products for this sector. This also includes trays which make ideal advertising vehicles. For instance, a small plastic tray measuring 35.5 x 23.0 centimetres for serving snacks or drinks is on offer, which cuts a good figure in every promotion campaign. The materials used and the surface can stand up to heavy use, nor can the dishwasher or microwave harm it.

47629 • Ralevi Ltd • Tel +359 29 507760 ralevi@ralevi.com • www.ralevi.com

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Giving Europe Italia Srl Via delle Calandre 42 T+39 055 888 61 01 F +39 055 888 61 26 E info@givingeurope.it



#### THE GENUINE ARTICLE FROM KARLSBAD

henever promotional products need to be practical, easy to customize, low in price, versatile, useful and of high quality, HNC recommends a simple solution: coffee cups and mugs. Various shapes and models are on offer, from traditional cylindrical mugs up to elegant cups with matching saucers, all made of genuine Karlsbader HNC AG china, of course, and available exclusively from HNC. Two very shapely, extraordinary new cup models round off the overall concept. The new products can also bear a design tailored to customer's specifications.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 38160 info@hnc-ag.de • www.hnc.ag

#### **HAUTE CUISINE IN A CAN**

Prisa wishes you bon appétit and decorates its newest promotional product, the Brisa MyClockTM, with scrumptious kitchen motifs as a standard feature: pasta, lime, tomato, Provençal herbs and other designs new to the product range. The clock face and package band can also be customized on orders of 48 or more. To do so, the clock is simply opened from the back, a customized face inserted and the clock closed again. The pull-tab lid thus remains unharmed and a surprise is guaranteed. And every glance at the clock calls the logo and advertising message to mind again.

47749 • Brisa Entertainment GmbH • Tel +49 8122 972739 promotional@brisa.com • www.brisa.com



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#### www.saltinis.de

Landkaufhaus Mayer GmbH Vachendorfer Str. 3 · 83313 Siegsdorf

Telefon: 08662 / 4934-0 Fax: 08662 / 4934-30

Email: info@landkaufhausmayer.de





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#### **UNPRETENTIOUS ELEGANCE**

he Pure bottle cooler is another piece of excellent design from Helios. The clear yet smooth lines give the item its extraordinary aura. Thus it will automatically draw everyone's attention at the conference table. It can accommodate up to six beverage bottles holding 0.2 to 0.33 litres (maximum 0.5 litres). The cold pack is inside and keeps the cooling function running. Pre-chilled beverages will stay fresh and at the right temperature for up to six hours. It comes in four elegant colours: chrome/black, chrome/white, black and white.

41877 • Helios Dr. Bulle GmbH & Co. KG • Tel +49 9342 9619-0 info@helios-wertheim.com • www.helios-wertheim.com

#### ORGANIZATIONAL TALENT WITH A STRONG DESIGN

In he artverum glass magnet boards from Sigel are accessories that are sure to enhance any kitchen. The boards are magnetic, can be written on, and are thus ideal for displaying recipes, shopping lists and appointments in a prominent place. The item scores points as an organizational talent with a strong design which hangs on the wall and helps organize everyday life. The shining glass magnet boards are made of tempered glass and their straight-line design is very convincing. When customized, every glance at the board brings customer logo, slogan or company name into view.

47962 • Sigel GmbH • Tel +49 9078 81304 nermin.tubic@sigel.de • www.sigel.de





#### ON THE WAY TO A PERFECT DINNER

astefully arranged and served with the finest ingredients; that sounds like the perfect dinner. This certainly holds true for the contents of the new media sets from micx media. On the one hand, the exquisite and practical kitchen gadgets ensure harmonized ingredients which the professional chef can skewer, cut and ladle. Secondly, the new dinner-music albums of the media professionals create a harmonious instrumental backdrop to a perfect dinner. In addition to the rosemary lounge and the festive Christmas lounge for Christmas dinner, the set edition also ensures further tasteful versions. In addition, the sets surprise the recipient with a personalized greeting. Tasteful and varied arrangements are now available in the new micx catalogue or at mediasets.de

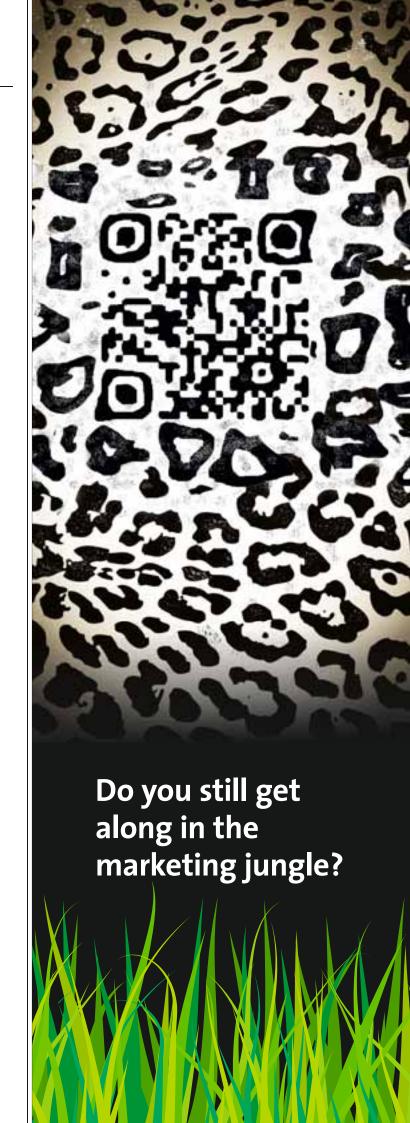
45899 • micx – media in concept – gmbH & co. kg • Tel +49 5205 99100 info@micx-media.de • www.micx-media.de



#### FRESH CHEESE DELIGHT

reshly grated cheese is not only the first choice for au gratin dishes, but is also unsurpassed when it comes to enhancing the aroma of side dishes like fresh salads. Cheese is particularly easy to grate with the Le Bourget plastic cheese grater from Easy Gifts. It will transform a wedge of cheese into easy-to-use grated cheese practically with a flick of the wrist. The sharp grater blade inside can handle even the hardest Parmesan cheese, yet is still lightweight and easy to clean. The grater comes packed in a box, and advertising can be printed on the handle of this kitchen helper.

47300 • Easy Gifts GmbH • Tel +49 911 81781111 info@easygifts.de • www.easygifts.de





#### **HYGIENIC SNACKS**

The PopSome from Vacu Vin is a practical and especially attractive dispenser for snacks such as nuts, gummy bears or other sweets. The cheerful, colourful lid and patented Oxiloc closing system were developed especially for sealing the bowl and keeping the contents fresh. As soon as the flexible lid is jerked up, says the supplier JHI, the contents are easy to measure out as they flow through the opening without being touched by fingers. Then the airtight lid can be closed again. This nut and sweets dispenser is perfect for parties because it lets you pass around the snacks hygienically. The PopSome was also developed to protect the contents should the container tip over or be dropped. It is 13.6 centimetres in diameter and 8.3 centimetres high, and comes in a variety of modern colours. It is dishwasher proof and can have a logo printed on it.

48291 • JHI Hackel Industrievertretung GmbH • Tel +49 621 7481466 info@j-h-i.com • www.j-h-i.com

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# GREAT THINGS ARE COMING YOUR WAY!

#### **SPONSOR INNOVATIONS!**

Sponsor a product that's a world first at the iENA inventors' fair taking place from 27 to 30 October in Nuremberg! We will help you to secure the exclusive rights to a promotional products innovation!



#### **COOKING WITH PERSPECTIVE**

acma has a clever cookbook stand on offer so that even hobby cooks can make a perfect dinner into a sensation. This holder for every kind of cookbook is made of bamboo and also has an adjustable mount which keeps the recipe clearly legible in almost any position. The top is protected by a pane of glass so that the invaluable book does not get soiled by fingers or splattered grease in the heat of the culinary battle. Upon request, this pane of glass can also have a logo or advertising message laser-engraved on it.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133 verkauf@macma.de • www.macma.de



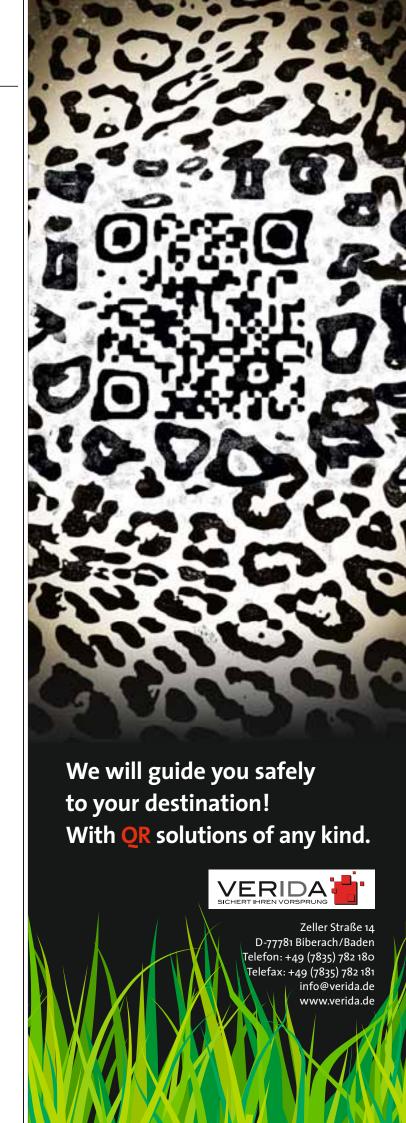




# **CHEESE FROM THE BOX**

estler-matho chose natural oak wood to design its new high-quality eye-catching cheese grater for sophisticated kitchen fans. The actual grater is, of course, made of high-quality stainless steel; the collection box with a practical sliding lid is made of oak wood. The lid serves as protection against injury when the grater is in the cupboard or adds eye-catching elegance to the kitchen. No matter whether it is classic Parmesan or any other hard cheese: The sharp cutter of the grater copes effortlessly with any sort of cheese and turns cooking and gratinating into a memorable event. An individual imprint or laser engraving print is possible on the lid. The cheese grater is delivered to the recipient in an individual package.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 21540 info@nestler-matho.de • www.nestler-matho.de



PRODUCT GUIDE PSI Journal 9/2011 www.psi-network.de



#### **BAKING WITH BAMBOO**

with the complete baking set from Macma, even an unpractised chef can produce delicious casseroles and other tasty dishes. This sophisticated set consists of a large  $33 \times 25 \times 7$  centimetre casserole dish, a silicone whisk with a decorative bamboo handle and two cotton potholders to protect the hands. A wide range of simple dishes can be created with these basic tools. The set comes in a transparent package which can also be provided with a customized printed label on the top.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133 verkauf@macma.de • www.macma.de

# **SPICY KITCHEN HELPER**

obby cooks can keep a firm grip on everything with the new Pescia spice stand from Easy Gifts. Each of the four decorative metal cans has a magnet integrated into the bottom which keeps it firmly set on the metal stand almost as if it were weightless. The large window in the can lets you see at any time how much of what kind of spice it contains. Finally, to keep seasoning from turning into a gamble, they have sprinkle holes in two different sizes which can easily be turned to suit the respective contents and purpose. A customized advertising message can be engraved on the top of the spice stand upon request. Each set comes separately packed in its own box.

47300 • Easy Gifts GmbH • Tel +49 911 81781111 info@easygifts.de • www.easygifts.de



-Advert-

# COMING YOUR WAY!

# **GENEROUS SUPPORT FROM THE GOVERNMENT!**

PSI is the only German promotional products trade show that receives funding from the Federal Ministry of Economics and Technology! As a result, newcomers can have up to 80 % of their trade show expenses reimbursed!

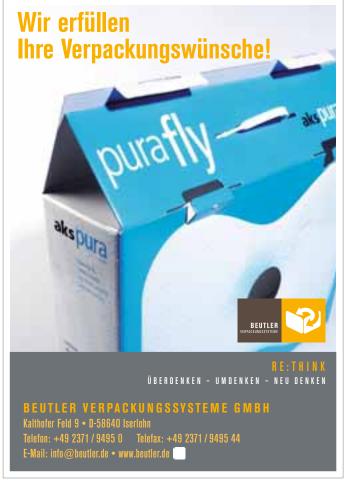












#### **HAUSER GMBH**

### HAUSER IS COMING

e recently met up with Mr Hauser in Nuremberg, Germany Of course he spoke to us about his new pens and he immediately started to speak about his favourite topic: his new advertising and communication concept. He also spoke in great detail about the company's new catalogue for 2012 which he has come up with over the past few weeks. We were a bit surprised that it is completely different from anything that we have seen before in the writing instruments segment (and we have to admit that we have never seen anything quite like it before). After 80 years he simply decid-



ed that he just was not in the mood to place pens alongside each other in a 40-page catalogue as has usually been done in the past. And after all the work is done, his pens will tend to end up being mistaken for those of the company boasting "We are the best". No, Hauser looks forward to ending this and straight away he shows us his creation which is sent out in the middle of August. It is just as confident, smart, and refreshing as Mr. Hauser is: one could say it is a wonder of nature where Hauser can develop his full potential. He does not lecture about strategies and philosophies, but instead is concerned about life and everything that comes his way. Of course this also includes pens and their inner workings, and he really is an expert on this sub-

ject. Whoever wants to work with the catalogue should be just as intelligent and ambitious as Mr. Hauser is, because he doesn't make it exactly easy to flip through the pages as quickly as usual. The eye and spirit keep getting stuck on a page because there

is something new to discover or because there is something interesting to read about that makes a person stop and think or that puts a smirk on his or her face. Hauser somewhat reluctantly admits that it can indeed be a bit tiring, but whoever gets passed the first few pages will be rewarded with lots of fun. Pens and ideas are all included. We will definitely be observing what becomes of Hauser and his projects. It looks like they will be very exciting indeed.

Hauser GmbH

B² Business Park

Bartholomäusstraße 26 D

90489 Nürnberg, Germany

Tel. +49 911 956496-0

Fax +49 911 956496-29

info@hauser-writing.com

www.hauser-writing.com

# JUNG BONBONFABRIK SABRINA BONO – NEW SALESPERSON

E ollowing an intensive training period,
Sabrina Bono has joined the advisory
team of the German confectionery
specialist Jung Bonbonfabrik as a new



Sabrina Bono

salesperson. Since
mid-May, she has
been responsible for
the postal code
areas of southern
and eastern
Germany as well as
Scandinavia and the
Baltic states. www.
jung-europe.de

# MAPROM WOLFGANG WOLF AT PERSONAL DEVELOPMENT

olfgang Wolf, head of personnel of the promotional textile manufacturer and distributor Maprom with headquarters in Höxter, Germany has been elected to the Board of Personalentwicklung im Hochstift e.V. (PEPP). A total of 19 medium-sized companies with approximately 2,200 employees from the district of Ostwestfalen-Lippe are members of PEPP. Since 2006, Maprom has been a member of Personalentwicklung im Hochstift e.V. PEPP is involved in the planning and execution of demand-oriented and qualified education



Wolfgang Wolf

and training courses for medium-sized companies. In addition, PEPP supports companies in finding and selecting suitable employees in connection with new hires. Wolfgang Wolf,

at Maprom GmbH in Höxter since 2010, is looking forward to working at PEPP where he is responsible for the personnel working there. www.maprom.de

# SIGIKID ANJA DERONI TAKES CHARGE OF CORPORATE BUSINESS

The traditional company sigikid continues to expand its activities in the promotional product sector. Anja Deroni has taken charge of the new department "Corporate Business" (CB). A trendy design and high quality standards - that is what the Steiff brand has symbolised for more than 40 years. "The cuddly Steiff products arouse strong emotions among people of all generations," says Anja Deroni. There have already been successful collaborations with the industry in the past. However, the new head of CB is confident that the concept of "success with emotion" is expandable, and wants to address companies in various industries with a series of ideas. The portfolio extends from cuddly gifts for customers on attractive



Anja Deroni

terms to cuddly toys with individual branding to an exclusively developed advertising medium. With this offer, sigikid wants to present its products for the first time at the respective trade fairs, including the AHA —

International Promotional Product Days in early September in Leipzig. For more information: anja.deroni@sigikid.de, Tel. +49 9201 70129. www.sigikid.de

#### **20 YEARS OF HAT'S COMPANY**

# AN ANNIVERSARY JUBILEE IN ALBSTADT

wenty years of caps is the motto this year in Albstadt, Germany which has culminated with a big celebration in honour of Hat's Company. Andrea Lutz from Hat's Company invited friends, employees and business partners to the small town located in the Swabian Alps to celebrate the two decades that Hat's Company has been doing business there. 40 guests were invited and the town's mayor Jürgen Gneveckow didn't pass up the opportunity to congratulate the business



Together with the mayor of Albstadt Jürgen Gneveckow, Andrea and Jochen Lutz raised a toast to celebrate another 20 years of Hat's Company.

in person. The anniversary celebrations took place in a special atmosphere and included a colourful entertainment programme, a magician and delicious food. Andrea Lutz and her husband Jochen Lutz founded Hat's Company in 1991 in Albstadt, which used to be in the heartland of the textile industry. Since its founding, the friendly company has been doing business in everything related to caps. In addition to their core business activity of upgrading caps, the couple have been distributing a variety of James & Nicholson brand name products that are from the neighbouring company Daiber, including T-shirts, polo shirts, jackets and vests. Hat's Company has several branches in Switzerland, Italy, China and the USA and it has lots of ambitious plans in the pipeline for the next 20 years. www.hats-company.de

