

➤ **PS1**

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

JOURNAL



Volker Riedle
Bags by Riedle
The Self-Made Man



Wieslaw Wilk
20 Years Wilk Elektronik
Memory Elements
Made In Poland

AHA Trade Fair Leipzig
Effective Communication

Product Guide
Digital Storage Media,
Audio, Premiums,
Watches

Ballograf
Ballpoint Pens
For Champions

Framsohn Frottier
Quality At The
Highest Level



MANUFACTURER'S RESPONSIBILITY REACH – HOW IT WORKS



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EDITORIAL

INVESTING MORE MONEY

Wherever you look, someone is advertising either for himself, for a product or even for a form of advertising. Major magazines fill entire pages promoting themselves. They spend millions to substantiate the effectiveness of their advertising space. On television there are entire conferences and trade fairs where forms of advertising, the effectiveness of advertising and advertising awards are presented. Outdoor advertising companies advertise, radio stations advertise, billboard advertising companies advertise and in sport advertising serves to attract sponsors. Everyone wants advertising dollars and many a medium exists only so that advertising space is created. Especially in magazines, page after page, advertisers report on what could be the best form of advertising for whom and for what product. Looking for promotional products there would be in vain.

Nowhere does the promotional product promote itself or, let us say, nobody promotes it as a highly effective form of advertising. How are you supposed to get into a conversation and discuss budgets? For some years now in several European countries, organizations have attempted, at least scientifically, to prove the effectiveness of promotional products. PSI has also made enormous efforts, raised a lot of money and invested a sizeable sum of money itself. Kick-starting this was and still is the proverbial long haul for associations and for PSI – and there are never enough funds.



Manfred Schlösser

When Paris Match advertises for classic print advertising campaigns, and ZDF agencies and media partners boast how effective television advertising is, especially on ZDF, then surely there should also be suppliers of promotional products to drum up support from advertisers and the media for this form of advertising. Especially in times when the entire online social networks are creating countless forms of advertising. It is high time for “us” to actively promote ourselves. But how exactly? Who needs to invest more money and how can we organize it? The answer is not simple. The promotional product industry has no corporate giant. In this industry there is no ZDF, no large publishing houses and no Google.

At a regional level, distributors and suppliers could combine their efforts to promote promotional products together. That might make sense. Even large suppliers could organize such advertising networks, raise money and reserve advertising space. We can only appeal to you to promote the promotional product as an effective advertising tool – there is still a long way to go to promote this highly effective but often misunderstood form of advertising.

Keeping this in mind

Manfred Schlösser
Editor-in-Chief PSI Journal



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KEEP YOUR EYES AND EARS OPEN

18

Digital storage media and audio products are among the most widely used promotional products. New products in this area are always good for a "wow factor". Indeed in almost no other product group do you find such rapid technological development. This is also shown in the product guide of the current issue, which is complemented by a wide range of promotional product innovations from the product group "Premiums and watches."



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MANUFACTURER'S RESPONSIBILITY: REACH IN PRACTICE 10



Now that REACH has become part of the routine of checking whether products conform to regulations, there is still some uncertainty about what it affects, what action needs to be taken and what consequences may result. Hence it is time to introduce a practical, systematic procedure so we can be confident of doing the right thing.

AHA TRADE FAIR: EFFECTIVE COMMUNICATION 44



In its second edition, the "AHA – International Promotional Days Leipzig" confirmed its initial success of last year. The relocation this time created a more compact space situation, thus achieving more effective communication with customers. Starting on page 44, read all you need to know about the well-attended event.

WILK CELEBRATES ITS ANNIVERSARY 72



Wilk Elektronik S. A, the owner of Goodram brand, the only RAM producer in Europe and the member of PSI, celebrates its anniversary this year. In August 20 years have passed since the time when Wieslaw Wilk established the company, which is now the synonym of the word "memory" for many people.

THE SELF-MADE MAN 78



Many would say that Volker Riedle had taken a rocky road. This likeable businessman, who did not grow up with his birth parents but in a foster family, doesn't share this view, however. For him, this was exactly the right road because it made him into what he is today: Volker Riedle, a likeable, single-minded self-made man who puts his heart and soul into managing his company, Bags by Riedle.

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THE GOLDEN AUTUMN

Autumn offers artists the most brilliant colour kaleidoscope of the year. There seems to be a plenitude of dark red leaves beside evergreen pines and yellow chrysanthemums next to dark-brown chestnuts. Accompanying the blaze of colour are special lighting conditions. Gold colours are radiated by the midday sun as it shines through the tree tops, the morning mist settles on the forest and meadows. Autumn impressions that you would like to put into words and pictures. For recreational poets and painters, the industry offers creative tools. A favourite pen and notebook summarize the descriptions of children seeking chestnuts and dancing dragons. Picturesque forests and majestic rainbows can be immortalized on paper using oil and watercolours. We wish everyone lots of enjoyable hours of leisure.

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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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TRUST IN BRANDS

PSI Journal: As Chairman of the working group Werbemittel e. V., you must be pleased with the current trend: Brands are being given greater priority among promotional products. Even large full-range providers are focusing on their brands again

Klaus Rosenberg: Generally speaking, that is welcomed and reflects our own thinking. But one should also be aware that one cannot turn every product into a brand. Branding involves much more. It includes a great deal of marketing and public relations and the quality standards of a brand have to be right. Simply hanging a label on a product and claiming the product is a brand is unconvincing.

PSI Journal: So are you disturbed more so by the variety of brands that have suddenly appeared?

Klaus Rosenberger: If they were all real brands, I would rather be rejoicing. But this is not so. I must say though that the aspiration towards a world with

more promotional product brands is generally positive because it will inevitably trigger a quality boost. A brand always results in quality – otherwise there is no brand or it will not be a brand much longer.



Klaus Rosenberger

PSI Journal: How and where do you feature the brands of your association members so that they trigger a push towards quality?

Klaus Rosenberger: Of course, members of the working group have been exhibiting products at the PSI for quite some time now. We also participate at Promotion-World in Hanover and promote the use of brands as a promotional medium. And that is becoming more and more successful. By the way, depending on the sales structure, orders are processed through the trade or directly. Our members can also be found at many in-house distributor exhibitions.