#### KANDINSKY DEUTSCHLAND

# **DISTRIBUTION OF THE ORIGINAL BODYFLAGS**

he Düsseldorf-based company Kandinsky Deutschland GmbH, Germany has just announced that it has taken over the production and the exclusive European-wide distribution rights of the protected Bodyflags. The wearable trendy sleeve flags are designed to allow hands-free and easy carrying. The back of the wearer automatically creates a large and prominent advertising space, which can be individually designed. At the same time, the Bodyflags protect the wearer from bad weather due to the high-quality polyester material and can therefore be used all year round and in any weather. Therefore, the Bodyflags are ideal for sports and fan events of any kind. The authorized



promotional products distributor of the PSI network is responsible for the European-wide distribution of the protected licensed product. "Our Bodyflag is the ideal merchandising article in 2011/2012; it is waterproof and has a large eye-catching advertising space that can be customized from as little as 500 pieces. We are sure that the Bodyflag will be a success and a fixture in all stadiums by the Euro 2012," said Kim Köhler, Managing Director of the Kandinsky group. www.kandinsky.de

#### **CHANGE AT XINDAO**

# **HELMERS LEAVES, ACHHAMMER JOINS**

A fter 4.5 years working for Xindao Gmbh Jörg-Peter Helmers has decided to leave the company and to continue independently within the Promotional products industry. In reaction DJ van Styrum, Managing Director of Xindao says: "We would like

# XINDAO





Christof Achhammer (left) follows Jörg-Peter Helmers.

to thank Mr Helmers for his great contribution to Xindao Gmbh where he has succeeded to grow the business substantially over the past years. The relationship with

Jörg has always been very good and we have enjoyed working with him. We fully respect his decision to change his direction in life and become an independent and we wish him all the success in future." Jörg-Peter Helmers: "It is has been a pleasure working for Xindao the past years. Xindao is a great company and I am convinced their strategic direction is the

right one and they will become a major player in future. Although I regret leaving Xindao I have decided it is time for a change in life. I wish Xindao all the best and I am sure the relationship will always be good with the people in Xindao." Jörg-Peter Helmers is succeeded by Christof Achhammer (Tel. +49 170 8127812) per 1 September who has a long background within the promotional products industry. www.xindao.nl

#### **GIVING EUROPE NETHERLANDS**

# **ELLEN VAN WESSEL NEW MARKETING MANAGER**



Ellen van Wessel

The promotional item supplier Giving Europe has hired Ellen Wessel (37) as marketing manager. She works at the head-quarters in Tiel, the Netherlands. After her training in international business communication in 1997, Ellen van Wessel joined the sales office of KFC in Barneveld on the German sales department. She then spent several years managing special orders in KCF. In 2004, she became the promotion manager at the central marketing department at Mid Ocean Brands, the Netherlands. Early in 2007 she started her own company, MP marketing promotions, a distributor of promotional products in Barneveld, The Netherlands. After four years she decided the best place for her was the wholesale market. She has been working for Giving Eu-

rope since May. Contact: ellen.vanwessel@givingeurope.nl, telephone +31 0344 640580. www.givingeurope.nl <

# CD-LUX ADVENTSKALENDER GMBH ADVENT CALENDAR WITH HEART

\_\_\_\_\_ D-Lux Adventskalender GmbH is also presenting a wide range of high-quality Christmas gifts for corporate clients this year. The extensive range of the Advent experts again impresses with numerous classics and exciting new features. The



graphics team at CD-Lux also offers a free service for layout suggestions. For distributors, a free browse catalogue is now available, customized with logo, address and hotline, and it can be

integrated into your website or in your next mailing. Samples and neutral distributor catalogues can be requested at info@cd-lux.de or: www.cd-lux.de

# INSPIRION EVERYTHING IN A FESTIVE ATMOSPHERE

Ludolph the Reindeer, Inspirion's Christmas mascot, is presenting the new Christmas Special Catalogue 2011. The company shows approx. 350 attractive gift ideas on 80 pages and promises festivities which can be enjoyed with all the senses. The new Christmas Catalogue from Inspirion is impressive with its warm colour tones. A floral wallpaper pattern with a touch of nostalgia are an inviting way to



pass the time and will give you a comfortable feeling like you get when you are in your own living room. Tastefully decorated photo frames put the products in a festive

atmosphere. With the Christmas Special customers are prepared for the winter season. The catalogue will be available in several different languages.

www.inspirion.eu

#### **CERTIFIED**

# USB-FLASHDRIVE.CO.UK IS NOW A CARBON ZERO COMPANY

SB-FlashDrive.co.uk is pleased and excited to announce it is a fully certified Carbon Zero Company. Neil Harris, Marketing Manager for USB-FlashDrive.co. uk comments: "As a company, we work hard at reducing our carbon footprint. However there are those unavoidable carbon emissions that every company emits through regular operations. As a result, we've taken proactive action and commissioned a reputable carbon offsetting company to help us measure, assess and cancel out our emissions to an equivalent amount. This is performed through carbon saving projects around the world. Being a certified Carbon Zero





Company is not only great news for us, it's great news to our clients. Our clients can now rest assured that our carbon footprint is being offset every step of the way. This also has a positive, knock-on effect on our clients own carbon footprint because as a supplier, our service, is also partly theirs. It's also worth noting that we choose UPS to deliver our products because like us, they also offset their own carbon emissions, which is great news all round. Since trading began we've taken our environmental policy seriously and we continually look for ways to reduce our carbon footprint. We also encourage our clients to do the same by offering discounted rates on eco friendly products and packaging.": www.USB-FlashDrive.co.uk

#### **RASTAL: FLORAL BEAUTY WITH INDUSTRIAL PRODUCTION**

### **GARDEN SHOW LOGO AS GLASS ARTWORK**

ormally, the drinking glass is the ideal brand ambassador for a beverage. At the National Garden Show (BUGA) 2011 in Koblenz, Germany on the initiative of the glass experts of the company Rastal, the drinking glass will be the brand ambassador

of this international garden and cultural event. More specifically: 13,624 drinking glasses in three sizes and shapes will be arranged by the experts for drinking glass finishing from Höhr-Grenzhausen into a rotating National Garden Show logo made of glass and ten metres in diameter. They have been supported by students of the Institute of Ceramic and Glass Artwork of the University of Applied Sciences in Koblenz in Höhr-Grenzhausen. On the occasion of the exhibition "Ce-



Group photo with glass artwork.

ramic Worlds" in the Ehrenbreitstein Castle, Rastal complemented the three aspects of the kaleidoscope logo of BUGA 2011 – architectur, 'flower and clef – with this glass kaleidoscope by a fourth aspect of modern life: 'environmentally-friendly industrial production. The BUGA partners from the glass and ceramic town thus contributed their approach to environmentally-friendly and functional design in the overall BUGA concept. The necessary UV decor technology had just been developed by Rastal a few years ago for its environmentally-conscious customers in the beverage industry. Glass artwork was on display in its entirety on the upper wall of the castle. <code>www.rastal.com <</code>

#### **GIVING EUROPE**

### WAREHOUSE EXPANDED

I he warehouse of the promotional item supplier Giving Europe in Tiel, the Netherlands, expanded substantially in the previous months to service customers better during the coming high season. Giving now is able to stock more items and deliver orders to the customers more quickly and efficiently. Stef van der Velde, managing director of Giving Europe: "In coherence with the growth in turnover from the last years it was clear we needed to expand our warehouse facilities. In order to maintain our high



level delivery service to our customers and the continuous growth in quantity of orders, we needed to realize a quicker and more efficient warehouse. With the 3,500 extra pallet places and our new ultra modern moving band, a constant flow of orders can be prepared, allowing a better overview of the orders already completed and those still to be processed." www.givingeurope.nl

#### **KAAI KALENDER "EXPRESS SERVICE"**

### A PROMISE IS A PROMISE

s promised at the recent PSI, KAAI Kalender GmbH has streamlined the delivery time for all standard products offered in its range – namely to four weeks after a product is released for publication. "We promised our customers and visitors this at the PSI this year. We stand by our promise and will go even one better," says Ute Schilling, the sales manager. Like last year, KAAI Kalender will also provide an "express service" for certain calendars when things start to heat up in autumn. What makes this of-



**Ute Schilling** 



fer so special is that the delivery time will be further reduced by one week. Thus, buyers can now count on delivery three weeks after a product is released for publication. "This special service is also appreciated by the end user because promotional products can then be delivered when reguired. We can take the enormous pressure off our customers at this stage as long-term planning is not required and orders can be processed in a shorter time." says Ute Schilling. This also applies to the book calendars and diaries in the new product portfolio presented at the PSI this year. "Especially those needing such delivery times are not accustomed to them. We anticipate sustained interest from the market. The products were also very well received at the PSI," says Ute Schilling.

After relaunching their website this year, KAAI Kalender presents itself even more customer-oriented. Promotional product distributors can give their customers a better understanding of the world of calendars in a simple, fast and clearly structured way. Using his own CI on the KAAI

site, the customer can purchase products from "his" trusted partner. Garnished with KAAI Kalender's fast delivery times, perfect customer retention is inevitable. "And even if something is overlooked, in exceptional cases we can squeeze an order through the production process in 10 to 12 working days, … but don't let our disposition team hear that, otherwise I won't be allowed to show my face again," says Ute Schilling, smiling with a twinkle in her eye. Contact person: Ute Schilling, Tel. +49 711 5306080, Fax +49 711 53060829, info@kaai-werbekalender.de. www.kaai-werbekalender.de

# MICHAEL MÜHLEN ON THE ROAD FOR MAXIMEX AND MULTIFLOWER

ichael Mühlen, a renowned industry professional with many years of experience, is now out on the road representing the companies Maximex,



Michael Mühlen

Solingen and Multiflower, Bammental, Germany. Mühlen, who previously worked in the field for Fare and Halfar, is now responsible for the sales regions North,

East and West Germany (Postcode areas o-5) on an exclusive basis for Maximex and Multiflower. By taking this step, both companies are intensifying their sales activities to be able to serve their customers on site even more intensely than ever before. michaelmuehlen@t-online.de.

www.maximex.de- www.multiflower.de <

# KARLOWSKY FASHION FORMER JOCKEY STRENGTHENS TEAM

arc Timpelan will strengthen the team at Karlowsky Fashion Inc.

During his successful career as a jockey, he was always one jump ahead. At 13, he rode for the first time at a race meeting. He was on the winner's rostrum for the first time as an amateur jockey in 1993. From 1995, he trained as a professional jockey and at the age of 17 was the youngest jockey in Germany. During his successful career, he won a total of 521 races with prize money of over three million euros. With his maxims "You have to rise to the challenge every week" and "The single proof of



Marc Timpelan

ability is action", he perfectly fits the company. Marc Timpelan will be responsible for export customers in Portugal. www.karlowsky.de <

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#### PROMO SWISS FORUM LUCERNE

# **ADVERTISING WITH ALL SENSES**

The fifth Promo Swiss Forum was held in the venerable Hotel Schweizerhof on the shores of Lake Lucerne on 19 May, 2011. By awarding the PromoFritz prize, the fair developed into the climax of the year for the Swiss promotional products industry.

Forum the organizers of Promoswiss, the association of the Swiss promotional products industry, invited visitors and ex-



Venue with tradition and charm. The Schweizerhof on the lakeshore in Lucerne.

hibitors to Lucerne for the first time. In the Hotel Schweizerhof, they had found a venue that is as attractive as it is steeped in tradition, and situated right on the shores of Lake Lucerne. Nearly 60 exhibitors had registered, not only to show their latest products to the large numbers of professional visitors, Swiss promotional products distributors and consultants, but even more important, to give hands-on demonstrations of the promotional opportunities these products offer. "The PSF Forum is a must-see for everyone who does business in the Swiss promotional products industry," Promoswiss President Marcel Spiess underscores the importance of the event, adding, "Whoever wants to prove their worth in this exciting, dynamic, competitive environment must know today what new products and trends are going to be in demand tomorrow. And this is exactly the reason why we created this trade fair. Here the most important European producers and suppliers can get together with the specialists in the Swiss promotional products business."

#### CONCENTRATING ON THE ESSENTIALS

In the Grand Hall of the Schweizerhof, the exhibiting supplier partners of Promoswiss each limited their presentation to a plain table covered with a white tablecloth, but with enough space to display the most important and most original "sales promotion items". Thus everyone's concentra-





tion and attention were focused on the new products and their advertising potential. There were no elaborately constructed stands to distract from the essentials, and in this way the organizers were able to transform the hall for seven enjoyable hours into a compact, bustling industry hub for making all kinds of profitable new contacts.

# SELLING WITH "HEART, HAND AND BRAINPOWER"

But this was not all there was to profit from at this communicative product event, not by a long shot. Twice in the course of the day, Promoswiss offered its guests an additional opportunity to enhance their education: Karl Werner Schmitz, author, inventor and trainer from Cologne, Germany spoke on the topic of "Haptic selling – five senses sell more", giving an insight into the "other world of selling". Using many examples, he underlined the elementary importance of the sense of touch in successfully marketing products, and advocated selling with "heart, hand and brain-power".

#### SAVING THE BEST FOR THE END

At the end of a rewarding day, the organizers, exhibitors and guests got together again for evening dinner in a relaxed at-

mosphere. The festive ambiance was also ideal for awarding the PromoFritz, the Swiss Award for the Promotional Product of the Year. According to PromoSwiss, the prize, awarded here for the third time, is intended to "promote quality-based competition in the promotional products industry on the one hand, and on the other, to improve the image of the industry in the fields of marketing and communications." On this point, Michael Mätzener, Promoswiss Board Member in charge of marketing, said, "Outstanding promotional products clearly illustrate that they can be a successful, integral part of a communication concept." This summarizes the most important conditions for awarding the PromoFritz, for which this time once again more than 30 submissions were judged by a jury of experts on criteria comprising originality, novelty, implementation of the advertising message, communicative sustainability, functionality and practical value.

#### THE LUCKY WINNER

The company Cadolino, which entered an imaginative combination of products on the theme of "safety", can enjoy the award in the newly created category of "Campaign of the Year", which is intended to



Oliver Kuntze, Managing Director of Meterex, taking quiet delight in the PromoFritz in Gold, which was awarded for an extremely useful ruler with magnet.

promote the role of promotional products as "serious instruments of communication in marketing". The other awards, which take the form of an elegantly curving, 30-cm-high statue, were divided up among products from Meterex (PromoFritz Gold), Fare (PromoFritz Silver), Klio-Eterna (PromoFritz Bronze), Troika (PromoFritz Design) and Eurostyle (PromoFritz Innovation). www.promoswiss.ch





#### MICHAEL MÄTZENER, BOARD MEMBER OF PROMOSWISS, ON THE PSF FORUM

# What was your impression of this year's PSF Forum?

We are extremely pleased with the resonance and the frequency. Compared to last year's fair, which was already well received, we were even able to do a little better. Altogether, a total of 59 exhibiting companies showed their advertising potential in the great function hall of the Schweizerhof. 190 visitors from 92 companies were recorded.



Michael Mätzener

# Are you able to detect any product trends for this spring?

It's not easy to spot any obvious product trends as the promotional products market is not product-oriented but use-oriented. But of course, quality and functionality are still important factors.

# How do you judge the current situation of the Swiss promotional products market?

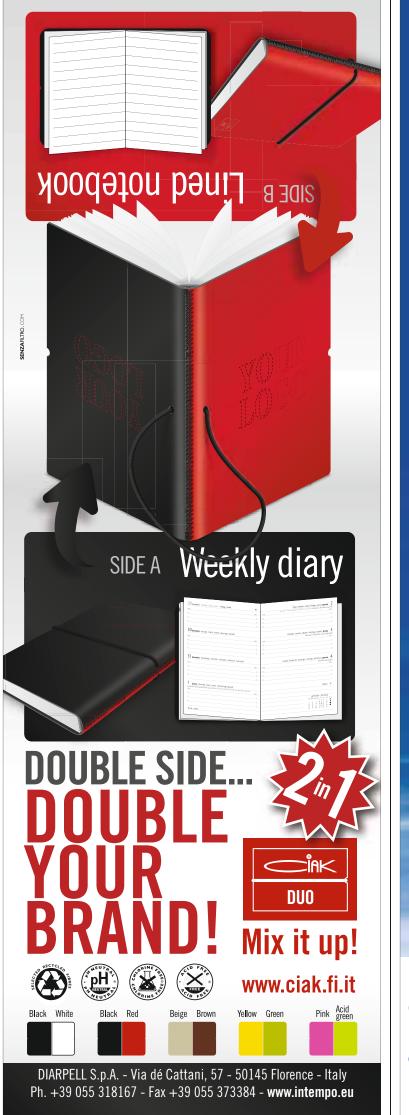
The Swiss promotional products market is showing a positive development. The significance of haptic advertising has increased. Many have recognised the value of putting your corporate values across in an advertising campaign and are making use of this increasingly.

# What is the mood like among your industrial customers?

That depends on the sector ... You always get optimists and pessimists, but being an export country, Switzerland is bound to be affected strongly by the weak euro and dollar.