PSI Journal: Thank you.

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PSI TRADE FAIR 2012: INVENTORS ARE WELCOME GENIUS AWARD ANNOUNCED

PSI has invited inventors to its anniversary trade fair. From 11 to 13 January 2012, inventors, start-ups and innovative companies will be presenting trend-setting ideas, fascinating inventions and new products ready for series production in Hall 13 at the Düsseldorf fairgrounds. The product spectrum of the innovative minds ranges from “never seen before” to “simply different”.



COOPERATION BETWEEN PSI AND IENA NÜRNBERG

A collaboration between PSI and iENA Nürnberg, the world's leading trade fair for ideas, inventions and innovations, makes an enhancement of innovative products possible. The aim of this collaboration initiated by PSI is to promote creative and unusual new products and inventions for the challenging and fast-paced advertising industry on the way to the market. Thus the presentation in Hall 13 not only offers the inventors exhibiting their products real market opportunities, but also offers a source of inspiration to the exhibiting manufacturers and trade visitors with truly new products and thus real market opportunities. This means everyone will benefit.

EUR 2,000 GENIUS AWARD ANNOUNCED

Inventors exhibiting at the 2012 PSI will have a chance to win the € 2,000 PSI inventor prize Genius Award for promotional products of affine inventions and new products at the leading international trade fair for promotional products.

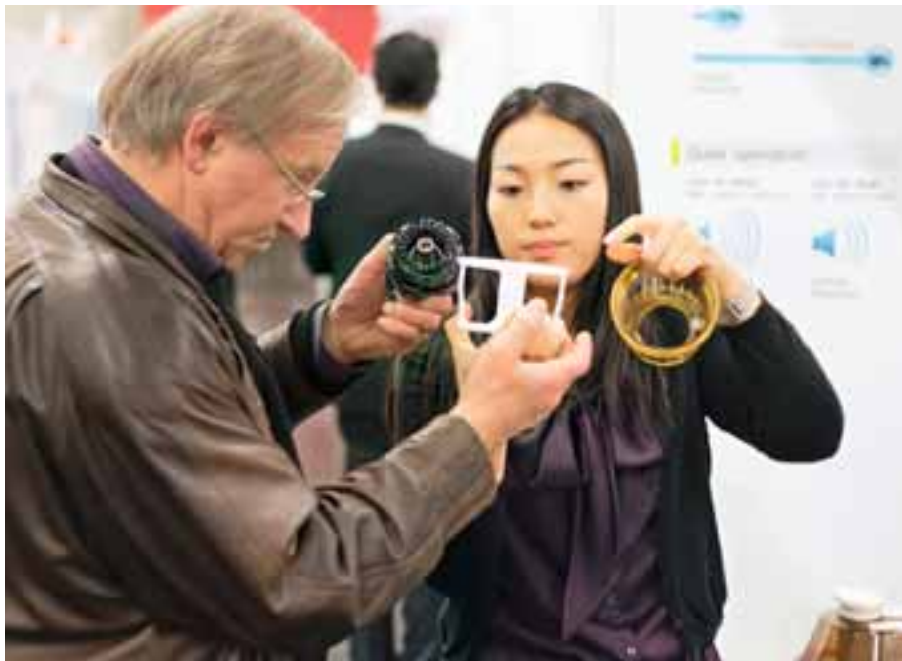
PRODUCT SPONSORSHIPS FOR INVENTORS

In addition, exhibiting inventors also have the opportunity to qualify for a product sponsorship which will be awarded at the PSI Trade Fair 2012 in Düsseldorf. Product sponsorships with PSI manufacturers help inventors to pave the way to the market, to expand their

horizons into the market and to have a chance to receive a positive image boost. PSI manufacturers, in turn, benefit as product sponsors from the opportunity to visit the iENA trade fair and discover new ideas. Information on iENA is available at: www.iena.de.

Inventors who wish to take advantage of the PSI 2012 as exhibitors are welcome! The first inventors have already registered for the PSI trade fair ...

You can learn more about the creative minds in Hall 13 by visiting www.psi-messe.com/halle13_343.html. The contact persons are Alexander Kahl, Tel: +49 211 90191230, alexander.kahl@reedexpo.de, and Kerstin Gebel, Tel. +49 211 90191184, kerstin.gebel@reedexpo.de. www.psi-network.de <



REGISTER BY END OF NOVEMBER 2011

ONLINE TICKETS FOR EARLY-BIRD PRICE GUARANTEE

Visitors to the PSI anniversary Trade Fair should not miss the opportunity to take advantage of online advance registration. This service not only saves you from having to queue at the counter, but it also saves you money. PSI is offering online tickets for the 50th PSI 2012 at the early-bird price. The tickets can be printed conveniently at home. How this works is explained in simple steps at: www.psi-messe.com/tickets. The early-bird discount for online tickets is available until 30 November 2011. The online price then applies as of 1 December 2011. Visitors can obtain tickets directly in Düsseldorf at the regular trade fair price. www.psi-messe.com/tickets <

SPECIAL OFFER FOR FIRST-TIME EXHIBITORS

THE ATTRACTIVE HALL 13 ANNIVERSARY PACKAGE

The PSI team has developed an innovative concept for Hall 13 for the 50th PSI. Inventors, start-ups and innovative companies can present their trend-setting ideas and fascinating inventions on an area of roughly 2,000 square metres. Through a cooperation between the International Trade Fair for Inventors iENA and PSI, many especially unusual and creative new products and inventions, which have the potential to be effective attention-grabbing promotional products, will be presented in Hall 13. For first-time exhibitors who wish to take advantage of this excellent setting, PSI is offering a particularly attractive Hall 13 Anniversary Package for only 1,795 euros (plus VAT). The offer is limited to 50 exhibitors and registrations will be accepted by PSI on a first-come first-served basis. The package includes a presentation counter with chairs, carpet, power connection and all ancillary costs. An exhibitor badge as well as the PSI marketing and press package are also included. A listing at www.halle13.net, will ensure that exhibitors are quickly found by visitors. **Kerstin Gebel, kerstin.gebel@reedexpo.de, Tel.: +49 211 90191-184.** <

TECHNOLOGY FORUM IN HALL 9

ONLY A FEW SPACES LEFT – BOOK NOW

For years now, the Technology Forum at the PSI trade fair has proven to be a highly regarded platform for exhibitors who specialize in advertising application techniques such as printing, embroidery and engraving. For companies that would like to show their expertise in these areas at the 50th PSI, PSI is offering attractive stand locations in the specially designated area in Hall 9. Interested exhibitors should register soon, however, as there are only a few spaces still remaining. It is important to know that exhibitors will benefit from an additional promotional package. **Contact: sales@psi-messe.com, Tel.: +49 211 90191-600.** <



REBOOKING FOR THE 51ST PSI

RESERVE STAND SPACE NOW FOR 2013



Whether you wish to retain your previous stand location or secure a new stand location: Early rebooking ensures reliable planning. Therefore, PSI recommends all exhibitors to consider reserving a stand for the 51st PSI 2013. The following conditions apply for the rebooking process: the non-binding reservation of stand space is now possible. The current stand location can be rebooked by the present stand owner until 12 January 2012 with a guarantee. All exhibition stands which have not been rebooked by this time will go back on sale as of 13 January 2012. If exhibitors book before 31 January 2012, they will also benefit from super low early-bird rates. These special conditions do not apply to the above Hall 13 Anniversary Package. Those exhibitors who act now and book a stand have the best chances of getting a new exhibition space of their choice. Advice on booking stand space and rebooking is available at the PSI stand in Hall 13. **sales@psi-messe.com, Tel.: +49 211 90191-600.** <



MANUFACTURER'S RESPONSIBILITY

REACH – HOW IT WORKS

Now that REACH has become part of the routine of checking whether products conform to regulations, there is still some uncertainty about what it affects, what action needs to be taken and what consequences may result. Hence it is time to introduce a practical, systematic procedure so we can be confident of doing the right thing.

The inspections begin with the candidate list of the Substances of Very High Concern (SVHC). This lists 53 substances at present and was last extended on 20 June, 2011. (More on page 13.) Of these, six substances were added to Appendix XIV of REACH in early 2011. Substances in Appendix XIV may not be put into circulation after a specified date (Sunset Date¹) unless there is a permit for a specific application.

THE RESPONSIBILITY IS WITH THE DISTRIBUTING COMPANY

The ECHA (European Chemicals Agency) plans to add “a large number” of SVHCs to the REACH candidate list in 2011. That is why it is important and indispensable for distributors of products (“downstream users”) to keep an eye on the big picture and systematically make sure that products conform to the REACH regulations. Despite the obligations to inform within

the supply chain and to furnish information to customers, the legal responsibility remains with the distributing company and cannot be passed on.

What might a systematic procedure look like in practice? Here are two examples.

EDIT THE CANDIDATE LIST

First, the candidate list must be edited. This lets you ascertain which parts of a product could contain SVHCs and why. The current candidate list with examples of us-



age can be found, for instance, at the website of the BAUA²⁹ REACH help desk at www.reach-clp-helpdesk.de.

This procedure lets you exclude certain SVHCs from the outset because the purpose of a product means it cannot contain them.

EXAMPLE: ELECTRONIC PRODUCTS FROM CHINA

We consider an electronics product consisting of various plastics on the outside, an LCD display, and printed circuit boards and insulated wiring on the inside. It is imported from China. The Chinese manufacturer does not have any representative in the EU.

What consequences does this entail for importers and what must they do to ensure REACH conformity? Since the manufacturer does not have a representative in the EU, the importer of the product in the EU automatically becomes the manufacturer within the meaning of REACH. Attention must be paid to the following:

MAKE THE SUPPLIER DISCHARGE THEIR DUTIES

Confirmation must be demanded from the actual manufacturer in China which verifies the conformity of the product with the latest candidate list. Better yet, the supplier should provide a chemical analysis of the individual parts of the product with a view to discovering possible SVHC content. This should or could be part of the supply agreement. If the manufacturer is not willing or able to do so, the importers will have to do the analysis themselves, although this involves expenses.

NEED TO ACT IF SVHCS ARE PRESENT

If the analysis shows no SVHC content, there is no need to take any action. If the analysis does show SVHC content, however, the following cases are possible:

- If these are SVHCs listed in Appendix XIV, substitutes for these substances should be found if possible, since otherwise a permit will be needed after the Sunset Date³⁰.
- If these are SVHCs which are not listed

in Appendix XIV, the absolute and relative amounts must be ascertained. Here again, two cases are conceivable:

- SVHC < 0.1% (w/w): If the amount detected is below 0.1 per cent, nothing need be done.

GUIDANCE ON SUBSTANCES IN PRODUCTS

In early April 2011, the ECHA published the long-awaited update of the Guidance on requirements for substances in articles.

Positions on the “0.1% debate”:

- 0.1% criterion of Art. 33 refers to the entire product.
- Several member states – Germany among them – are still of the opinion that this criterion should also be applied to assemblies
- Products within products. Therefore, the Guidance is preceded by a notice referring to these dissenting opinions.

- SVHC > 0.1% (w/w): If the amount detected is above 0.1 per cent, the ECHA must be notified. It would be better to find a substitute for the worrisome substances. The total amounts per year of the respective substances must be checked.

Since, as we have seen, the importer functions as the manufacturer in this case according to REACH, the importer must shoulder all the obligations under the terms of REACH. If the procedure is incomplete or flawed, fines can be charged (Article 126 of REACH) or the product will have to be taken off the market. Important: the monitoring must be ongoing because, depending on the length of the product cycle, new SVHCs may be added to Appendix XIV in the meantime. Then the product must be checked for these subsequently. A good source of information on topics related to REACH is the help desk of the BAUA²⁾ at

www.reach-clp-helpdesk.de/reach/de/Publikationen/REACH-Broschueren.html.

EXAMPLE: PRODUCT MADE IN EUROPE

This example examines in detail a mechanical product with plastics and metals for REACH conformity. The situation is that the manufacturer runs production in the EU. The distributor gets the product directly from the manufacturer and sells it exclusively to corporate clients (B2B). What is the situation here?