# Have you and your association got any definite ideas which you would like to implement this year (or in future)?

The Promoswiss Association would particularly like to permanently show the importance of promotional products within the communication mix. The fact that the PromoFritz-Award for the best promotional products campaign was awarded for the first time this year shows that the right use of a creative promotional product is able to promote and support the success of a campaign considerably. This year and in the years to come, the Promoswiss Association is also going to present offers in connection with training and further education, which will be important for the entire industry. Only if you continue to educate yourself will you still be able to meet the demands of customers. Accordingly, our motto this year will be: "If you stop improving you will have stopped being good!" And, like every year, we are of course terribly curious how our members' turnover figures developed in 2010. Did the promotional product make up ground last year? Early October we will be able to present you with hard figures.













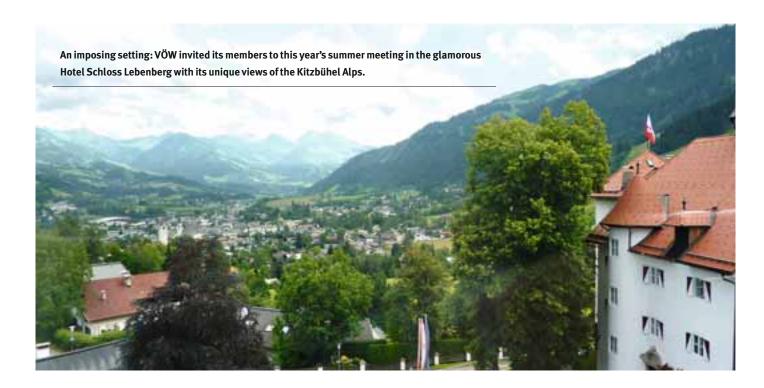
**20 YEARS VÖW** 

# VÖW CELEBRATES IN KITZBÜHEL

With Kitzbühel, the Austrian city of sport, as the venue for its annual summer meeting, the Association of Austrian Promotional Product Distributors (VÖW) found a worthy setting to celebrate its 20th anniversary. A spectacular mix of supplier exhibition, sailing regatta, wellness and mountain magic was offered.



Skiing legend Franz Klammer (3rd from right), Olympic gold medallist in the downhill in Innsbruck in 1976, was delighted to receive a cheque for € 5,000 for his charitable foundation. Also delighted: Fritz Bauer, honory life president of VÖW (2nd from right).



ne hundred and fifty member suppliers and distributors accepted VÖW's invitation to the three-day industry event in the 5-star hotel Schloss Lebenberg. The participants were able to enjoy not only a nice mix of effective promotional products, but also a colourful supporting programme. First of all, the long-serving VÖW President, Fritz Bauer, asked 65 persons representing 32 dis-

tributor companies as well as 77 sales professionals representing 43 supplier partners of the association to play a little sport: a sailing regatta was organized on the Schwarzsee, Tyrol's warmest mire lake idyllically situated between Wilder Kaiser and Kitzbüheler Horn. The event, however, focused on the business with promotional products and the opportunity to not only present the latest innovations

but also to strengthen existing business relations and establish new contacts.

#### **BRANDS ATTRACT BRANDS**

Top designers and labels in combination with glamorous surroundings attract many international visitors, as proven by the high concentration of 5-star hotels. An ideal opportunity for the exhibiting promotional products suppliers to present the great diversity of their range of three-dimension-





al advertising media to the distributors. At K3-Kongress-Zentrum in the heart of Kitzbühel, the advertising professionals pulled out all stops. In the evening after the seven-hour trade fair business, the event continued uphill: to "Rosi's Sonnbergstuben" located high above Kitzbühel where the guests enjoyed an exceptional gala evening with a four-course meal. And many followed the call of the organizers and ap-

# AN OLYMPIC GOLD MEDALLIST AS A SPECIAL STAR

peared in traditional costumes.

A further highlight to add to the musical performances of the "2 Sterntaler" from Vorarlberg and the singing hostess Rosi Schipflinger was the appearance of special quest Franz Klammer: 1976 Olympic champion from Innsbruck in the downhill and with 25 downhill victories and fivetime winner of the World Cup in downhill skiing, he is the most successful downhill skier in the history of World Cup skiing. The ski Kaiser told anecdotes about his professional skiing career and, of course, also recalled his Olympic victory and final triumph at the legendary Hahnenkamm race on the Kitzbüheler Streif in the year 1985. In 1998 Klammer established his own foundation to especially provide financial help to young injured athletes. The reason was the paralysis of his brother who received rehabilitation after a heavy fall only at the expense of his father's insurance as In the centre of attention: The presentation of new products.

a gesture of goodwill. In the evening, the special guest was delighted to accept donations amounting to €15,000. VÖW, the German Association of Promotional Products Suppliers (BWL) represented by Patrick Politze and Ralph Samuel, and last but not least Gunther Langenberg of WIL Langenberg, who successfully bid for a set of skis personally autographed by Klammer at the auction, each presented a cheque for €5,000. "We wanted to express our appreciation on the occasion of VÖW's anniversary celebration, to acknowledge the cooperation that has just been agreed on and, of course, to also support the foundation," said Patrick Politze. Finally, each guest received a personally dedicated autographed copy of Franz Klammer's autobiographical book.

#### BAUER HONORARY LIFE PRESIDENT

And, of course, the singing landlady Rosi Schipflinger sang some wonderful songs before Fritz Bauer, who officially resigned as president on that day, was awarded the honorary life presidency of VÖW. Bauer, who started his career as a promotional product distributor back in 1962, was visibly moved by the eulogy from VÖW CEO Konrad Godec. Among many others at the ceremony were the ski legend of the Sixties Hias Leitner and the two new VÖW Board members Günter Seybold and Wolfgang Kohout. For the leather goods specialist Eurostyle from Bayreuth the evening was crowned with the awarding of the title "Supplier of the Year". The venue where VÖW will invite its suppliers and distributor partners next year is not yet known. But one thing is now certain, the success story of these events that have long since achieved cult status in the industry will continue.



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## **VIERING PROMOTION DAYS**

# **CREATIVE ZOO**

A Family Day lasting two days was on the agenda of the full-service promotional products specialist Viering: the company from Westphalia, Germany invited their customers to the Viering Promotion Days at the all-weather zoo in Münster. A concept that ensured proximity to customers and promised an excellent response.

ell roared, lion! Together with 42 reputable supplier partners, Mark-Oliver Schrader and his team had used a three-stage mailing to invite the clientele of the Senden-based company Viering GmbH to the two-day Viering Promotion Days in the beautifully landscaped all-weather zoo in Münster. And about 500 out of 2,500 people accepted the invitation to attend the 16th edition of the trade fair. A colourful cross-section of promotional products and concepts was presented – in the Westphalia Horse Muse-



um at the zoo. As expected, after doing business some took the opportunity to roam through the beautiful, spacious enclosure with kith and kin to perhaps get a peek of the baby giraffe born just a few weeks before the event. The ancestors of the young four-legged animal adorned the exterior design of the many trolley models converted by WIL, which each guest received when checking in. A very promotionally effective eye-catcher which caused plenty of discussion and many curious glances from the other zoo visitors.

# PERSUASIVE PROMOTIONAL MESSENGER

The advertising professionals from Senden in Münsterland have always offered the complete spectrum of a full-service provider with advice, ideas, concepts, design development, packing, storage, packaging and shipping. As always, Viering offered a lot to see to anyone who made his way through the jungle of the many possibilities in the world of promotional products on the two days in July. Whether a quality promotional tie or porcelain

cup was the focus of interest or perhaps a textile product, writing instrument or electronic product – visitors were once again spoiled for choice. The appropriate theme Creative Zoo by Viering stood for persuasive promotional sales pitches, and the stalk through the approximately 800-square metres enclosure with equally sized stands for all exhibitors caused many a visitor to have heavy elephant legs and growling stomachs. During a break, a cup of Ethiopian highland coffee traditionally roasted by three African





beauties before the eyes of the connoisseur injected new life into tired legs. Hungry stomachs were treated to delicious catering in the lunch break. The Viering Open Day will take place again on 14 September – the in-house trade fair at headquarters in Senden.



# INTERVIEW WITH MARK-OLIVER SCHRADER

# The Viering Promotion Days has always had a special theme. How do you develop it?

First of all, we search for a suitable location. Depending on the surroundings of the exhibition, a suitable trade fair logo and theme are created, both of which are reflected in our multi-stage invitation mailings, which will hopefully entice customers to come by.

# What is the mood of your supplier partners?

The mood has picked up considerably: We measure this in our business. We have noticed that many new customers approached us through recommendation and we are pleased to be able to present our services to them here in person.

# How do you assess the current situation at Viering and in the industry in general?

We have noticed a significant upturn in sales. We have almost offset the losses from the 2010 economic crisis and hope to set the bar even higher in 2011. The forecast is based on our planning and a high level of commitment.

# What about delivery times for products from the Far East?

Due to the increased self-awareness of Chinese people, a lot has changed there; products have become more expensive. Even containers and freight costs have become more expensive. By saving fuel transporting by sea, delivery times are longer, thus making products Made in Germany attractive again as their availability is significantly faster. It also makes small orders viable. In terms of refinement of standard products, the trend is towards Poland and the Czech Republic.



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# **DINO GMBH**

# A THOUSAND AND ONE ADVERTISING IDEAS

On 9 June, 2011, the team at Dino GmbH held an in-house exhibition for the second time. In line with the ambiance – the Orient Lounge of the "Freizeit Inn" Hotel in Göttingen – an estimated "1001 advertising ideas" were presented and did not fail to have an enchanting effect.

ive years after the first in-house exhibition, the time had come for another. The promotional products professionals at Göttingen-based Dino GmbH invited present and future customers to attend the presentation. In the oriental ambiance of the Orient Lounge at the (conveniently located) "Freizeit Inn", fourteen select

supply partners exhibited the most important new products from the world of "advertising you can touch" – which is the very apt subtitle of the company's name. There was enormous interest in directly examining current product trends and discovering how to put them to use in an individual way.

#### INVITATION THROUGH FACEBOOK

This time, the "Dinos" did not onlyuse conventional channels for the invitations, but also set up a special page on Facebook which helped many new friends find the way to the promotional products event. In the end, the Dino staff was able to convince 170 guests from over 100 companies of the advantages of three-dimensional product ideas. A prize competition involving answering questions at various stands, whose names fit the surroundings, provided added incentive not to leave anything out. The intention of particularly promoting renewable energy sources was met by various items from the suppliers' product range bearing the "Eco-Line" label.

#### "HEART AND SOUL"

The exhibitors and the Dino team all wore white shirts with "Everything stays different" written on them, a slogan that refers to the many current changes taking place in the company itself. "Along with a new website we put up a short time ago, we will also be presenting our new web shop starting in September. We are especially proud of setting up a 200 square metres showroom in our own company building to show the wide variety of our product range on various themed islands. You might say this lets us give our customers an 'in-house exhibition every day', which completes and rounds off our portfolio," explains Dino Wolter, Managing Director of his eponymous Dino GmbH, adding, "As we did with today's event, we also put a lot of thought into this showroom in order to supply a coherent concept as well as one which shows that we really put our heart and soul into it."

#### A WELL-ROUNDED EVENT

The in-house exhibition was immediately followed by the "Mobility Talk" supplement, at which the members of a regional business network met to discuss future marketing trends and other things. A hearty barbecue for all those attending (who during the day had already been provided with aprons customized by the company's own embroidery machine) brought the event to a well-rounded conclusion.

www.dino-werbeartikel.de

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## **NEW WAREHOUSE – WIDER RANGE – INCREASE IN STAFF**

# SPRINTIS SCHENK CONTINUES TO GROW

Sprintis Schenk GmbH & Co. KG from Würzburg, Germany is expanding. Following its success at the leading international trade fair for office supplies, Paperworld, in Frankfurt, the company has now started on the expansion of its storage area.

n order for the warehouse to be ready in time for the 2012 calendar season, construction began in the middle of April 2011. The hall, built with steel and sandwich elements, is now ready for use. "For our goal – market leadership in the field of dry goods – we need space. Building a new warehouse was therefore the natural thing to do," says managing director Christian Schenk, explaining the investment. "As a solidly managed family business, we had

already done long-term planning for the acquisition of the property, including the land, five years ago. Now we can continue to grow in the area that is already available directly next to our existing warehouse," the young entrepreneur continues.

#### **FAST FLOW OF GOODS**

The new warehouse was being built on an area of around 1,200 square metres and provides space for more than 1,500 Europallets. In order to guarantee a fast flow of

goods there is a modern loading ramp. The current investments are not limited to the warehouse construction, however, according to Christian Schenk: "We are also revising the internal processes. A new scanning system has been installed, for example, which compares the picked goods with the ordered ones. That minimizes the error rate."

#### SAVING ENERGY

Environmental aspects are also taken into consideration at Sprintis: for example, the new warehouse was being built according to the latest guidelines regarding insulation. A solar power system was also installed on the roofs of the new building and the existing hall. In the first construction phase the existing office building and adjacent warehouse have been upgraded to the standard of a new building with new windows and roof and a composite heat insulation system. The idea is to save a considerable amount of energy. Moreover, the extension of the existing storey, which has been occupied since the middle of April, has created space for 15 new jobs.

#### **EXPANSION INEVITABLE**

"Considering the news on our company website, the space appears to be urgently needed. Additions to the product range are being announced there on an almost weekly basis. We are not only widening our range, however, but also particularly increasing the quantities of items in stock," says Christian Schenk. Once the warehouse has been completed, Sprintis is already expecting more than two full lorry loads of wire binding coils that are being produced by its partners. In terms of its staff, too, Sprintis continues to focus on growth. The accounting and marketing departments have already been boosted by new recruitments. In order to meet the high demands of customer support during the peak season of the calendar business, this department is also to be expanded soon.

www.sprintis.de

# PICOWORLD 11

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Das Leben genießen bedeutet für uns von PiCOWORLD nicht, ein Luxusauto zu fahren oder viermal im Jahr zu verreisen. Genuss fängt vielmehr bei den kleinen Dingen an. Gemeinsam mit Freunden kochen zum Beispiel oder sonntags ausschlafen und danach lange und ausgedehnt frühstücken. Sich eben einfach ab und zu etwas zu gönnen.

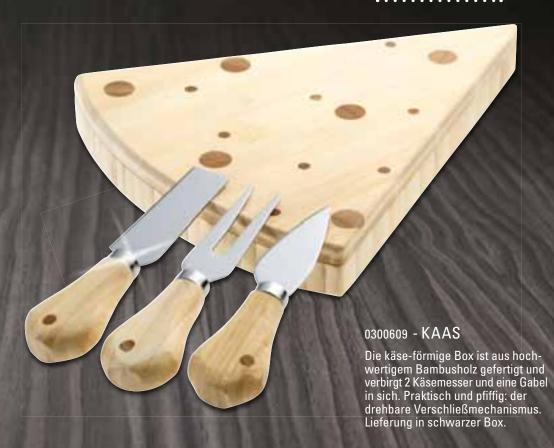


0300615 - SALT N'PEPPER Elektrische Salz- und Pfeffermühle mit hochwertigem Keramikmahlwerk



0300627 - VINUM Design-Objekt und Flaschenhalter aus hochglanzpoliertem Edelstahl





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# **AUTUMN INNOVATIONS**

# **A RICH HARVEST**

When the fruits ripen and fill the silos, the creative workers of the promotional products industry are also harvesting their rich crops. We made a foray into their garden of ideas and present a colourful bouquet of autumn innovations.

In this respect, the promotional products industry is no exception. Now that the year is nearing its end, the advertising companies are sifting through their budgets for promising potential. Since it has been proven that promotional products represent a significant factor in the powerful marketing mix of successful companies, the industry also opens its cornucopias of mature product ideas just at this time for a promotional harvest. The new collections of the PSI members include innovations for all imaginable types of advertising. Of course it is not only important for the advertiser to simply attract attention with new products. It is only possible to target marketing efforts and intensify their effects through the meaningful combination of different advertising medium. This is where the promotional product consultants listed in the PSI distributor pool can offer advice with their vast experience.



# FREQUENT FLIER BONUS

roika is bringing airline service quality into the office and presenting, with its Mini Trolley, a true-to-life airline trolley for the storage of writing implements. The pen receptacle in the design of a classic aircraft trolley is produced from metal, in gleaming chrome, printed with a world map motif on the side, and equipped with movable wheels. Mini Trolley symbolises globally networked business and is a practical everyday assistant.

46311 • Troika Germany GmbH • Tel +49 2662 9511-0 d.roether@troika.de • www.troika.de

# **HOT WHEELS**

ew from Kandinsky is the practical tyre marker identiTire, made of PET laminate, an unmistakeable, patented promotional message bearer that can be made in an entirely individual customer design. Through being fixed on the car tyre's air valve, the identiTire simplifies the storage and re-mounting of spare tyres. identiTire is practical, can be custom printed, is easy to use and is additionally suited as an attention-grabbing promotional message bearer. Supply time is two weeks and upwards.

46232 • Kandinsky Deutschland GmbH • Tel +49 211 770577-216 caroline.plath@kandinsky.de • www.kandinsky.de



#### **ENTICING READING**

quantities, ADV PAX Lutec provides a creative alternative for presenting refined contents such as pralines or cookies and offering the avid reader an additional incentive to buy. This is because, even after the contents have been consumed, the tin remains attractive and is promoted to the status of a decorative item and means of storage for all sorts of household utensils. The design can be custom printed in the offset method from 2,000 pieces. Embossing is also possible, from an order quantity of just 1,000.