The manufacturer bears all the obligations of REACH. The end user can demand information on the SVHCs from the seller in accordance with Article 33 of REACH. The reply must be made within a period of 45 days. The seller demands information from the manufacturer on the SVHCs which the product could contain.

It is better, though, to have the manufacturer furnish a written declaration of REACH conformity, along with the related proofs, before accepting large quantities of the product. This should be stipulated by contract. This will spare you unpleasant surprises later. The further procedure is the same as the above example.

THIS IS WHAT EVERY MANUFACTURER / DISTRIBUTOR IN THE EU SHOULD DO:

- Set up a substance register for each product. (This is well worth your while!) This register should contain data from the supplier, chemical analyses, what has been affected by SVHC, including quantities, etc.
- Check products for SVHCs and track new SVHCs. Include the supplier chain in the process. If appropriate, pass information on to authorities and customers in accordance with Article 7 or Article 33 of REACH.
- Even better: avoid or find substitutes for all SVHCs if at all possible.



No matter how you look at it, there's no getting around REACH – it affects everyone. And you can also see that the topic of "REACH conformity" is very complex. Nonetheless, companies have to deal with it for reasons of legal compliance. <

INFORMATION AND CONSULTANCY BY PSI SERVICE PARTNER

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REMARKS

1) In accordance with Article 58 of REACH, a so-called sunset date is set after which it is prohibited to distribute a substance listed in Appendix XIV unless a permit is granted. Furthermore, a date is indicated by which the permit application must be submitted; this date must be at least eighteen months prior to the expiry date.

2) BAUA = Bundesanstalt für Arbeitsschutz und Arbeitsmedizin (German Federal Institute for Occupational Safety and Health)

REACH – „SVHC CANDIDATE LIST“ EXPANDED TO 53 SUBSTANCES

REACH, the EU Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals requires manufacturers or importers to determine the hazardous properties of substances as a component of products and to estimate the effects on health and the environment. The European Chemicals Agency expanded the appropriate list of substances in June.

The European Chemicals Agency (ECHA) added seven more chemical substances to the candidate list of substances of very high concern included (SVHC) in June. Among the new substances that, among other things, are classified as carcinogenic and toxic for reproduction, are:

ing REACH, the PSI service partner Intertek is happy to help.

With the publication of the “candidate list”, all manufacturers, importers and distributors of products, substances and preparations are subject to the following obligations with immediate effect:

- Suppliers of products shall, without pri-



recipients, if requested, a Material Safety Data Sheet. In the event that the substance contains at least one SVHC and its concentration > 0.1% (for non-gaseous preparations) and > 0.2% (for gaseous preparations). The possible uses of SVHC show that the substances appear in many products such as toys, furniture, textiles, clothing (especially when printed), footwear, electrical and electronic equipment. It must be pointed out that packaging is valid under REACH as a separate product. A good example is the use of phthalates.

SUBSTANCE	POSSIBLE APPLICATION
2-Ethoxyethyl acetate	Solvents for paints and varnishes
Strontium chromate	Zinc, magnesium, aluminium and alloys in the aerospace industry, corrosion-inhibiting
1,2-Benzenedicarboxylic acid, di-C7-11-branched and linear alkyl esters	PVC, foam, adhesives
Hydrazine	Aerospace industry
1-Methyl-2-pyrrolidone	Solvents for paints, varnishes, cleaning products, electronic equipment, semi-conductors
1,2,3-Trichloropropan	Solvents for polymers, oils, fats, waxes
1,2-Benzenedicarboxylic acid, di-C6-8-branched alkyl esters, C7-rich	PVC, sealants, paints and varnishes

The following substances are primarily used in promotional products: 1,2-Benzenedicarboxylic acid, di-C7-11-branched and linear alkyl ester and 1,2-Benzenedicarboxylic acid, di-C6-8 branched alkyl esters, C7-rich. They are components of PVC.

Particular attention should also be paid to the substance 1-methyl-2-pyrrolidone. It is, among other things, used in electronic accessories. With the addition of these new substances, the list currently includes 53 substances. The complete list can be downloaded from the ECHA website. If you have any questions concern-

or request, inform their commercial customers about the presence of SVHCs if the concentration of the determined substance exceeds 0.1 mass per cent. At the request of the consumer, any supplier of such a product shall provide sufficient information, at least the name of the product, free of charge within 45 days.

- Suppliers of substances that are mentioned in the “candidate list” must provide their customers a Material Safety Data Sheet (MSDS).
- Suppliers of preparations which, according to Directive 1999/45/EC, are not classified as hazardous, must provide the

CONTACT

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DIRECT MARKETING

SWITZERLAND: CLASSIC SALES LETTERS ARE POPULAR

In Switzerland, sales letters are still very popular. They are by far more popular than electronic advertising. These are the findings of a recent survey by the Swiss Post. According to the survey, 58 per cent of the respondents open postal mailings more often than e-mail promotional mailings. One reason: Promotional mailings sent by mail are perceived as being more professional. 68 per cent judge a company from which they physically receive a promotional mailing to be more convincing. In the case of advertising by e-mail, only 27 per cent agree with this statement. Moreover, the sales letter is more convincing as a result of its personalization: 62 per cent feel personally addressed by a postal mailing; in the case of advertising by e-mail, this applies only to 23 per cent. Sales letters can also appeal to different senses and thus provoke strong customer responses. A feature that members of the industry also utilize. <

PERSONNEL MANAGEMENT

FOREIGN BOSSES SCARCE

Skilled workers from abroad are under-represented in German boardrooms. This is the result of a survey conducted by Allensbach Institut. According to the survey, only six per cent of top managers come from abroad. At companies with more than 1,000 employees, the rate is 10 per cent. One of the reasons why foreign workers find it difficult to be promoted to German boardrooms can be found in the personnel policies of companies. According to the study, many German companies lack a clear concept for the evaluation of workers from abroad. In light of the demographic change, the integration of foreign employees is becoming increasingly important. <

INCIDENTAL WAGE COSTS

CHINA REFORMS SOCIAL SECURITY ACT

On 1 July 2011, the new Chinese social security act came into force. It replaces the previously separate regulations for pension, health, work injury, maternity and unemployment insurance. As a result of the introduction of compulsory social security in-



insurance in China, incidental wage costs should rise, reported the German Asia Pacific Society. However, it remains to be seen in what form the act will be put into practice in the different regions: individual cities and counties can still independently set the contribution rates for pension, health, work injury, maternity and unemployment insurance. Depending on the region, there may therefore be large differences in the social security insurance burden. The "Social Insurance Law" is the first general social security act in China. <