46850 • ADV PAX Lutec GmbH • Tel +49 7123 725925 info@adv-pax.de • www.adv-pax.de



INNOVATIV.
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PRODUCT GUIDE PSI Journal 9/2011 www.psi-network.de



#### **FUNCTIONAL POLO OUTFITS**

Proof of how varied polo shirt design can be is provided by the Polo category in the Compilation 2011 catalogue by James & Nicholson from the company Daiber. Besides the Polo Tipping for ladies and gentlemen with striking contrasting stripes on the collar and cuffs, the peppy models also include the Classic Polo, which is available for ladies and kids in exquisite piqué quality and in 32 colours. In the Safety & Work category there are polos for most diverse purposes, among them the classic Men's Polo with padded breast pocket or the Safety Polo made out of polyester in signal colours. For athletes, James & Nicholson has the high-quality, breathable High Performance polo range in store.

42819 • Gustav Daiber GmbH • Tel +49 7432 7016-800 info@daiber.de • www.daiber.de

# A CHRISTMAS CHOCOLATE BOX

he popular Premium Box from Jung comes with six Gubor chocolate bars placed in a deep silver-coloured tray for the Christmas trade. The container not only comes in print and embossed versions, but now it also comes in a new eye-catching container that has an exciting flocked surface. In addition to the custom-made design options available, there are now two standard flocked Christmas motifs. The look and feel of flocking in combination with an imprint turns the container into a promotional product that leaves a long-lasting impression, because once the chocolates have run out the container can be re-used later for a variety of other purposes.

41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 907-0 zentrale@jung-europe.de • www.jung-europe.de





## **CRYSTAL-CLEAR ADVERTISING POINTS**

long with many other items, British firm Listawood also offers lens cleaning tissues which can have customers' logos or promotional slogans printed on them in photographic quality at the plant in England. The cloths are ideal for cleaning camera lenses, specs or highly sensitive cell phone touchscreen displays. Listawood, which presents the entire range of its products on its website at www.listawood.com, will provide tailored solutions ready to ship five days after print clearance on orders of only 100 or more.

47965 • AT Promotions Ltd trading as Listawood • Tel +44 1485 529100 sales@listawood.com • www.listawood.com



PRODUCT GUIDE PSI Journal 9/2011 www.psi-network.de



### **FEEL THE FELT!**

BW is riding the advertising trend by including polyester felt articles in as many as seven great colours in its range of promotional products. Among the surefire highlights are felt bags for iPhones, iPads or laptops. Matching accessories are key rings and lanyards with a grip; the latter is available 14cm and 18cm long. As all the six products will be permanently in stock, even small volumes can be delivered at short notice. For example: 500 pieces, individualised with1c print, will reach your customer within two to three weeks.

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

# PRACTICAL OFFICE HELPERS

idying and keeping things in order is real fun with the practical office accessories from Reisenthel. With its many elastic bands for securing important notes, the ribbonboard will aid organisation. The drawerboxen, stable, randomly stackable boxes for storing documents and office accessories, ensure stacks of colourful pleasure. Finally, binbox looks like a big paper bag, but is actually a chic waste container that is alternatively ideal as an umbrella stand or practical vase. Available in a smaller version as the binbox xs, it offers space for pens or proves to be the perfect holder for charging cell phones

47182 • Reisenthel Accessoires • Tel +49 8105 77292240 promotion@reisenthel.de • www.reisenthel.com





# **ALWAYS WELL TEMPERED**

recht Profashion has apparel especially designed for changeable weather conditions in its repertoire. Thermo°Cool PRO with "fresh" technology is a multifunctional advanced development of Coolmax, a high-tech fabric that combines several advantageous properties. Thanks to its intelligent fibre technology, it gives wearers the perfect level of body heat for the current temperature and amount of activity. When the outside temperature is high and you are more active, the material helps cool you through evaporation; and when the temperature falls and you are not as active, it keeps you warm with its thermal insulation effect. Thus Thermo°Cool is always just right for the prevailing conditions.

48274 • Brecht Profashion GmbH • Tel +4972527900 info@brecht-profashion.de • www.brecht-profashion.de



### **SWEET CHOCOLATE TO THE LETTER**

hocolissimo's Advent calendar filled with chocolate letters not only entices you to nibble the contents but also to play along in a game. The customer thinks up a slogan of at most 24 letters which the manufacturer hides behind the calendar's windows. As recipients open one door after the other, they can discover the message and gradually complete it. This keeps it exciting right up to the last day, like a running gag that people will remember for a long time. And the letters can be written down on the calendar's envelope while enjoying the Belgian chocolate. The customized envelope on orders of 100 or more makes this Advent calendar an effective promotional Christmas product.

48316 • Chocolissimo by MM Brown Deutschland GmbH Tel +49 69 25427127

rafael.kladzinski@chocolissimo.de • www.chocolissimo.de

### **SUSTAINABLE TINKERING**

Playfully but in a technological context, users of the new solar kit from Jamara learn how to deal with solar energy. The issue of renewable energy also has a high priority in the promotional product market. With the solar kit, the supplier offers a product with sustainability. The use of innovative solar energy also addresses the zeitgeist. An individual imprint is, of course, possible. The kit enables new models to be made over and over again. The wide selection of possible applications ranges from the classic windmill in miniature size to the desk fan, a solar-powered boat, a robot, a speedy solar vehicle and a solar gyroscope. Boredom is therefore out of the question.

47696 • Jamara e. K. • Tel +49 7565 9412717 a.wein@jamara.de • www.jamara.de





## A COMPACT WONDER OF SOUND

phone can be turned into a sound system. It's small, it's light and it's mobile – this music system of SoundYou Micro is ready to be used at home, in the office or on the road. The master behind this new audio line is Hartmut Esslinger, the top designer and creator of products for brands such as Apple, Disney, Louis Vuitton and Microsoft. The product featured here uses the effects of the Acoustic Wave Ripple Technology, which works like a wave guide: a small amount of air is transformed into a big output of sound without even spoiling the sound with distortions.

46241 • dynaTRON Electronics GmbH & Co. KG • Tel +49 2161 9958-o info@dynatron.de • www.dynatron.de

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#### **SNOW GUARANTEED**

o need for anyone wanting to have it snow even in summer or in the living room at home to wait for winter or a miracle: after all, with Hirsch ideas from Austria, winter fans will find customer-specific snow globes made of glass in diameters of 45 to 150 millimetres, or made of acrylic in diameters of 45 to 90 millimetres. Both product types can be custom designed: the interior world can therefore be coordinated exactly with the customer's chosen design. The snow globes from Hirsch, available from 150 pieces, are ideally suited as part of Christmas promotions and serve as collectors' items at the same time. The production period lasts for up to two to three months, so an early order for the Christmas trade is therefore advisable.

47225 • Hirsch Liquid Ideas GmbH, Michael Hirsch • Tel +43 463 218700 michael@liquidideas.eu • www.promodrinks.eu

-Advert-



# A SHUTTLE FULL OF CUSTOMERS!

Enjoy first-class service as an exhibitor at "The Wall":
PSI hostesses tell visitors about your product –
and the "Wall Autoshuttle" provides a convenient way for
interested parties to get to your stand!





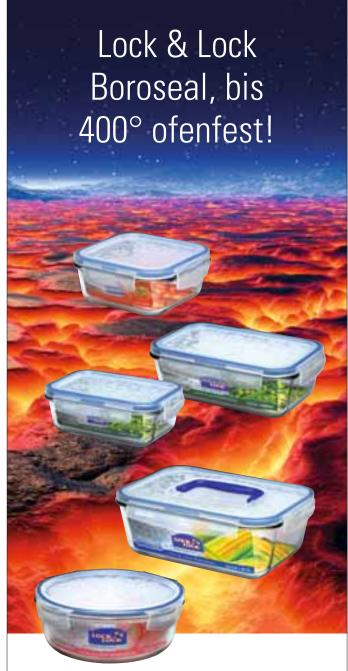


### PINPOINT-ACCURATE PAGE FINDER

Same But Different, which helps in not losing what follows when the reader is torn away from an exciting read, losing sight of the last-read point in the process. Snappy is simply strapped around the book, while the custom designed icon is set against the most recently read line of the corresponding page – and right away the user will know where things are continued when the book is opened next. An additional advantage: Snappy is elastic, can thus be used for various book sizes and thicknesses and, due to its tight tensioning, prevents unattractive dog's ears in addition.

48319 • Same Same But Different GmbH • Tel +49 30 85719537 mail@differentsames.de • www.samesamebut-different.de





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www.lockandlock.info

Distributeur Deutschland: iSi Deutschland GmbH • Solingen, (02 12) 397-0

PRODUCT GUIDE PSI Journal 9/2011 www.psi-network.de



### STEADFAST AND CONVINCING

he Limuwa crampons from Puttkammer stop you from slipping, no matter how icy and snow-covered the roads are. These crampons may just be the most useful product of the winter trade. If you want to enjoy winter's pleasures in the safest way possible, you will sooner or later end up buying a pair of Limuwa crampons. Promotional messages can be attached on the insert of the packaging, which can be completely personalised according to customer requests.

47997 • Puttkammer Handels GmbH & Co. KG • Tel +49 4461 965219 kontakt@limuwa.de • www.limuwa.de

## **TEA TIME AT CHRISTMASTIME**

A S Advertising Support is offering a Christmas calendar with 24 different brands of tea. It can be purchased with the existing motif or, alternatively, it can also be individualized with your printed design when you purchase a minimum of 100 calendars. It is also possible to refill the calendar's small envelopes later. Apart from this calendar and calendars featuring famous sights of major cities, the product range of AS Advertising Support also includes small envelopes containing ecologically grown tea, ecologically produced books of matches, as well as match boxes and books of band-aids and condoms.

42676 • AS Advertising Support Werbeträger Vertriebs GmbH • Tel +49 4154 81061 info@as-advertising.de • www.as-advertising.de



-Advert-

# COMING HUNGS WAY!

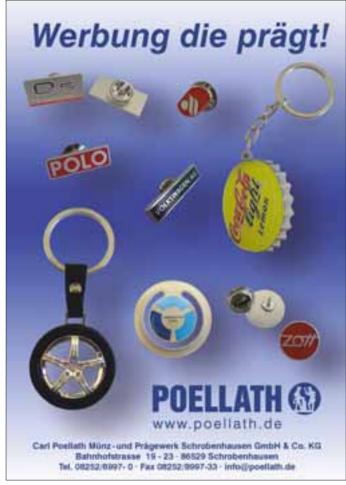
# **NEW MARKETS TO TAP INTO!**

We are massively expanding the range of exhibitors: with the sports goods, sweets, toys and wellness segments numerous and varied new sales markets open up for suppliers and distributors!













# Unique. Unbelievable. UNIKUS.

Is that what a dice looks like? Will it work like a dice? Try it out and you'll discover the irresistable charm of **UNIKUS**. It's round. It's different. You can get it in a wide variety of colours.

Simply add your logotype and it will turn into a give-away that catches attention and brings your name into the game again and again.



Curious? Get to know **UNIKUS** at **www.creas.de** 



CREAS Vertriebs-GmbH, Von-Humboldt-Str. 2a, D-64646 Heppenheim, Telefon: +49 (O) 6252.96672-0, Telefax: +49 (O) 6252.96672-21

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#### **WRITING WITH A SPECIAL TOUCH**

he design product specialist Nestler-matho from Baden-Baden, Germany has a new addition to its product range: a 2-in-1 touch pen – that makes it possible to navigate and write on touch pads without leaving any annoying finger-prints. The white touch pen with a clip has two functions: it serves as a touch pen with a special top out of high-quality silicon and it also functions as a black ballpoint pen (biro) with a replaceable refill. The shaft of the elegant pen can have a logo placed on it using laser engraving and the touch pen comes in special gift wrapping.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0 kay.eichenberger@nestler-matho.de • www.nestler-matho.com

#### **ADVERTISING THAT CATCHES PEOPLE'S ATTENTION**

he specially-pressed, aromatic, and decaffeinated Green Tea from the company emotion factory is an advertisement that literally catches people's attention. The tea made from natural blossoms is non-perishable for three years and is pressed into special Christmas shapes such as a star or tree. The tea is vacuum-packed and comes with a tea filter. The only thing tea drinkers need is a cup and some hot water in order to enjoy a delicious cup of tea while appreciating the "hot" advertising message on it. For orders starting at 5,000 units, the transparent bag can have a personalised advertising tab placed on it and the tea can be pressed into individualised shapes, such as a company logo.

45997 • emotion factory GmbH • Tel +49 7042 81550 info@emotion-factory.com • www.emotion-factory.com





#### FELT LEAVES NOTHING TO BE DESIRED

he attractive series of felt bags from Pro Factory takes traditional Bavarian stylistic elements and gives them convincing functionality. Combining materials that would seem to tend toward the traditional with colourful woven bands and borders turns these bags into especially unusual eye-catchers. The closely woven embroidery enables a wide range of illustrations in fine workmanship, including nostalgic serif typefaces, as well as photo-realistic digital printing on trendy tarpaulin material that is subsequently applied on the felt bag in every form.

47836 • Pro Factory Werbemittel GmbH & Co. KG • Tel +49 40 83987281 info@pro-factory.de • www.pro-factory.de



#### CHOCOLATE MONEY SHOWERS

here is a large selection of chocolate coins, optionally with a standard or custom imprint, in the product range of Stereo Holland in Wegberg. For instance, the 100 millimetre diameter chocolate coin weighing 58 grams and made of chocolate with a custom imprint makes a very special gift at Christmas or anniversaries. Lately the chocolates come packaged in cartons which can also be customized.

45341 • Stereo Holland Gebaeck GmbH & Co. KG • Tel +49 2431 5094 info@stereo-holland-gebaeck.de • www.stereo-holland-gebaeck.de

#### A SNAPPY PENDULAR HIGHLIGHTER

n honour of the 40th anniversary of the popular classic Stabilo Boss Original highlighter, the company Stabilo has a special product on offer with the original retro-pendular Stabilo Boss tumbler. This highlighter will fascinate the person using it and encourage him to play with it, which in turn increases its potential for being an attention-getter, thereby making it an ideal advertising messenger. The Stabilo Boss Original has been impressing consumers since 1971 with its luminance and its unique flat design that has enough space for placing personalised advertising messages on it. Customers will have fun playing around with the promotional marker and it is sure to leave them with a long-lasting impression.











#### A TEMPTING CHRISTMAS SEASON

or the Christmas season, the company CD-Lux is presenting a variety of different advent calendars with which to send warm Christmas greetings. With its special shape, the advent calendar cube, which has fine chocolate placed inside, sparks curiosity and has plenty of advertising space available on five of its sides. CD-Lux also has in its product line various upright and hanging advent calendars for tables and walls that come with brand-name products, such as Lindt, Sarotti or Milka chocolates, Bahlsen cookies, or Meßmer tea. Customers can also select from the new attractive standard shapes and the specially-selected versions, which can be imprinted according to the specific wishes of the customer for orders of 100 units or more. Upon request, the customer can also be given advice on everything from the conceptual design to the finished advents calendar, the selection of motifs and the modern printing techniques used to the professional individual shipping and full service style the company offers its customers.

45452 • CD-LUX Adventskalender GmbH • Tel +49 9971 8571-0 info@cd-lux.de • www.cd-lux.de

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#### A WARM GLOW

opico is offering the tea set Tea & Heart for a small teatime. Just looking at this small ensemble will fill a tea drinker with a warm glow. The heart-shaped stainless steel infuser is easy to fill and will elegantly hide in your teacup or teapot afterwards. And once the infuser is removed after an individual brewing time, it can be placed in the decorative, heart-shaped, ceramic dish to drain.

44327 • Topico • Tel +49 421 696547-0 sales@topico.de • www.topico.de

#### SHINING EXAMPLE

henever especially radiant advertising arguments are needed, the handy little Reflects-Saint Jérome LED flashlight really comes into its own. This slender flashlight is switched on by means of a central spring. The high-quality design speaks for itself, further enhancing the value of every logo printed on it. Thanks to LED technology, the light takes little power to run and is ideal in the household or car, or as a small emergency utensil on hikes.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0 info@lm-accessoires.com • www.lm-accessoires.com



-Advert-

## GREAT THINGS ARE COMING YOUR WAY!

### FEEL THE LATEST TRENDS!

Create the perfect setting for a "tangible" presentation of your product at "The Wall"! With spectacular presentation windows, haptic stations, QR code linking and much more!







#### FOR THE GOOD OF SKIN AND SOUL

he new range of autumn products from Sanders Imagetools includes seductively aromatic bath tablet compositions similar to those used in aroma therapy. The footbath tablets, for example, are designed in the form of a cute little foot and provide soothing comfort for weary feet. The seductively effervescent bath tabs shaped like little hands guarantee tingling hand baths that pamper the hands with valuable almond oil. Along with its many other wellness products, Sanders Imagetools recommends last but not least its traditional bath tablets which come in four different variations of scents and active ingredients: orange-mint, pomegranate, honey and vanilla.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 60798-0 welcome@imagetools.com • www.imagetools.com



#### **APPEALING AND MODULAR**

LorryBag tarpaulin bags and the CorporateBags modular system, both European-made items that have long been proving their worth in the sector. As far as the LorryBags are concerned, customers are spoilt for choice, with no fewer than 37 tarp colours to choose from as well as optional extras such as a sewn-in laptop compartment or shoulder pads. Even more individual is the CorporateBags modular system with its many different combinations of body, materials and finishing techniques.