WORKLOAD

WORKPLACE STRESS IS INCREASING

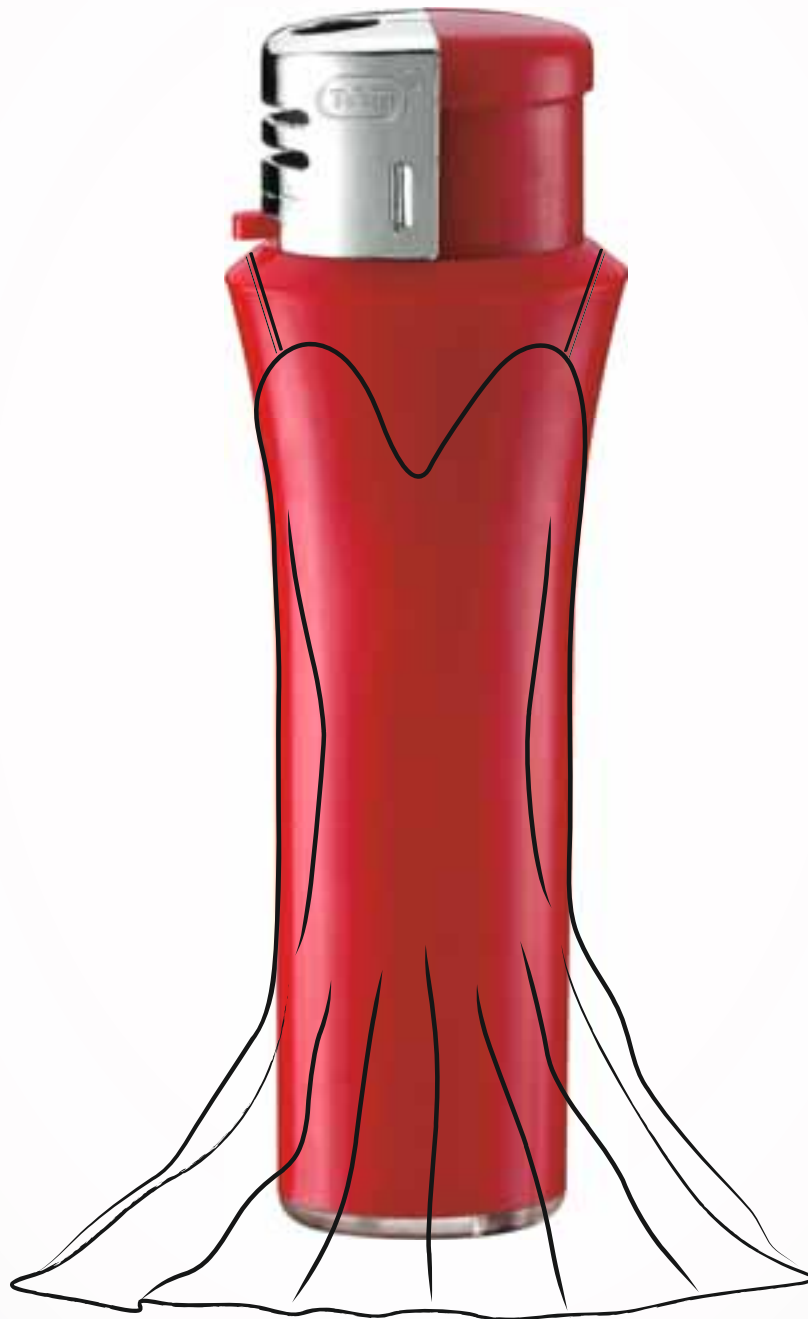
Stress at work is becoming a permanent problem in European companies. This emerges from a recent survey by the job portal StepStone. According to the survey, a good 15 per cent of professionals and executives in Europe feel gravely overworked. This has consequences: Almost one in three people considers his profession to be the cause of health problems. A glance at the participating countries shows large differences in the perceived workload. According to the study, the Dutch and French deal best with the increasing workload: Here 66 and 63 per cent say that they can cope with job stress without any problems. In contrast to this is the situation in Belgium where employees feel the most pressure: 54 per cent of respondents suffer intensely or acutely



from their workload. According to Dr Peter Langbauer, Managing Director of StepStone Österreich GmbH, "In times of a shortage of skilled workers, it is a key challenge for companies to commit skilled workers to the company over the long term. A harmonious work-life balance is an important motivating factor for employees and therefore also a key to business success." Some 5,000 specialists and executives at home and abroad were surveyed. <

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E-Mail: info@elektronica.de
Internet: www.elektronica.de

it's my flame!



LAE 2011

DECISION-MAKERS ARE OFTEN TRADE FAIR VISITORS

Top decision-makers from the executive suites of large and small companies attach great importance to visiting trade fairs. 90 per cent of them personally attend trade fairs. This is one of the results of the market-media survey LAE 2011 (readership survey of decision-makers in business and administration). According to the survey, 85 per cent of a total of 2.68 million decision-makers visit fairs; 67.5 per cent go to such events at least once a year. 37 per cent of this group visit trade fairs several times a year. It is also interesting to look at the age structure of the visitors. The



assumption that younger executives prefer other marketing platforms and attach much less importance to trade fairs and exhibitions was not confirmed. Executives under 39 years of age are also strongly represented at trade fairs. 85 per cent of this group go to fairs, 68 per cent at least once a year. In addition to the top decision-makers, especially executives from the fields of research and development as well as engineering visit trade fairs: 95 per cent attend on a regular basis. Of the decision-makers in sales and marketing, 89 per cent are regular visitors. According to the AUMA, these results confirm the role of trade fairs as decision-making media. Many top decision-makers from the executive suites are also expected at the 50th PSI Trade Fair 2012, which will be held in Düsseldorf from 11 to 13 January 2012. <