45666 • Halfar System GmbH • Tel +49 521 98244-0 info@halfar.com • www.halfar.com

-Advert-



#### ALLES FEST IM GRIFF

Der Moneyclip wurde entwickelt aus der Notwendigkeit des Gebrauchs. Es gibt keinen Besseren. Der Clip ist aus einem Material das dauerhaft federt und klemmt und den Magnetstreifen bei den Kreditkarten weder beschädigt noch entwertet, klemmfähig bis 10 mm. In verschiedenen Oberflächenausführungen erhältlich, gelasert oder im Tampondruck mit entsprechendem Logo eignet sich die Klammer als dauerhafter Gebrauchswerbeträger. Mit ihrem PDF-, Tiff-, Eps- oder AI-Format erhalten Sie einen kostenlosen Entwurf. Der genehmigte Entwurf wird kurzfristig mit Musterschutz und Kundenschutz angefertigt.

48219 • Memory-Clip world wide GmbH & Co. KG • Tel+49 7082 414094 info@memory-clip.com • www.memory-clip.com









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#### **NATURAL FLOW**

**S** olid wooden materials and a precise rotary mechanism turn the twist action pencil Move into something that is pleasant to touch. The handmade body of the pen, which has a purist design, is either made from solid Zebrano wood with its striking, vivid grain or from dark walnut wood, which is synonymous with elegance. The twist mechanism is hidden in the matte, nickel-plated tip. Move is equipped with a classic, 1.18 millimetre graphite lead and comes in a black gift box, which can be personalised by affixing your customer's logo.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 2975-75 info@em-holzprodukte.de • www.em-holzprodukte.de

#### HARDER THAN STEEL

he Bit-Checks from Wera in Wuppertal, Germany quickly let you see the tools on hand. You immediately see which bits you need, while those already used are simply put back into the assortment and thus do not get lost. Sorting them in this way by size and output enables rapid access to the bits. Thanks to Bit-Checks' single-handed opening mechanism, they are very easy to take out: just activate the slide and the Check automatically opens. The diamond-coated bits contain tiny particles of diamond on the tool's tip which literally bite into the screw without damaging it. This ensures that they fit tightly and do not exasperatingly slip out of the screw. The Bit-Check can easily be carried in a trouser pocket.

48078 • Wera Werk Hermann Werner GmbH & Co. KG • Tel +49 202 4045144 matuschek@wera.de • www.wera.de





#### FOR ALL KINDS OF WEATHER

**E** or the current order phase, Promodoro Fashion is putting its high-quality softshell jacket for Him and Her at the centre of attention. The functional surface texture makes this garment, which comes in a wide range of sizes, windproof, waterproof and breathable. Moreover, it can be attractively finished. The breathable, bonded fleece inside makes it pleasant to wear while keeping you warm. And thanks to its casual style and bi-elastic softshell fabric, the jacket not only cuts a good figure as leisure apparel, but also as promotional wear and in the corporate fashion sector. Its full-length, waterproof, reflective zipper with chin guard is very convincing, as is its adjustable hood with elastic drawstring. Two large hand-warmer pockets with waterproof zippers keep your hands warm and your mobile phone or wallet dry. The back is cut extra long to keep your back and waist covered even when you stretch. This softshell hoodie jacket also comes in "His and Her" models, either in black or light gray.

45471 • Promodoro Fashion GmbH • Tel +49 211 9090015 info@promodoro.de • www.promodoro.de



#### **LINGERIE FOR TREATS**

hat has only been considered as decorative packaging for fine chocolates is now finding its way into the food sector. At Mank Tissue + Paper Products, delicate "lingerie for treats" now also wrap around sushi, finger food & Co. says CEO Lothar Hümmerich. The fine capsules cover a wide range of applications. They wrap around anything that can be offered for delicious and clean tasting. Oval shapes and special customized sizes ensure a perfect presentation as well as individual colour schemes and impressions. The delicate packaging consists of either glassine or greaseproof paper and is available in standard sizes, shapes and colours for special requirements. The paper capsules can be customized and printed in high definition and contribute significantly towards increasing the recognition value.

43707 • Mank GmbH – Tissue + Paper Products • Tel +49 2689 9415-0 info@mank.de • www.mank.de



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#### **MUSIC CANNED BY A DESIGNER**

ood music, lounge sounds for the after-work party, romantic compositions to accompany the perfect dinner or easy listening to just feel good: The Brisa music CD in its designer can is an expressive present with a special flair. Brisa has a large selection of music titles for nearly every occasion. After all, there are innumerable ways to convey messages in a modern, trendy atmosphere. So whoever is looking for a lasting advertising vehicle for every occasion will find that the Brisa music CD in its especially appealing, high-quality designer package is just what they're looking for.

47749 • Brisa Entertainment GmbH • Tel +49 8122 972739 promotional@brisa.com • www.brisa.com

#### **BETTER TO BE SAFE THAN SORRY**

new star among the products at Bühring is a wallet that is equipped with high-quality Cryptalloy shielding, which effectively prevents attacks on personal information by radio. The special foil is built into the product in several places so that electronic ID cards, papers and cards in the respective compartments are protected against RFID attacks. The selected product such as the combination wallet 3-in-1 Exclusive-E or even a special design can be tested in this regard and supplied with a certificate. To individualize the wallet, Bühring recommends blind embossing. A special feature of the Exclusive 3-in-1 E wallet is the removable mini wallet with snap fastener, coin and note compartment as well as two card compartments and a useful, separate three-piece case for ID and cards.

40807 • Bühring GmbH • Tel +49 4154 795400 vertrieb@buehring-shop.com • www.buehring-shop.com



-Advert-

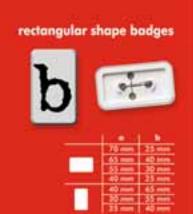
# COMING YOUR WAY!

### A WHOLE WORLD FOLLOWING US!

We link up the promotional products industry via Twitter, Facebook, YouTube, blogs and other platforms. Follow us and be part of the community!



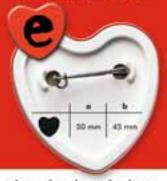




#### octangular shape badges



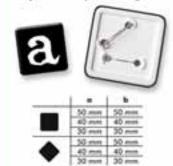
#### heart-shaped badges



triangular shape badges



square shaped badges



#### oval shaped badges



round shaped badges



round & shape badge machine







#### namebadges





Customer design

L'avenuence Properti votre tranquiliné est à processes.

ul. Olszewskiego 78, 43-600 Jaworzno, Poland tel.: +48 32 6165572, fax: +48 32 6141087, mobile: +48 501 301715.

www.badge4u.eu e-mail:info@badge4u.eu



STICK BACK

Jaworino SKOK

www.skokjaw.pl

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#### **SPORTING ACHIEVEMENT**

NC AG in Weiden, Germany a specialist in LED lighting technology, has an exclusive world first in its range with its high-quality photon walking sticks made of aircraft aluminium with an extremely bright LED photon light built into the handle. Especially in spring and autumn when it soon gets dark, the fully adjustable LEDs light up the way as bright as day. Due to the special position in the handles, the light always remains focused on the path despite movement, which in terms of safety is an indispensable feature in twilight and darkness. The walking sticks come with a compass and are fully adjustable from 80 to 135 centimetres. The integrated shock absorbers provide a fatigue-free and vibration-free movement of the arms. Included is also an extra pair of rosettes which enable the sticks to be packed in pairs in a practical nylon bag and even used as cross-country ski sticks in the winter snow.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 3816-0 info@hnc-ag.de • www.hnc.ag

#### **MOVING TOWARDS CUSTOMER**

any print specials with an integrated mini TV currently show how versatile innovative media formats inspire communication. The media professionals at micx media have recognized this trend and fit the wide variety of print formats within this product range with audio chips, audio modules and luminescent foils. As a new medium for audio-visual advertising messages, these Business Video Specials address their recipients more personally and more direct than ever before. Targeted response, communicating a special significance and the demand for exceptional marketing channels ensure high brand recognition. Detailed information is available on the micx hotline +49 5205 99100 or by visiting the company website.

45899 • micx - media in concept - gmbH & co. kg • Tel +49 5205 99100 info@micx-media.de • www.micx-media.de



#### **NEW DIMENSION IN GLASS**

Precision and innovation in the design of interior glass engravings have been the focal point at In-Crystal for nearly four years. With precision down to the smallest detail, the customer's idea is transformed into a three-dimensional model, before finally being incorporated into the glass with the latest laser technology. "We see our task as being to show customers what is possible when engraving glass," explains the managing director, Sandra Vavelidis. From the presentation of the new product as a three-dimensional representation in the glass to the real 3D photograph of an employee including name and company logo, practically every wish can be realized. The diversity of the range extends from glass trophies to glass cubes and plates to the key fob.

48038 • In-Crystal, Sandra Vavelidis • Tel +49 7044 377412 info@in-crystal.com • www.in-crystal.com



#### **DAY AND NIGHT EVENNESS**

In he Daylite pocket flashlights available from Lehoff featuring the patented TrueBeam optic, which combines LED technology with precision focus lenses, deliver ultra-bright, even, white light with no dark spots. Due to their highly resilient aluminium housing, these lamps are stable, light and splashproof. The Daylite Tough model, for example, provides light that is ten times brighter than in pocket lights with standard LEDs in a size of five millimetres. Additionally, Daylite Tough is equipped with slip-resistant rubber grips. All models feature a tactical switch. Four AA mignon batteries of the Duracell brand come supplied.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0 info@lehoff.de • www.lehoff.de



#### **ANYONE FOR TOAST?**

he family-friendly four-slice toaster Klarstein 1650W from Ceotra is available in silver, red and black. This toaster has a top part, a function for bagels and warming up and comes in an attractive design with clever retro-style designs. The Klarstein TK-BT-211-B is a hardworking toasting host that easily serves the needs of large groups, who may be connected by family ties or the bond of friendship.

47689 • Ceotra Vertriebs- und Handels GmbH • Tel +49 30 36424914 thomas.faisst@ceotra.de • www.ceotra.de

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MINITROLLEY
PHO01/WH + PHO02/BK
Pen holder in the shape of an in-flight service trolley



PHO02/BK



PRODUCT GUIDE PSI Journal 9/2011 www.psi-network.de



#### **RESISTING THE TECHNO HYPE**

I he strength of John's Phone, a cult cell phone for use as a premium gift distributed by EckArt design werbemittel, lies in its styling restricted to simplicity. The complete absence of everything that makes up a modern cell phone or smartphone becomes its strength: The concept of accommodating the contact list in the housing in the form of a small notepad including a pen shows all globally networked contact junkies, with an insolently weary smile, that there is another way. John's Phone should not be misunderstood either as a phone for children or as a phone for seniors, but as a tongue-in-cheek satire on the current smartphone craze.

11281 • EckArt design werbemittel GmbH • Tel +49 8024 3076-44 info@eckart-design.de • www.eckart-design.de



## GREAT THINGS ARE COMING YOUR WAY!

## TREATED IN THE WAY YOU DESERVE!

For our anniversary we give away five VIP tickets to each exhibitor for distribution to top customers from the PSI network. Free admission, no queuing, access to the VIP Lounge incl. catering, ticket for the PSI Night!







#### A GROWING PARTNERSHIP

wo small terracotta pots, plus two saucers, soil pellets and plant seed are offered by Multiflower in a compact, promotionally effective gift box. The plants on offer, among them basil and tomato, can also be selected according to season or campaign. There's room on the banderole for a standard-size advertising message. Starting from a volume of 250, your individual design can also be realised.

45974 • Multiflower GmbH • Tel +49 6223 866560 info@multiflower.de • www.multiflower.de





#### A HANDY CUP

he new thermo cup Mobilo from Plastolan has a design resembling the current trends in the US. It is made out of double-walled plastic which is ideal for keeping drinks at a desired temperature when you are on the go. The coffee-to-go cup can keep 350 millilitres of warm drinks, like coffee, hot, or refreshing drinks cool. It is free of bisphenol A (BPA), it can be cleaned in the dishwasher or used in the microwave. The cup that comes in white makes quite an impression with its handy and pleasant-to-touch rubber sleeve that is currently available in the colours red, blue, black and beige.

45727 • Plastolan GmbH • Tel +49 2941 988-0 mail@plastolan.de • www.plastolan.de



#### THE PERFECT MIX

Poland is a perfect mix of functionality and a modern appearance. Although the Goodram Flex has a compact size there is enough advertising space for printing a customer's logo or an advertising slogan on it. The design does without a cover for the USB stick; the USB stick is covered by simply dropping the stick back into its shaft using a sliding mechanism. The manufacturer recommends using laser engraving for personalising the product.

47688 • Wilk Elektronik SA • Tel +48 32 7369000 sales@wilk.com.pl • www.goodram.com



NOTES GmbH & Co KG Phone +49 (0) 4106-7658 0 Fax +49 (0) 4106-765858 info@notes-international.com www.notes.sh







COMPANY PSI Journal 9/2011 www.psi-network.de





Weekend, nice weather and nice people: Everyone was in a good mood.







TROIKA GERMANY GMBH: 25-10-50 EVENT

# GRAND CELEBRATIONS WITH FAMILY, PARTNERS AND FRIENDS

On 9 and 10 July, Troika had three reasons to celebrate: 25th anniversary, 10 year-old head-quarters and the 50th birthday of Liudger Böll were cause to celebrate a large, truly successful event at its headquarters in Müschenbach, Germany. The guests arrived in the afternoon: family, clients, neighbours from the region as well as business partners shared in enjoying the perfectly organised celebrations as well as the pleasant summer weather.



Around 220 guests enjoyed the celebrations which took place in the courtyard and foyer of the company building.

oday we are celebrating the fact that we have been so lucky: I had the good fortune to have been in good health for 50 years and to have had a wonderful family. And the 25 years at Troika were, on the whole, happy years, with a great team and customers who remained loyal to us in difficult times. And last but not least the 10 years in this beautiful building surrounded by nature - these are reasons enough to celebrate this very special event with you today," said host Liud-ger Böll, who together with his partner, Dr Frank Oehmke, welcomed the guests. With humorous anecdotes of the company's 25-year-old history, he made the guests laugh from the very beginning.

#### **ENTERTAINING CELEBRATIONS**

The setting of the event was the office building, built in accordance with the laws of Feng Shui, which with its park-like grounds and spectacular views is unparalleled. Although it is huge, the light-filled complex appears open and airy thanks to the many glass walls. After the official part of the event, around 220 invited quests had the opportunity to look around the impressive building, the premises and the warehouse and indulge in fun and games. The young and old raced against each other on the Carrera racing track or manoeuvred through an obstacle course on a Segways. In the "museum", they were able to get information about the range of services offered by Troika, either individually or accompanied by a customer advisor, look at products or watch films on the various events in the company's history. During all these activities, the guests got to know each other and Troika better and many a conversation ensued outside the usual circle of acquaintances. So the time until dinner went by in a flash. After an excellent dinner, nice live music was played into the early morning of the actual birthday. The event ended the next day with a brunch.

## COMPANY WITH STYLE AND COMPETENCE

In 1992, Liudger Böll bought the company that Peter Osborne had founded in London in 1972 as a manufacturer of high-quality gift items made of metal and brought



During the celebrations, Troika offered guests the opportunity to look around the building. Here the host, Liudger Böll (right), explains the important features of a product to a customer.

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it to Germany. After ten years of rapid development, a new orientation in 2003 was inevitable. He took his current partner and friend, Dr Frank Oehmke, on board and saw the new beginning as an opportunity to optimally streamline and reposition the company. By concentrating on the core competencies product development and innovation, they succeeded in positioning Troika as an internationally recognized brand for unique and original promotional products and gift items. Renowned design awards including IF, red dot and Good Design Award show that they are moving in the right direction. Today Troika successfully sells men's gifts as well as useful products for travel and the desktop. The retail trade and promotional product distribution contribute together towards establishing the brand. Today Troika is a recognized specialist for innovative and high-quality key chains.

#### INTERVIEW WITH LIUDGER BÖLL

Mr Böll, in a few hours we will all be raising a toast to celebrate your 50th birthday with you. What thoughts have passed through your mind in the past few days?

You think more often about what is really important in life. This is clearly my wife and four children who are all fine. I realize that one has to set priorities and delegate tasks. Today I can also sit back and relax. But that is not at all easy.



#### Today, we are also celebrating the anniversary of Troika $\dots$

Yes, as far as the company is concerned, it is important to know exactly where one wants to go. The goal is quite clear: to further expand the brand and strengthen the level of awareness, even abroad. Therefore, one must know the markets, find a niche and carefully position oneself. We are already doing this and it works perfectly. What I have also learned is how important a good team is. There is no capital more valuable than long-serving employees because they represent trust and loyalty.

#### What is the current situation in the promotional products market?

The situation in Germany has clearly improved, and business is also doing very well in the core European markets. Our products excel due to their design and quality and the price range is also acceptable. I am very satisfied.







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- Con una media de 45 asociados expositores en cada edición.
- Se han recibido en total más de 200 visitas de clientes reclamistas.

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#### BURGER SWISS PEN

## "WELCOME TO QUALITY"

St. Antoni in the Swiss canton of Fribourg is home to and the production site of burger swiss pen, a brand of writing utensils that is synonymous with the name burger pen AG, a company that boasts a long tradition in the marketplace. The product collection that is marketed under this brand name, and which was launched only relatively recently, features a combination of innovative design and the ultimate in Swiss quality.