RECORD SALES IN THE TRADE DESPITE THE ECONOMIC CRISIS FAIR TRADE PRODUCTS GAINING IN POPULARITY

In 2010, German consumers purchased more fair trade products than ever before. Last year, they spent 413 million euros on fair trade products. This represents an increase of 28 per cent over the previous year and a quadrupling in the past six years. This was reported by the press agency presstext based on information from the Fair Trade Forum (FFH). According to the report, coffee with a share of 32 per cent of total revenue remains the driving force in fair trade. Sales of the popular hot drink have grown by 38 per cent to 8,152 tons. Other classic products such as tea, sugar, cocoa



and chocolate have increased significantly. About 33,000 grocery stores, supermarkets, drugstores and discount stores now offer fair trade products. There are also around 800 world shops, the specialty stores for fair trade. For some time now, fair trade products are also being offered in the promotional products industry. They have been extremely well received on the market. By purchasing fair trade goods, consumers support long-term strategies to combat hunger and poverty. <

INTERNET SURVEY**FREE WEBSITES WITH ONLINE ADVERTISING**

Especially young people accept online advertising if it means websites can be used free of charge. This was the result of a survey conducted on behalf of the Performance Marketing Agency eprofessional. More than 100,000 internet users participated in the survey. In total, 52 per cent of the respondents gladly accept advertising if they are not charged for the content of the website. However, acceptance varies depending on age: According to the survey, two thirds of people aged under 20 accept online advertising. However, the older the age group, the lower the acceptance. In the case of persons over 50, only 46 per cent accept online advertising. 61 per cent of users of video-sharing sites such as YouTube find advertising especially good if the videos can be viewed free of charge. <



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www.dreampen.pl





DIGITAL STORAGE MEDIA AND AUDIO KEEP YOUR EYES AND EARS OPEN

This time, we are presenting products that help make life more pleasant. While it is true that not all technical possibilities have so far been exhausted in the area of digital media storage and audio, the industry is also at the forefront here with its products.

However, before you turn your attention to the new, effective promotional products relating to the topics on the following pages, we want to take a closer look at the term “digital”. Digital is derived from the Latin word “digitus” (“finger”) which, taken literally, means “relating to the finger” or “with the finger”. Numbers or figures were (and still are) counted on one’s fingers. Digital, for example, refers to the digital display of a measurement instrument by means of numerals. Electronic transactions are also represented by figures or numbers (sequences), usually for the purpose of storing data or the use of EDP or IT. The antonym “analogue” comes from the Greek “análogos” (“corresponding, proportionate”). So much for our brief digression. But now on to the many useful applications of digital technology in the consumer goods of everyday life, which, complete with a nice catchy logo or an advertising message, serve as a constant reminder of the friendly giver. <



FULL-BODIED SOUND

Renowned brand Philips and New Wave subsidiary Intraco will be working together in the future. Consequently, among the Philips products distributed by Intraco exclusively for the promotional products market you will also find items that are as technologically advanced as they are sophisticatedly designed such as, for example, the Fidelio docking loudspeaker. This sound system is perfect for playing back music, voices and soundtracks. Simply connect to notebook or MP3 player and full-bodied sounds will ring out. Tidiness is taken care of in addition with the practical cable winding. No external power supply is needed. Volume can be steplessly adjusted via the practical knob on the front.

43540 • Intraco Trading bv • Tel +31 75 647 5420
info@d-vice.info • www.intraco.nl

READY IN FIVE DAYS

The Italian company Maikii is able to custom design USB sticks in terms of shape, colour and advertising design, and can deliver them to the customer within five days. Maikii offers top-notch quality and provides reliable and excellent service at unbeatably low prices. Maikii can do this because it operates as a direct importer, which makes the delivery channels very short, and all steps in processing orders – from giving customers advice to delivery – are done in one place. Over 150 different designs are immediately available for delivery.

48283 • Maikii s.r.l. • Tel +39 422 447757
info@maikii.com • www.maikii.com



LASER MARKING THAT'S CHILD'S PLAY

Last May, at the Munich trade fair Laser World of Photonics, Trotec presented the new laser marker ProMarker, which is easy to operate and thereby time-saving during use. The main attraction is the built-in printer driver, which makes it possible to operate as with an office printer. Each marking procedure can be launched directly from the graphics program; no need for time-intensive interim steps for work preparation. Additionally, the galvo laser technology reduces order processing times by up to 80 per cent. A further highlight: the ProMarker is developed and tested for continuous industrial use. Maximum efficiency is ensured by low operation and maintenance costs.

47804 • Trotec Laser GmbH • Tel +49 89 3229950
natalie.eichner@troteclaser.com • www.troteclaser.com





UNCONVENTIONAL DATA STORAGE

Not even having wood as a material will stop technological progress, as the unusual products from Holz-Fichtner demonstrate. These doubtlessly include the USB stick Kerbholz 2.0, manufactured from German wood varieties such as cherry, beech, oak, spruce or walnut. The wood components are produced to a high-quality standard in Germany. Stick bodies and caps are each made out of one piece of wood, resulting in colour and vein that match perfectly. The sticks are available optionally from storage capacities of two Gigabyte.

41782 • Reiner Fichtner • Tel +49 921 789510

Info@holz-fichtner.de • www.holz-fichtner.de

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PSI

www.psi-messe.com/psinight
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REMEMBER RUBIK?

Who is not familiar with the Rubik's Cube, which whipped up a storm at the start of the eighties? The Rubik's USB from exact not only harks back to that time, but has now become an indispensable item in the promotional field. Due to the possibility of printing on the sides in photo quality, it is unique among the many models on the market. The Rubik's USB is available with storage capacities from 1 to 8 Gigabyte. Customers can have a 3D animation produced for free at www.e-xact.de/rubiksusb.

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



IHRE WERBUNG

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Wenn Sie möchten, dass sich Ihre Werbung abhebt von all den Anderen, dann brauchen Sie einen Werbeträger, der genau das tut: Auffallen, abheben, einfach ins Auge fallen! Mit diesem Magnet-Bleistift erreichen Sie genau das: er liegt nicht nur rum, sondern er haftet in fast jeder Position an allem Metallischem, was ihm in die Quere kommt, und man wundert sich, schaut hin! Dazu ist diese Tatsache auch noch ziemlich praktisch - am Kühlschrank, in Ordnern, am Kronkorken usw. usw.