**S** t. Antoni, a community located near the Canton capital Fribourg and hugging the border with French-speaking Switzerland, lies tucked away in idyllic surroundings, in a region in which agriculture dictates the pace and pattern of everyday life. In fact, this is probably the last place you would expect to find the pro-

duction site of a manufacturer of writing utensils. Be that as it may, burger pen AG, the "mother", so to speak, of burger swiss pen, a relative newcomer to the writing utensils' scene, has adapted eminently well here. The location has been home to its headquarters since 2001, where some 80 employees work on the development and

production of innovative pens that bear testimony to the company's firm belief that quality comes first.

## KNOW-HOW, TECHNOLOGY AND DEPENDABILITY

Tradition is just one of the strengths at burger pen AG, an arm of Burger Group CH. The company was producing pens made



from plastic as far back as 1949. Since that time, they have produced and sold somewhere in the region of 2.7 billion units. And annual production volumes today stand at around 50 million. The writing utensils' brand burger swiss pen was developed and designed to specifically target the promotional products' sector. On the market now for four years, burger swiss pen is a mix of Swiss know-how, state-of-the-art technology and dependability, qualities that are reflected in a product range that boasts innovativeness and top-of-the-range quality.

#### **GUARANTEED "SWISS MADE"**

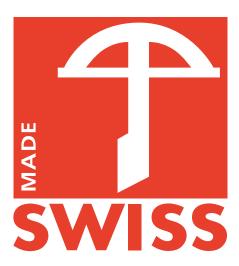
For any Swiss product to be classified as "the real thing", it has to have been produced using Swiss raw materials – and only Swiss. "And this is the way it is with our writing utensils as well", says burger pen Managing Director Xavier Canton, a claim that is borne out by the certification issued to the company for specifically this purpose. Burger pen, and with it, the brand name burger swiss pen, is a member of "Swiss Label", the company set up to promote Swiss products and services, whose logo featuring the crossbow stands for genuine "Swiss Made". "This symbol with its long-standing tradition stands for values

that have been synonymous with our country for centuries, namely precision, dependability, flexibility, adaptability, innovation and efficiency of service. Here at burger pen, these very values count more than ever," adds Canton quite emphatically, going on to say: "Use of this Swiss mark of origin requires strictly that products, and their raw materials as well, are produced here. The Swiss subsidiaries of Burger Group CH carry numerous certifications and guarantee maximum dependability when it comes to the manufacture of raw materials and production in general." Without exception, the high-precision, top-quality models are all manufactured using nontoxic Swiss plastics, which comply with the most recent EU directives on pollutants. "And just on that note, burger pen AG is the only producer of writing utensils in Switzerland with its own plastics' production facility," says General Manager Harald Waeber, underlining another of the manufacturer's strengths.

#### **DESIGN: PASSION FOR DETAIL**

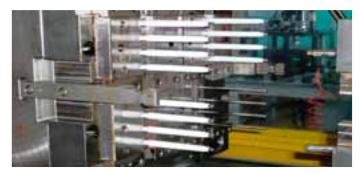
Its Swiss origin, however, is just one aspect of this brand that is authentic through and through. A particularly distinctive feature of the models produced at burger swiss

pen is the interplay of quality, innovation and design that makes them so unmistakeable, a characteristic feature that has already brought the company numerous international high-profile awards for design. The think tank at design agency "knauf x knauf", with whom burger pen have had a close working relationship for around 30 years now, contributes prominently to strategy development in the area of design. "The design of writing utensils requires a great



The registered trademark of Swiss Label guarantees the authenticity of the Swiss origin.

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High-quality tools guarantee an appropriate quality for sophisticated writing culture.



The writing characteristics of the writing instruments are tested here.



passion for detail. Frequently, just a few millimetres will decide whether the shape of an item comes across as balanced and harmonious or out-of-proportion. These particularly strong attributes simply have to be brought into play if we are to avoid perishing in a sea of whateverism," is how Volker Knauf from knauf x knauf puts it, in reference to the impact of subtle nuance, which, he says, plays a significant role in the design of successful writing utensils.

#### HIGH-QUALITY WRITING CULTURE

With its design and quality-orientated philosophy, which encompasses all stages from development of the idea right through to the last detail and ultimate production inhouse, burger pen places the emphasis on high-quality writing culture, and very consciously so. "The reason why we set ourselves such high standards when it comes to delivering the product is that we look upon the ballpoint pen as being more than just a giveaway. We see it as an instrument of communication and one that has endur-

ing energy. The customer can feel comfortable about putting its name on it in its advertising effort," says Sales Manager Michael Koch, emphasizing the importance of a true quality label of the calibre of burger swiss pen. The strikingly thick wall boosts the item's own weight in writing utensils carrying this brand, a feature which, when combined with a high-quality, generously-designed refill (writing blue or black), a stainless-steel tip and a TCM ball, guarantees the user maximum, long-life writing comfort (up to 6,000 metres).

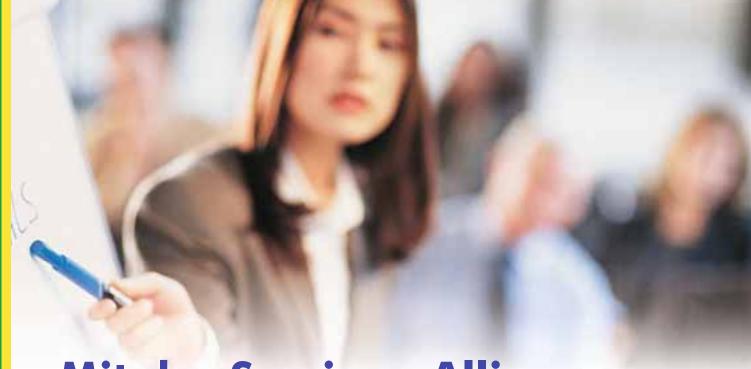
#### TOP SELLER "BEO"

The range of writing utensils available from burger pen AG is both extensive and varied. Whether in full-colour matt, transparent frozen or polished, featuring a metal tip or plastic, they are all worthy of the distinction "Swiss Made", and they carry that banner with pride. The elegantly shaped model Beo has emerged as the driving force behind sales of the brand burger swiss pen; it comes in 10 varieties and delivery is pos-

sible as of 500 units in a mix of colours selected by the customer. "With sales of 5 million units in 2010 and a colossal re-order rate of 83 per cent, what else is needed to convince the specialist trade of its potential in the marketplace? And, what's more, Beo has not peaked yet, no, not by a long shot," says Xavier Canton, forecasting even more success to come. The Managing Director is "very pleased" with the swiss pen collection's performance since its launch four years ago. And he has every confidence in the future: "Thank goodness, the so-called economic crash did not affect us at all. In fact, our growth continued right through the crisis. We are looking at a growth rate as we speak of 50 per cent."

#### TOP-OF-THE-RANGE MODEL "DELTA"

The most recent addition to the burger swiss pen family, and one that inspires optimism in us all, is the model Delta, which burger pen presented for the first time at the PSI 2011, having invested two years in the development phase. The "ultimate" in luxury writing, Delta, whose overall visual impact stands out for its clarity and balance, could well become the "have-to- have" in designer-products' circles. The pusher and tip are made of solid metal. "The matt chrome finish blends in very well with the silkymatt surfaces. The high-gloss polished clip is extra broad and solid: advertising space of the XXL-calibre," is how Canton puts the features of this "new act", which, just like all of the other models in the burger swiss pen range, graphically underpins the motto behind the brand: "Welcome to Quality". www.burgerswisspen.com



# Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

Was macht moderne Messeplanung aus? Wie beeinflusst Social Media Messemarketing? Welche Trends setzten sich im Standbau durch? Wie können Aussteller ihren Erfolg noch besser kontrollieren? Diese und weitere Fragen beantworten Ihnen unsere Experten im Rahmen von Seminaren in ganz Deutschland.

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**10 YEARS OF MICX MEDIA POWER** 

# SUCCESS REQUIRES CONCEPTS

The micx – media in concept – gmbh & co. kg is one of the largest independent design and production agencies for music and special media products. In just 10 years the company has developed into one of the market leaders in digital media for marketing and sales promotion in the German-speaking region.

ith entertainment, edutainment and infotainment, the creative media professionals at micx have been providing great entertainment in the past ten successful years. Creating an atmospheric and promotionally effective ambassador for ad-

vertising and sales promotion is the passion of the Bielefeld company, especially with an emphasis on the colourful diversity of media in all formats. The product range includes the popular CD and DVD silver discs, USB audio and music sticks,

MP3 players, MEDIAcards as well as the recently launched successful MEDIAsets. The attractive concepts of the Bielefeld company have long been developed in promotionally effective app and download campaigns, with music, audio books, movie, game and software licences.

### PERFECT KNOWLEDGE OF THE INDUSTRY

It wasn't exactly an economic boom when on 1 September 2001 Ingo Kaemper and Klaus Gänsel sat opposite each other at a desk in a small rented office and set themselves tasks to explore the playing field of representational advertising. Only 10 days later, the world and the world economy were dramatically shattered by the attacks in New York on 11 September. The consequences have not only changed the world, but also the global economy. Nevertheless, the micx founders managed to utilize their knowledge to steer the correct conception and design of promotionally effective popular features with media content onto the path of success at an early stage. This was



aided by a perfectly aligned knowledge of the industry; after all, the two gentlemen had already had a taste of the big wide world of media in Gütersloh for many years.

#### "HAPTIC MEDIA SPECIALTIES"

After just four years, the team has meanwhile grown to 14 employees and moved into a newly acquired commercial property. In attractive and spacious rooms, new future-oriented topics for "haptic media specialties" in the promotional products sector are now being developed and successfully marketed on 4,000 squaremetres premises. Partnership and the joint achievement of objectives are very important to micxmedia because trust is the most important foundation from the perspective of the German based company. Many promotional product specialists from agencies and the commercial sector rely on the powerful service qualities of the Bielefeld company and their 10 years' experience. Following the motto "everything under one roof with more efficient competence," micx can boast remarkable as well as successful projects. This is not surprising as the who's who of the industry and brand specialists adorn the reference list of the company.

### CELEBRATIONS NOT BEFORE NEXT YEAR

Celebrations will not be held before the 11th year as this was decided nine years ago on the "1st anniversary", which many loyal suppliers and distribution partners will still remember all too well. This is, however, not dictated by superstition, because even then, Klaus Gänsel and Ingo Kaemper agreed to want to be "unlike others" and not run-of-the-mill. However, it goes without saying that the whole team will nonetheless be popping the champagne corks later this year: It is already clear that the company can look forward to a healthy double-digit sales growth in their 10th year. (An above-average increase in orders compared to the previous year has also been recorded.)

#### TRAINING OF OWN STAFF

The future lies in team expansion because the product range of micx now includes some new and newly developed "growth drivers" which need optimal support. Although it is merely a coincidence, it is fitting that a total of 10 trainees have started their careers at micx in the 10th anniversary year. Education continues to

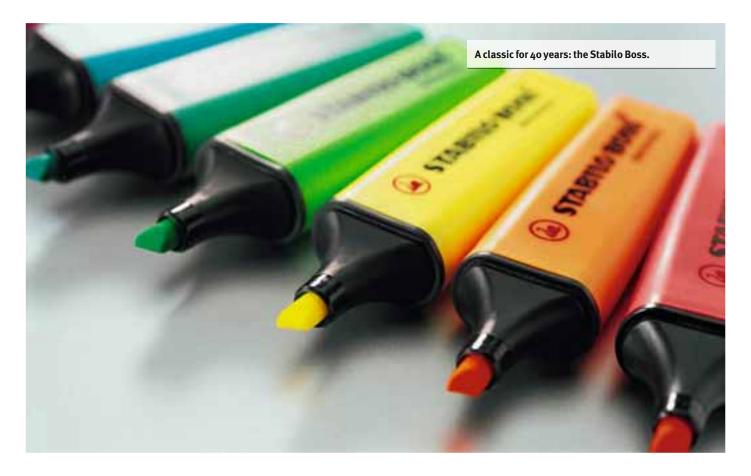
be a priority because micx is committed to train its own staff.

## PROSPECTS OF SUCCESS ARE EXCELLENT

The micx crew is sailing ahead with growth dynamics and expects another double-digit increase of the benchmark in the coming year. "By concentrating on future-oriented topics and products, micx-media will successfully enter its 11th year, providing its advertising end customers with creativity, communication, diversity and complexity." Klaus Gänsel, Ingo Kaemper and their team are confident of that. "Of course, with the best entertainment in all promotionally effective media formats and in anticipation of the celebrations for our 11th anniversary year."

### MICX – MEDIA IN CONCEPT – GMBH & CO. KG

Hansestr. 1, Gebäude C D-33689 Bielefeld www.micx-media.de COMPANY PSI Journal 9/2011 www.psi-network.de



#### SCHWAN-STABILO PROMOTION PRODUCTS CELEBRATES HIGHLIGHTER

# THE MOST POPULAR BOSS OF THE WORLD TURNS 40

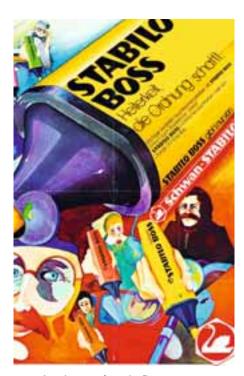
In 1971, the first highlighter was launched on the market. With its neon yellow Stabilo Boss, Schwan-Stabilo expanded the arsenal of all workers, from students to managers, with an extremely useful tool. Today, more than 1.8 billion of these clever highlighters have been sold.

ith the development of fluorescent ink – incidentally, contrary to all prejudices it has always been completely non-toxic – Günter Schwanhäußer, the father of the Boss, pulled off the big coup in 1971: the first neon yellow highlighter Stabilo Boss came on the market. Simply highlighting instead of carefully underlining made working with texts so much easier that it soon became a hab-

it. Whether student or manager – the highlighter for reading was soon in everyone's hands. And the Stabilo Boss is still number one in Europe – for everyone who needs to focus on the essentials when reading. Today, supported brand awareness is around 83 per cent – almost twice as high as competitive products: A brilliant career which has now lasted four decades.

#### **IMPRESSIVE FIGURES**

More than 1.8 billion highlighters have since been sold around the world. Currently that is two per second worldwide, 400,000 per day and more than 60 million a year. If all these highlighters were placed together, they would cover one and a half times the distance around the earth. So far, 108 million litres of ink have been used. That's enough to highlight





about 675 million kilometres with Stabi-

lo Boss - in other words, four and a half

times the distance from the earth to the

sun. For his creation, Günter Schwan-

häußer is considered to be one of the 100



lighter Boss, without any article number. Short, concise and understandable all over the world. At its launch in 1971, Günter Schwanhäußer sent a letter to 1,000

most important inventors of the 20th Century. In 2009, the success story of the original Stabilo Boss was even part of the prestigious exhibition "Masterpieces and mass-produced goods".

#### A BRIEF LOOK BACK

The Boss, its trademark being a flat wedge shape, is still a role model for generations of generic products. Atypical for a highlighter, its shape - flat and geometric came about completely accidentally: the industrial designer turned and kneaded, designed and discarded square, round, short, thick and long, flat shapes. A conical cylinder made from plasticine was indeed promising, but still nothing revolutionary. Annoyed, the designer struck the plasticine with the palm of his hand. And there it was, that distinctive shape.

#### A BOSS FOR THE BOSSES

Equally unconventional and successful was the decision to call this new highleading personalities in politics and industry. They received the Boss for evaluation. Then, in the second step, samples were sent to secretarial staff and purchasing staff of potential bulk buyers. The response was overwhelming and experienced market researchers were amazed: Unlike any other product, the customers were immediately convinced of the function and, at the same time, the product appealed to them emotionally. Nevertheless, the features and benefits of the product were completely unknown in Europe. For this reason, scientists were commissioned to carry out a psychological study. They wanted to find out if the Boss was well received. While some study participants considered the unusual fluorescent ink to be uncomfortably bright for the eyes, the majority, however, stated: "The highlighter makes reading easier." And so the Stabilo Boss became a hit without a big marketing budget.



The Stabilo Boss tumbler: A retro-swing developed to celebrate its 40th birthday.



The Stabilo Boss has even been popular among celebrities: Former German Chancellor Helmut Kohl and actor Günter Strack promoted the highlighter.

#### **RELIABLE BRAND QUALITY**

There are good reasons for the continued success to date: its reliable brand quality. It is the only highlighter available in nine modern neon colours, refillable and with water-based ink for paper, copy and fax. A solid line can be drawn in two thicknesses and despite being left uncapped it has a prolonged use, thus making it a professional partner for school, university and profession. In short, everyone likes to work with this Boss.

#### IT'S PARTY TIME

On the 40th anniversary of the popular classic Stabilo Boss Original, Stabilo Promotion Products surprised everyone with the original retro-swing Stabilo Boss tumbler. The swing set triggers a fascinating play instinct and as a magnet of attention is thus the ideal advertising medium. This is a Boss that everyone wants. 40th anniversary - that calls for a celebration! www.stabilo-promotion.com

COMPANY PSI Journal 9/2011 www.psi-network.de





Small is beautiful: Saltini's is also available in a special small size for even more variety on the table.