Lernen Sie ihn kennen, Sie werden sich wundern!



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PORTABLE SOUND

Under the description Nestler-matho No. 869 a portable MP3 sound station with FM radio can be ordered that is part of the current range from Nestler-matho GmbH. The product has a TF/SD/MMC card slot and can be connected via USB cable to a notebook, for example. The Li-Ion battery that comes supplied is charged at the same time. The item is delivered individually boxed; promotional messages are printed on the upper edge or on the front, top right. Those seeking closer details can view a video about the new sound station from Nestler-matho on YouTube.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 21540

info@nestler-matho.de • www.nestler-matho.de



PUNCHING SPECIAL SHAPES

USB sticks are an ideal data storage medium that can be taken anywhere. The individual designs from Pruner make each stick an absolute eye-catcher and a great giveaway because Pruner can realise special punching with perfect quality. Whether for a logo or the shape of a product, the PVC sticks from Pruner guarantee the highest brand recognition. Even the tiniest details of a customer's motif can be copied perfectly. Pruner can also punch key chains and magnet clamps with a special shape.

42634 • Pruner Werbemittel • Tel +49 7644 1063

pruner-werbemittel@t-online.de • www.pruner-werbemittel.de



STRIKING USB DESIGNS

Whether it be the new USB-CARDSlider or the newly developed USB designs and formats, the media professionals of micx-media combine the widely varying media formats and storage media with business messages with entertaining content – from music to audio book, movie or software specials, to AD games and individual download specials. The art of designing innovative as well as informative storage media with entertaining content is particularly challenging. At micx-media, special “extras” are also added. Individual and, in particular, special ready-to-mail formats for USB sticks and USB cards are just as hip as the proven silver CD and DVD discs. The latest product from the micx-media think tank is the strikingly impressive USB-CARDSlider: When opening the package, the USB-Card catches the eye with its pop-up function.

45899 • micx – media in concept – gmbh & co. kg • Tel +49 5205 99100

info@micx-media.de • www.micx-media.de





LISTEN AND UNDERSTAND

Internet telephony is a great invention and would be perfect if it wasn't for the occasional background noise. The high quality headset called Roskilde from Topico guarantees a stress-free telephone call with first-class sound. The moveable microphone can be individually adjusted. The sound can be set to 100 decibels using a manual controller. The frequency range lies between 8 and 22,000 kilohertz. The softly padded earphones also have an adjustable overhead bracket, which makes the earphones very comfortable to wear.

44327 • Topico Handels-GmbH & Co. KG • Tel +49 421 6965470
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MAINTAINING CLARITY

An ideal set for cleaning monitors and displays is available at Clean Promotion UG, consisting of a cleaner (50 millilitre spray bottle) and a totally lint-free microfibre cloth. As a first step the spray bottle is used to apply the cleaning solution. The microfiber cloth then removes dust, fingerprints and grime at a flick of the wrist. Screen clarity is thereby assured once again. The cardboard packaging is used as a bearer of promotional messages.

48047 • Clean Promotion UG • Tel +49 2382 7604007
info@cleanpromotion.de • www.cleanpromotion.de

POWER FOR MOBILE DEVICES

At last there is a Power Bank with sufficient power for all mobile devices. With the innovative product Power Bank Pro, supplied by A-Solar, even two devices can be charged at once! Heavy-duty 5,000 Milliampere output is available, as delivered swiftly and reliably by the lithium-polymer battery. This is enough to charge even iPads. Two USB ports are built in: a regular one at 500 Milliampere and a powerful speed-loader at 1 Ampere (for the iPad, for example). Users who already have the original Power Bank from A-Solar can now upgrade it to the status of the Power Bank Pro. Charging via a large solar panel (available separately) is also possible.

47525 • A-Solar B. V. • Tel +31 30 6354800
info@a-solar.nl • www.a-solar.nl



MOVEABLE TIMES

Whoever collects watches or alternates wearing one of several different models has to keep them working with an automatic drive. Ceotra is offering the reliable watch winder Klarstein CA34PM, which can keep eight automatic watches in-sync. This product will not only impress you with its elegant design but also with the four different programmes that can be selected. It can also be used with all commercially available models. The elegant carbon appearance of the interior and the clearly visible display window are striking. The body of the device is hand-made and is covered with several layers of polished black piano varnish. The watch winder comes with a mains adapter and a special cleaning towel.

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





HOW TO MAKE SAVING FUN

The moneybox as a 21st-century "storage medium" is available from Troika: Safe Money. This is a small money transporter which, like its big role models, cannot be opened by just anybody. It really steps on the gas with its pullback motor. Its gleaming chrome outfit is not the only draw, though: paper clips, too, are magically drawn to it thanks to the built-in magnet. And those who have had enough of memos or letters fluttering about on their desks can use Safe Money as a paperweight.

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



DIGITAL MEMO

No pen to hand again? Important messages and memos for family, flatmates or colleagues are now no longer written down, but recorded in an entirely personal way by video messaging. Using the Viddy from Intenso, messages can be recorded that can last up to 30 seconds and, thanks to its magnetic back, can be stuck to the fridge, for example. When there is a new message, this is indicated via a red LED. Viddy is available in white, black, and pink; the printed logo is placed individually.

48307 • Intenso GmbH • Tel +49 4441 999123
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LAPTOP FOR CONNOISSEURS

The chocolate experts from Chokolissimo think digital media can at times be sweet but it should definitely not be gaudy, and they have turned their attention to modern media. Among other things, they have come up with a notebook made out of chocolate – a chocolate casted keyboard enclosed in a custom designed case that has the shape of a notebook. The shape of the packaging offers the perfect space for placing a personal design on the outside and on the inside of the case. The chocolate laptop makes for the perfect gift, and is a great place to advertise a new homepage for example. The supplier is MM Brown Deutschland GmbH.