#### SALZMANUFAKTUR SIEGSDORF

# NATURAL SALT AT ITS BEST

Salzmanufaktur Siegsdorf, a division of the PSI member Landkaufhaus Mayer, is beautifully located in the heart of Upper Bavaria. It is here that one is constantly looking for tasty creations of salt. The latest of these creations is Saltini's, flavoured natural salt in organic form.

hiemgau is one of the most beautiful regions of Germany. Mountains, meadows, lakes and rivers are the natural setting for a high quality of life. A region made for natural and healthy enjoyment. In the middle of the Bavarian idyll a few miles

south of Traunstein lies Salzmanufaktur Siegsdorf. The owner-operated company specializes in natural salt and has a convincing new idea: to bring naturally flavoured salt in organic quality to any table. "Salt is not just salt and natural salt is the

best salt for us" – Paul Mayer has always remained faithful to this opinion. It is his philosophy to use only natural salts from responsible mining methods that are not refined and do not contain any artificial additives such as iodine, fluorine or anticaking agents. With his company, Salzmanufaktur Siegsdorf, he has become one of the leading specialists in natural salt. And at a time when natural salts were not as en vogue as they are today.

## FLAVOURING SOURCES BOUND IN SALT FOR THE FIRST TIME

One question, however, has been on his mind for a long time: how to flavour natural salt naturally. Oil and sugar can be wonderfully flavoured. With salt it is different. But that has now changed: Salzmanufaktur Siegsdorf has succeeded for the first time in flavouring natural salt naturally with herbs and spices in the form of salt flakes which are marketed under the registered brand name Saltini's. The manufacturing process uses the hygroscopicity of salt,



When developing Saltini's, master chefs including Bernd Trum were involved. He is pictured here with an employee of Salzmanufaktur Siegsdorf.





Salt in advertising: Saltini's is a promotional product with longevity, great benefit and a perfect visual effect. A constant on the table, it perfectly conveys the image of a company.

which is the property to bind moisture. This allows the flavouring sources from herbs and spices to be bound in the salt.

#### TASTE SENSATIONS

In a complex manufacturing process, valuable and unprocessed natural salts are formed into natural salt flakes, which can be used in any salt mill and very finely ground. By incorporating fine organic-quality herbs and spices, a diversity of taste quality is achieved, something that was not possible before. Saltini's is not simply salt with herbs and spices – Saltini's is much more: In the manufacturing process, herbs and spices are incorporated into the natural salt flakes. Just like in a vault, the precious aromas are preserved and do not release their taste sensation until they are ground in the salt mill.

#### **COMPLETELY NEW TRENDS**

Thus Paul Mayer pursues his passion to create first-class salt and flavouring at the table: "Perfect flavouring is an art. And master chefs have long known that natural salt tastes fantastically mild and emphasizes the natural flavour of food."With its Saltini's, the Chiemgau-based company brings the mystery of the gourmets as a finishing salt on the table and sets completely new trends. Saltini's is not only incredibly good, it is also beautiful. Paul Mayer is also certain where the trend is going: "Good food, unique ambience, exquisite wines, beautiful china, fine glassware and a sophisticated table culture create that feel-good atmosphere that nobody can resist." So much dedication is not surprising as the entrepreneur is a genuine connoisseur himself. "Only those who are totally behind their product can succeed," says Paul Mayer.

#### CREATIVE VARIETY

Saltini's is available as organic rosemary, organic herbs, organic oregano, curry Jaipur, organic chilli, chilli threads, organic pepper, salt rock, Himalaya, gourmet, organic lemongrass and organic garlic. Owing to the unique manufacturing process, Spe-

cial Editions can be manufactured in small quantities - perfectly adapted to the needs of today's customers. Saltini's offers a variety of individual, creative ideas as well as possibilities to give any event a special flavour. Perhaps rosemary salt would suit an event with roses? Or if southern France were the motto would lavender salt be visually and sensorially the successful mix? Or for a Bavarian event would natural salt in white and blue be the emotional complement? Or is an exclusive gift in the corporate colours of a company required? No problem: With Saltini's very specific aesthetic and culinary highlights are possible. And the special aesthetic appeal and sensory quality fully convince the discerning gourmet. A product that is perfectly suited to promotional products.

www.saltinis.de

PORTRAIT PSI Journal 9/2011 www.psi-network.de



#### **ALEXANDER CZECH AND STEFAN FLEISCHMANN**

## SHARING THE SAME PATH

Managing Director Alexander Czech and Authorized Officer Stefan Fleischmann have positioned Sanders Imagetools as a competent manufacturer of high-quality, creative products in the beverage, wellness and hygiene sectors in the promotional products market. An innovative product range, a clear commitment to quality and product safety, as well as the expertise of an experienced team have contributed equally to the company's success since 2005. A portrait of the partnership-oriented management team in Regensburg, Germany.

A t trade fairs or in-house exhibitions, with catalogues or on the web, Sanders Imagetools definitely has a presence on the promotional products market. Especially in the last three years, this Regensburg-based manufacturer of eye-catching products has expanded its communication related to beverages, wellness and

hygiene and is providing support for the business even more systematically and more quickly with information and services to facilitate sales. And all this is well received and showing an effect. "All the samples were sent within a mere week and a half after the PSI Trade Fair – and there were around two-thirds more than

the previous year," exults Alexander Czech, who has clearly made his choice for the industry and is now aiming the company entirely at the needs of the promotional products trade. The software developed in the past two years especially to meet the company's requirements is at the heart of a computerized reorganization and is

bound to have furthered this progress. For Czech, improving all distribution platforms is an ongoing process and thus a task to keep working on - with the goal of providing consultancy at the highest level of quality and communicating with customers. We talked to Alexander Czech and Stefan Fleischmann, taking a look at the beginnings of the company and the competences helping Sanders to move forward.

#### INNOVATIVE FROM THE VERY OUTSET

After training as a chemical engineer at Fresenius, Alexander Czech worked in various positions in the chemical and branded goods industries for twelve years. While working for a producer and bottler of cosmetics and body care products for the branded goods industry, the idea of going into business for himself kept growing. He found the rigid corporate structures to be too confining and wanted to realize more of his own ideas. In 1997 he took the leap and developed original products for the then booming convenience market. These products all had a certain fun aspect, roused curiosity and were best used as gifts. Cans were already part of the product range at that time, so this experience goes a long way back. And at that time, too, the company lived on its innovative power, as it still does today. As the years passed, however, it became more and more difficult to place products in the trade, so the company turned to the promotional products market in 2005. Consequently, the name was changed to Sanders Imagetools in 2007. It managed to gain the trust of the trade and position itself as a serious, competent, quality-oriented manufacturer. "This is a good industry, authentic and congenial, but personal contact is extremely important. That is why I put great value on marketing activities, PR, special offers and campaigns. In this way, we keep in touch with customers and can keep them informed," Czech explains. "The PSI is also important for our ongoing customer care, because it is an established platform for talking shop with your peers." Sanders always serves every PSI distributor, regardless of size or order quantity, and forwards questions on the industry to the relevant distributors.

#### **KEY ISSUES: QUALITY AND SAFETY**

Quality and safety are the key issues at Sanders Imagetools, whose range concentrates on beverages and body care items, two highly sensitive product groups. After all, stringent laws apply to both foodstuffs and cosmetics, and rightly so, since a great deal of damage can be caused if something happens, from allergies and intolerances up to serious damage to health. That is why Alexander Czech and Stefan Fleischmann give top priority to meticulous quality management. They take their responsibility as manufacturers very seriously and, of course, conduct all the necessary tests, declare the ingredients as required by law and examine the products with the utmost attention to detail. Only carefully selected, audited companies can run production. Czech even goes so far as to bind his producers to a code of honour obligating them to the highest level of diligence. There is no compromising, not even if the safety standards affect the pri-

ce. "We are not about to play with fire just to save a few cents, that's not worth it. Instead, we do everything we can to eliminate errors beforehand so that the goods we supply are impeccable. This also includes documentation, in which all batches are controlled, tested and recorded in compliance with ISO 9001, from production to packing. The entire production process is governed by uniform regulations."

#### QUALITY MADE IN EUROPE

And how are we to imagine the production process? Sanders develops product ideas and supplies them, complete with formula, to the production plant. The contract bottler works exactly according to instructions, keeping to defined quality standards. Sanders Imagetools, however, is the manufacturer. "Owing to our strict, ongoing quality management, we consider ourselves to be a branded goods manufacturer which places diligence at all production stages, continuity and reliability above the price," the two managers sum up. All products, including packaging materials, are made in Europe, primarily in Germany, Austria and Switzerland.

Twenty per cent of orders are tailormade as desired by the customer. To this end, there is a highly qualified pool of manufacturers available who are contracted depending on the type of job needed.

#### FAST SERVICE, COMPETENT STAFF

Optimized database links, same-day sample shipment, detailed design variations along with printing possibilities, including 3D visualization to be forwarded to industrial customers and, of course, on-site prod-











## ALEXANDER CZECH IN PERSON

What was your first thought this morning?

Fitness studio – pull yourself together – fitness studio – pull yourself together.

When is your day a good one?

When my family, friends and colleagues are happy and healthy.

What gets you in a good mood? Family and friends.

And what drives you crazy?

Sometimes family and friends, too.

What are you most likely to forgive yourself about? Not being endowed with the skills of a craftsman.

When do you lose track of time? When cooking.

If you were forced to take a four-week holiday, where would you go?
A road trip through the USA.

What do you like spending your money on? On quality.

**Do you let yourself get seduced by advertisements?** Yes, indeed.

## When is a promotional product a good promotional product?

When it reinforces the promotional message and ensures that the campaign remains in the recipient's memory.

## What is the best promotional product you have ever received?

Two golf balls of a German bank. With a tee shot I hit one ball through the rear window of a luxury car in the car park. And with the other ball I played one of the best rounds of my life. These two incidents will always remain in my memory!

What do you find irritating in relation to promotional products?

When the quality is not up to scratch.

uct range instruction - all this and more is included in the service package. Resources are built up gradually for this purpose, and only recently the sales office and sampling department were enlarged. Czech and Fleischmann are both convinced that, after all, this is a fast-paced industry that has to have prompt service. For Alexander Czech, his eleven experienced staff members, who are "growing along with the company", are his most important capital, which he is conscientiously continuing to develop. His experience in large corporations showed him that while explicit hierarchies are counter-productive, having the staff identify with the company is a distinct factor in success. That is why all the employees enjoy a certain degree of freedom, yet also have clearly defined tasks in which they help each other with their expertise, information and advice. Monthly sales meetings promote friendly cooperation, and they are also customer-oriented, always keeping close to the customers, for that is especially important to products that require explanation - even if the products carry a message in themselves. For instance, hand cream stands for protection and care, and energy drinks are associated with freshness and power. "Work is such a big part of life that people should feel good at work. That is why it has to stay humane," is how Czech outlines his philosophy. Sanders also assumes social responsibility, for it has been successfully working together with and investing in a sheltered workshop for fourteen years now. So this is a win-win situation in which both sides have been able to grow.

#### **GROWING INTO THE COMPANY**

Stefan Fleischmann also comes from a large corporation where he did his commercial training. His interests run to consultancy and management, and Sanders offered him an opportunity in this field. He started in order processing in 1999, but then took on more and more duties he enjoyed, like product development, where he works closely together with Alexander Czech. Czech soon recognized and appreciated the commitment of the young man, who has now completed an extra-occupational bachelor's degree in trade and commerce. He took him under his wing and entrusted him with more and more responsibility as time passed, finally giving him general commercial power of representation in 2007. This is how the present management team evolved, and it is functioning outstandingly. Their partner-like relationship is marked by fairness, friendship and trust. They focus their competences on growing the company, Fleischmann concentrating largely on day-to-day operations, internal processes, production, the catalogue and quality management - always in close consultation with Czech. "I am very happy here, because I can put my own ideas into practice, learning and growing as I do so. Together we work on achieving our goals, such as further internationalization and strengthening our position on the German market," Fleischmann summarizes.



International exhibition of promotional products, personalization equipment, advertising specialties and business gifts

### Who exhibits

Manifacturers, importers and exclusive distributors of:

business gifts

specialty advertising

premiums for incentives

suppliers of printing and personalization machines

Ask for a special offer for your first participation

fieramilanocity

18-19-20 January 2012



th edition

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## **INNOVATIVE PROMOTIONAL PRODUCTS**



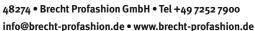
#### INTELLIGENT MOUSE

he computer mouse from Intraco ensures a tidy workplace and less clutter on the desk thanks to its intelligent cable management. As is well known, hiding behind this brand name is the renowned manufacturer Phillips which, in this way, caters especially to the promotional product segment with technically advanced products. The PC mouse has a powerful LED optics, the optical sensor of which operates with an accuracy of 1,200 dpi. An integrated cable management will be especially appreciated by notebook users. The special haptics of the pointing device also allows for fatigue-free working for hours. The mouse is supplied in a practical travel bag.

43540 • Intraco Trading by • Tel +31756475420 info@intraco.nl • www.intraco.nl

#### PANAMA HAT FOR TRAVELLING

he classic Panama hat is currently experiencing a notable comeback and will again be a fashionable headgear during leisure time. The current Panama model from Brecht Profashion combines the advantages of the attractive shape of this hat with additional details that are not commonplace. For travelling, the hat can easily be folded up and takes up little space in the luggage. Arriving at the destination, it unfolds back to its original shape. A sun protection factor of UPF 50+, together with the wide brim for optimal privacy and glare protection, make the hat an elegant summer companion. Various hatband colours are available and they can be customized according to customer requirements with an embroidered logo or other advertising messages.







#### **CULT OBJECT FOR COLLECTORS**

he superbly detailed metal VW Beetle from Jamara is not only a decorative die cast model for collectors but also a remote-controllable vehicle. The car model is about 23 centimetres long and recreated in superb detail. With the wireless remote control included, the speedy beetle can move forward, backward, left and right. Doors, hood and trunk can be opened and give an authentic impression of one of the most popular car models in the world. With dimensions of approximately 230 x 85 x 74 millimetres and weighing approximately 535 grams, it is a real eye-catcher both in the display case and on the desk as well as when driving indoors and outdoors (in dry weather).

47696 • Jamara e. K. • Tel +49 7565 9412717 a.wein@jamara.de • www.jamara.de



#### **BEARS FOR XXL FANS**

he new extra-large bears from Kalfany Süße ensure heavenly advertising success. In XXL size weighing 20 grams, the animal figures with names similar to those of the famous constellation appear quite so juicy and weighty. In a brightly colourful mixture in transparent or alternatively white promotional bags, the fruit gum bears put you in a cheerful mood with every bite. With a fruit content of ten per cent and a packaging format of 100 x 95 millimetres, they are ideally suited for earthly advertising ideas, the manufacturer promises. The extra-large fruit gum bears are available in a minimum order quantity of 5,000 units.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010 info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de

#### ADVENT IN GRAND STYLE

A fter having successfully launched the world's smallest advent calendar, Kalfany Süße Werbung now presents exactly the opposite: the premium advent calendar in XXL format proudly boasts a size of 580 x 380 x 37millimetres. The tasteful brand content is separated into 24 different doors with a sturdy plastic deep-drawn insert. Customers can expect to find either Lübecker marzipan stars, Ferrero Rocher, Ferrero Rondnoir or Kalfany's own creation, IFS certified fruit gums in an XXL Christmas design. Customised advertising in up to four colours is also possible in the individual promotional flow packs. Size and content convey the special significance of this eye-catching calendar, especially during the festive season. It is available from 1,008 pieces and can be printed on the entire surface with a four-colour customised design.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010 info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



#### THE CUP WITH THE NIPPLE

I he unusual design of the new Auris cup from Senator not only offers visual stimuli, but also fulfils a particular purpose. The decorative nipples on the circular design handle protect the holding hand from a potentially painful encounter with the hot cup. Otherwise, the cylindrical shape of the cup is completely tailored to the needs of the hotel industry, the catering trade and other professional users. It can be stacked to save space and, at the same time, creates pure aesthetics. A promotional imprint is possible both inside and out. For a truly special and significant advertising effect, the manufacturer recommends the Logo4U process. The logo is imprinted directly onto the cup by sand blasting, thus providing a visual and haptic highlight.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801-0 info@senatorpromotion.com • www.senatorpromotion.com

NEW ON THE MARKET PSI Journal 9/2011 www.psi-network.de



#### **ENJOY LEISURE TIME**

he current outdoor and trekking collection of Daiber is tailored exactly to the needs of all those who want to enjoy a trip into the countryside, a fishing day or a hiking weekend with friends. The high-quality functional clothing is easy to clean, tough and even partly provided with an anti-UV coating. Nature lovers are also well protected from sun and rain with a legionnaire cap or waterproof hat from Myrtle Beach. Particular highlights in this collection include the men's and ladies' trekking shirt made of easy-care functional polyester. The material is moisture-regulating, breathable and dries extremely quickly after a rain shower. Much can be stowed away in the wind-proof trekking vest, which is offered for men and women. A Teflon coating makes it waterand stain-repellent.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160 info@daiber.de • www.daiber.de

#### STRIKINGLY COLOURFUL

ith its new model series Dart Basic, Senator is making its writing instruments light up this year. The completely opaque pens now draw everyone's attention thanks to their neon colours and stand out from the crowd. Both the floating clip and the slim shaft are of the same colour and can be refined in the screen printing process. The Dart Basic is the perfect all-rounder, not least thanks to the simple yet modern design with a tapered push-button. The ballpoint pen is available in the neon colours bright yellow, yellow, orange, red, bright pink, green, bright green, blue and bright blue.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801-0 info@senatorpromotion.com • www.senatorpromotion.com



#### ADVERTISING CONTACT AT FIRST GLANCE

glasses of mister ad automatically becomes the initial advertising contact. The smart advertising idea of MyPappbrille has already successfully appeared on TV, at concerts and other events as well as at fairs and parties. The trendylooking glasses can be used as a particularly unusual giveaway or mailing reinforcer for invitations. Even with a small budget, it can be individually printed on both sides with logos or other advertising messages and it conveys this message to the recipient with each glance.

45258 • mister ad Werbeproduktion, Andreas van Bernum • Tel +49 2363 56790 info@mister-ad.de • www.mister-ad.de



#### **Toppoint Deutschland**

Sie arbeiten immer service-, kunden und verkaufsorientiert und lieben den täglichen Umgang mit Kunden? Sie sind verantwortungsbewusst und selbständig? Dann sollten wir uns kennenlernen!

#### Account Manager Süddeutschland

Wir suchen Verstärking in unserem Verkaufsteam für Toppoint Deutschland. Zu ihren Aufgaben gehört u.a. das pflegen des bestehenden Kundenstamms und Neukundengewinnung. Messebesuche, Produktvorstellung beim Kunden, Kommunikation mit Kunden bezüglich laufenden Aufträgen und Projekten und intensive Zusammenarbeit mit dem gesamten Innendienst.

Als passende(r) Account Manager verfügen Sie über Erfahrungen im Business-to-Business Markt, Sie haben eine vorbildliche Vertriebsausbildung mit dem Schwerpunkt Kundenbetreuung. Mehrjährige Erfahrung als Account Manager und ein Gute Deutsch- und Englischkenntnisse setzen wir voraus.

Sie finden sich in diesem Profil wieder? Dann freuen wir uns auf Ihre vollständigen Bewerbungsunterlagen unter Angabe Ihres möglichen Eintrittermins. Weitere Informationen über unser Unternehmen und unser Produktsortiment finden Sie auf unserer Webseite.

Toppoint Deutschland GmbH z. Hd. Human Resources Hollandstr. 7 - 48527 Nordhorn Telefon: 05921/819930 - Telefax: 05921/819933 petra.jongschaap@toppoint.com - www.toppoint.com







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<u>50TH PSI, FROM 11 TO 13 JANUARY 2012</u>

# REGISTER NOW FOR THE PSI

Like every year around this time, the promotional products industry is getting ready for its leading trade fair in Düsseldorf. When making their plans for attending this fair, visitors will be able to take advantage of the attractive PSI visitor services.

the day when the PSI will once again open its gates is 11 January. Anyone planning to visit is well advised to register early. From September, PSI members will be able to order tickets for the 50th PSI 2012.

#### TRAVEL TO THE PSI USING THE SPE-CIAL OFFERS OF DEUTSCHE BAHN

If you would also like to plan your journey at the same time, you should have a look at two offers of the PSI. In collaboration with Deutsche Bahn, the PSI was able to negotiate great conditions for people travelling to their anniversary fair by train: an-

yone deciding to use the "Veranstaltungsticket DB" (DB Event Ticket) will be able to save up to € 159 compared to the regular price. You can book this travel option by ringing the service hotline +491805 311153, quoting "PSI". For more information, please go to www.psi-messe.com/ veranstaltungsticket.

## FREE HOTEL ACCOMMODATION IN DÜSSELDORF

The second special offer is for new, international distributors and those who haven't visited the PSI for several years. For all those visitors, the PSI has reserved tickets

for free accommodation in hotels in Düsseldorf and the surrounding area. Because this is a limited offer, early booking will be required. Anyone interested should contact Sabine Tomscheit on +49 211 90191-281 or send an e-mail to hotel@psi-messe. com. Ms Tomscheit is also your contact for regular hotel bookings.

## WELL-INFORMED THANKS TO A THEMED GUIDED TOUR

After having arrived at the fair, visitors can also receive helpful support. For instance, if you are looking for an alternative to walking around independently, the PSI Team invites you to one of their guided tours. These tours are conducted under different themes and guide the visitors to the major exhibitors and special areas. Short, live presentations and a personal dialogue with the exhibitors will help you obtain a quick, comprehensive overview of trends and products. Bookings will start in October. For more information on the guided tours, please contact Nina Schiffhauer, tel. +49 21190 191-212 or by e-mail: Nina.Schiffhauer@ reedexpo.de. Apart from guided tours, there is also the option of information hostesses, who are multilingual and who can assist you by providing easy orientation at the fair. Visitors can find the service staff at the information stations located between the halls.

## SPECIAL SERVICES AT PSI STAND IN HALL13

For years, the PSI stand in HALL13 has been a familiar contact point. Here, visitors to the fair can expect to find an area for sourcing, online services, rebooking, a lounge and a catering facility. All information concerning the PSI and its services is provided over free coffee. For its anniversary, PSI is inviting its guests to a"50 Years PSI Trade Fair Cocktail Happy Hour". In a relaxed atmosphere, visitors will be able to relive this exiting day at the fair, as well as make and foster contacts. A competition with great prizes including an iPad and iPod will round off the offer at the PSI stand.

#### 50TH PSI 2012

# AN EAGERLY ANTICPATED EVENT

Tradition and innovation – the PSI Trade Fair has been combining both since its very beginning. The anniversary event is also expected to be a successful mixture of time-tested and new products.

n the occasion of the anniversary, the PSI Trade Fair will present itself even more than before as the professional platform of the European promotional products industry. At the same time, it is a showcase for new product ideas and trends from the industry as well as a lively forum for diverse fair activities. Come and join the event as an exhibitor. Promote your company at the anniversary fair, present your products and new innovations and take advantage of the opportunity to acquire new customers and cultivate existing customer contacts.

HALL<sub>13</sub> WITH A NEW LOOK

Along with the individual stands in Halls 9 and 12, exhibitors also have the possibility to present their products in HALL13, which is based on an innovative general concept. The 2000 square metres of HALL13 will be a dynamic meeting place for around ninety start-up firms, innovators and inventors. Among the highlights of HALL13 are:

- The presentation of the entire value-creation chain of a promotional product
- "Meet & Greet" for professionals with professionals
- Cooperation with design academies, the PSI Design Team as well as additional renowned partners
- The "50 year PSI Fair Cocktail Happy Hour" everyday with lounge music/DJ Those wishing to be part of this stimulat-

ing environment may book a HALL13 package with a wide array of PSI marketing measures.

#### TECHNOLOGY FORUM IN HALL 9

The Technology Forum in Hall 9 is an attractive platform for exhibitors specialising in advertising printing and application technology. Forum participants will share technical and practical knowledge on printing, embroidery and engraving, among other things. Approximately 20 exhibitors will present the technology highlights of the year 2010 in the Technology Forum.



#### FORUM OF YOUNG INNOVATIVE FIRMS

The PSI also has much to offer for young and innovative firms. For the fourth time, the PSI Trade Fair is participating in the grant programme of the German Federal Ministry of Economics and Technology. This grant programme enables young, innovative firms to exhibit their products at the leading international fair for the promotional products industry on favourable terms. It is worth placing a grant applica-

tion, as exhibitors can save up to 80 per cent of the fair costs. Due to the high demand, the "Forum of Young Innovative Firms" is currently fully booked. Interested parties are currently waiting for grant approvals from the Federal Office of Economics and Export Control. Interested firms can thus now put themselves on a waiting list. Due to the large demand, the pavilion of the Federal Ministry of Economics and Technology will once again be expanded, if necessary.

## EXCLUSIVE EYE-CATCHER FOR YOUR PROJECTS

On the occasion of the anniversary fair, the PSI staff has also expanded the advertising opportunities for exhibitors. The "Wall" in HALL13 provides a completely new possibility for individual product presentations. Starting now exhibitors can apply for a place in the new products display. Firms from the industry with new innovations are requested to apply. An independent jury will select the winners. The innovative new products will be presented on a 100-metre long wall, on which exhibitors can reserve different sized boxes which provide an ideal setting for their products. There are also "touching stations" for products which distinguish themselves with their special texture. They enable visitors to experience the exhibited products with all their senses. The following services are offered at this particularly eye-catching advertising space:

- Each promotional product is given a QR code, which provides comprehensive information on the exhibited products starting on the first day of the fair.
- Multilingual hostesses will be waiting at the new products show to inform visitors about the products and to accompany show visitors directly to the exhibitors of their choice with the "Wall-Shuttle" upon request.
- Data transmission from customers interested in your product.
- Overview of all products at www.halle13.net.

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#### THE PSI SUPPLIER DIRECTORY

#### **UPDATE YOUR DATA FOR THE PSI SUPPLIER FINDER 2 / 2011 NOW**

ou are PSI supplier? Yes! Then please update your data for the second edition of the PSI Supplier Finder 2011, the PSI directory of all suppliers. Until 10 October 2011 you can update your company profile in the supplier directory.

Please note as follows the included PSI services:

- One line with 50 characters (including spaces) print-company description
- 1,000 characters (including spaces) online-company description
- Two listings of product groups print + online
- · Listing of your brands
- Optional: Additional services such as logos, advertisements, etc.

The entry deadline is on 10 October 2011.

Please login at www.psi-network.de/supplierfinder with you PSI login data to edit the online form.

Your are too busy? Then let us know shortly whether the data from issue 1/2011 should be repeated. Please send just an e-mail to us and we will do it for you.

For further information please contact the publishing team is completely at your disposal: Tel: +49 211 90191-321, e-mail: verlag@psi-network.de <



#### **PSI EXHIBITOR SERVICE PAVILIONS IN GREAT BRITAIN AND ITALY**

#### **REGISTER NOW!**

nce again the PSI is offering interested exhibitors an opportunity to present their companies and innovative products in the PSI pavilions at two of the most important European promotional products trade fairs:

#### BOOK YOUR STAND PACKAGE NOW AT THE FOLLOW-ING BARGAIN PRICES:

#### **PTE Milano**

9 square metre Stand package: Euro 2,599.00\* 12 square metre Stand package: Euro 3,399.00\*

#### **Trade Only National Show:**

6 square metre Stand package: Euro 2,299.00\* 7,5 square metre Stand package: Euro 2,699.00\* 9 square metre Stand package: Euro 3,199.00\* 12 square metre Stand package: Euro 3,999.00\* \* the tax liability shall be borne by the beneficiary.

- at the PTE Milano from 18 to 20 January, 2012 in Milan, Italy
- $\bullet$  and/or at the Trade Only National Show from 25 to 26 January, 2012 in Coventry, Great Britain

In this way, the PSI helps its co-exhibitors get their companies known throughout Europe and actively present their products so as to attract plenty of attention on these two major national markets. To this end, the PSI is offering a comprehensive, worry-free package (stand space, catalogue entry, carpet, furniture, electricity, etc.), to make planning and preparation a lot easier.

If you are interested or would like to book a stand, Nina Schiffhauer of the PSI Trade Fair team will be at your service on tel. +49 211 90 191-212 or by e-mail at Nina.Schiffhauer@reedexpo.de. You will find further information on the PSI pavilions at: www.psi-messe.com/pavillons.



#### **PSI CONGRATULATES TO THE WEDDING:**

#### MRS ENGEL HAS BECOME MRS MENZEL

n 22 July 2011 Senija Menzel said "I do" to her Stephan. We – whole the PSI Team and the Editorial Office Team of the PSI Journal – are pleased with the newly minted couple and wish only the best for the future, especially health and harmonious togetherness.

Really an Angels Wedding ...

#### CATALOGUE ENTRY FOR THE 50TH PSI TRADE SHOW 2012

### **EXHIBITORS SHOULD EDIT THEIR ENTRY AS SOON AS POSSIBLE**



show catalogue to the 50th PSI Trade Fair 2012 is running. As an exhibitor of the 50th PSI Trade Show 2012, you can log in at www.psi-network.de/Katalogeintrag with your PSI login data. PSI services including:

- Three lines with 50 characters (including spaces) print-company description
- 3,000 characters (including spaces) online-company description
- Four listings of product groups print und online

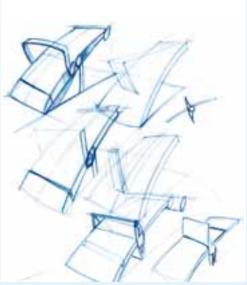
To ensure that your company can be found as quickly as possible in the exhibitor search, you should edit your entry as soon as possible and no later than the entry deadline on 7 October 2011. For further information, the publishing team is at your disposal: Tel: +49 211 90191-321, e-mail: verlag@psi-network.de.

#### 50TH PSI 2012

#### **INVENTORS WILL PRESENT THEIR LATEST DESIGNS**

SI has entered into a cooperation agreement with the event organizers of the renowned international trade fair for inventions iENA just in time for PSI's jubilee trade fair. For the visitors of the 50th PSI, which will be held from 11 to 13 January 2012, this will mean more innovative and new products will be on display. Approximately 50 inventors will be presenting their ideas and products on special inventor counters located in Hall13 of the exhibition centre in Düsseldorf. However, this cooperation agreement will not only bring advantages for PSI visitors. Free entrance tickets to the 63rd iENA trade fair, which will take place from 27 to 30 October 2011 in the exhibition centre in Nuremberg, will also be made available to PSI manufacturers. Approximately 800 inventions





and new products will be showcased at this event. The iENA fair offers PSI manufacturers the opportunity to discover attractive new products while they are scouting the latest trends and to take over the sponsorship of products. More information on the leading international trade fair for ideas – inventions – new products is available at <a href="https://www.iena.de">www.iena.de</a>.

## THE PREMIERE OF A NEW AWARD FOR PSI'S MOST INNOVATIVE PRODUCT

PSI is looking for the most innovative product at the jubilee trade fair. Of course it must be suitable for being used as a promotional product. The winner will receive the "PSI Genius Award 2012".

## THE ECONOMY...

serious topic: the economy and the financial crisis. One of them is often referred to as virtual. This is an interesting point of view, when our money is being wasted by the billions. Times are not only getting more restless, but inconsistency is becoming the norm. Even in 2010, German Chancellor Merkel still baulked at helping indebted euro countries. Then she wanted to help a little bit and offer them a small rescue fund. Will there really be no Eurobonds now? Politicians are apparently neither capable nor willing to act sensibly and make decisions. Apparently, we are already in the midst of an election campaign again, everywhere.

The rescue fund did not rescue anything in Greece, Greece is bankrupt. There is no putting lipstick on that pig. Ireland, Portugal and Spain are in a sorry state. Where is Italy headed? What about the strong countries? Even the Grande Nation is starting to falter. France's public sector is swollen. unemployment high and competitiveness sinking. The second-largest economy in the euro zone did not grow in the second quarter at all. Even in the United Kingdom things are looking dismal, for the economic decline there is bound up with social inequality that is impossible to ignore. Germany is likewise pronouncing the end of the upswing. Order books will stay empty until 2012 in Germany, as well.

The promotional products industry reflects the picture all over Europe. Southern Europe is having the hardest time at present. Germany saw moderate growth in the first half-year. Otherwise Europe is marked by stagnation. However, it is also clear that companies which are proactive, innovative and strongly committed to sales can best weather an economic downturn. The British promotional products industry is struggling, but the companies are making a brave go of it and are also very active in combination with the PSI as far as

marketing activities are concerned. The same applies to the Netherlands, and Germany, too. The indicators coming out of Asia can only encourage scepticism in our industry. Many container vessels are again running empty, freight prices are dropping.

This makes it that much more interesting to note that the companies in the PSI are working more closely together and trying to unify the industry through collaboration. This is clearly seen at workshops and meetings on such topics as COC, qualification, standards and marketing platforms. Developing common strategies and moving ahead is more important than ever – and a great opportunity.

Best regards,

Michael Freter Publisher of PSI Journal Managing Director PSI michael.freter@psionline.de



» The companies in the PSI are working more closely together and trying to unify the industry through collaboration and trying. «



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Further information on our new online services can be found at <a href="https://www.psi-network.de">www.psi-network.de</a>



## Feliz ERXmas

Feria Internacional del Regalo Promocional y Publicitario



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PRÓXIMA EDICIÓN. 5-7 SEPTIEMBRE 2011. FERIA DE MADRID



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PREVIEW PSI Journal 9/2011 www.psi-network.de



#### TIMELESSLY ELEGANT

atches – for some people they are indispensable time displays, for others they are objects of prestige. For the promotional products industry, they are also eye-catching advertising mediums. Being in the wearer's field of vision each day, the advertising message of the timepiece is sure to frequently attract his attention. In the October issue, we present a selection of prized accessories. In addition, we present new and classic products from the product categories "Digital storage media and audio" and "Premiums".

Now is the time to be thinking about our cover story in the November issue entitled "Mailing boosters and give-aways" and "Promotional products for men, women and best agers" and send your product presentation by 16 September to: Edit Line GmbH, Dekan-Laist-Straße 17, 55129 Mainz, hoechemer@edit-line.de.



#### INSPIRATION FOR INDIVIDUAL ADVERTISING

ow to target customers purposefully and effectively can be learned at the Leipzig International Promotional Product Days. At the Congress Center Leipzig (CCL) on 4 and 5 September 2011, around 60 exhibitors will be presenting a wide range of individual, original and innovative products that can be used for promotional purposes. We will be there, too, to capture our impressions of the fair for you.



#### THE SELF-MADE MAN

othing ventured, nothing gained – at just 23 years of age Volker Riedle has chosen to become self-employed. His courage to take risks has paid off. The founder and CEO of the company Bags by Riedle is today synonymous with exclusive carrier bags of exceptional quality.

#### **IMPRINT**

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