48316 • Chokolissimo by MM Brown Deutschland GmbH • Tel +49 69 25427127
rafael.kladzinski@chocolissimo.de • www.chocolissimo.de

-Advert-

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PSI

www.psi-messe.com/iena
Phone: +49 (0) 211 - 90191161



FOR EYES AND EARS

The in-ear earphones from Inspirion with the matching name "Listen" are something special for eyes and ears alike. The little ear plugs are very comfortable to wear and promise the person using them maximum listening enjoyment. The customer can also select the colour of the ear pieces (white, pink or light blue) supplied. The earphones are also equipped with a stereo plug (1.5 millimetres). The anoxic copper cable makes it possible to pick up a clear signal and the 1.16 meter long cable ensures that there is enough freedom to move about. The earphones come in a square plastic box that can have special finishing placed on its transparent top.

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

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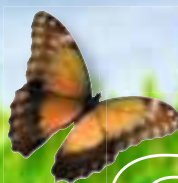


NEVER AGAIN COLD HANDS

The company JHI Hackel has a practical helper for winter. This two-in-one product serves both as a hand warmer and a portable electrical power supply. The device is recharged via a mini USB port and radiates comforting heat ranging from 43 to 45 degrees Celsius over one to three hours. With this gadget cold hands are a thing of the past! The heating can be turned on and off using the ON/OFF switch. The portable electrical supply is really easy to activate by simply using a USB connection. This device, which has an elegant aluminium appearance, can be ordered in silver, black, green, pink, orange or blue.

48291 • JHI Hackel • Tel +49 621 7481466

info@j-h-i.com • www.j-h-i.com



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DIGITAL INDIVIDUALITY

Starting from small print runs of just 200 units, Plastolan is selling premium USB memory sticks which can have specially designed casings made out of soft PVC. Brand name sticks with 32 gigabytes, elaborate finishing for the surfaces and short delivery times guarantee an advertising medium which promises an on-going advertising benefit in today's digital world. A simple idea is enough for coming up with a custom-made design and there are also ready-made design concepts on offer, which Plastolan produces professionally in series.

45727 • Plastolan GmbH • Tel +49 2941 9880
mail@plastolan.de • www.plastolan.de

SAFELY TUCKED AWAY

The company Bühring is selling small card holders for memory cards in credit card size and SD cards. Individual customer wishes can be realised for the compartments and holders for USB sticks or other storage mediums. The quality of leather can also be selected, as can the colour of the leather. As Bühring explains, the most popular materials are the smooth sheepskin Nappa leather, the premium cow hide, or the shiny Padova cow-hide leather that has an Italian style. Blind embossing is recommended for placing a promotional message.

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



THE PERFECT SOUND IN ANY SITUATION

With SEG moSound, Schmid Electronics GmbH is selling a new portable sound system: it may be small but what a powerful sound it has! The perfect tones come direct from the USB stick or the SD memory card. MoSound fits easily in a handbag or rucksack and thanks to a built-in high performance battery it plays for up to 4 hours at a time. The product is the ideal companion to take along when playing sport, taking a hike, visiting the beach, or while travelling, working in the garden, or simply chilling out on a park bench.

48210 • Schmid Electronics GmbH • Tel +49 6835 923500
info@schmid-electronics.de • www.seg-tv.eu

Zippo®



www.zippo.de
+49 2822 960-272
wjansen@zippo.de





NOW WITH SOUND

A somewhat different picture frame with a seven-inch screen (resolution 480 x 235!) is on offer at Easy Gifts GmbH. You can not only watch images, but it is also possible to listen to music using an MP3 player. The device offers several programmes for changing the image that is shown and the length of time each image is shown. Even videos can be watched using an MP4 or DVD player. There are built-in connectors for the following mediums: USB, 12/220 volt (power socket adapter included), SD, MMC, MS memory cards. The product also comes with a remote control and a button cell battery. Each product has its own individual packaging. Easy Gifts can place a promotional imprint on the white frame.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de

-Advert-

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HOT TUNES FROM THE BOX

The MP3 Sound Box from Macma plays any kind of music with the best quality sound which has been saved on a MP3 player or PC/laptop. It runs on a built-in rechargeable battery and can be used anywhere where hot tunes are in demand. The connection is carried out via a USB re-charger cable that comes with the box and a SD card connector is also included. A remote control guarantees that it can be used comfortably. The supplier prints a customer advertisement in up to four colours on an adhesive label that can then be placed on the individual box.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de

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e-mail: mail@plastolan.de

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UNIQUE DOCKING STATION

A unique iPod/iPhone docking station from the brand Ferraghini that has a loud speaker and many great functions can be ordered from Macma. Among other things, the loud speaker has a remote control which can also be used to operate an iPod/iPhone, various plug adapters for all popular i-Pod models, an audio cable, and a power plug. Adjustable lighting with four different settings guarantees a special visual appearance. Macma places advertising using a digital label on the individual packaging.

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

100 PER CENT NATURE

Wool felt is more than just a traditional product: it is also an absolutely trendy natural product which is continually becoming ever more popular. The wool felt used by the company mbw is produced in accordance with the textile standards of Öko-Tex 100 and is processed in special protective factories. For this reason, the laptop bag made from this fabric is considered a high-quality premium product. The simple and yet elegant design is impressive and appeals to a broad target group. In addition to the large main compartment for the laptop, there are also a flat pocket and smaller compartments for a mobile phone and pens. The bag is closed with an insert lock. Advertising can be placed on the bag using silk screen printing.

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





WITH ALL YOUR SENSES

The company micx-media has had a never-ending passion for silver discs over the years. The CDs have been a popular medium for advertising messages and they continue to be the perfect audiophile medium because they are a valuable long-term advertising medium with appealing contents. The CDs or DVDs remain unbeatable in their playback quality and in the terms of the “feel” that the graphic advertising placed on them gives consumers. The variety of designs on the CD or DVD label as well as on the paperwork is what makes it special. The media experts from micx combine various colourful elements for the little silver discs by putting together fascinating and diverse sets in terms of their contents, which can include music, audio books, films, software and AD Game specials. Concepts and ideas are presented on their website at www.micx-media.de.

45899 • micx – media in concept – gmbh & co. kg • Tel +49 5205 99100
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UNCOMPLICATED PROTECTION

The image that comes to mind is that of a diver's suit, when the Neo netbook bag from Halfar is picked up. No wonder: the cellular rubber sleeve's protective effect on the netbook is similar to that of neoprene. But wait: Sleeve? Compared with many of its kind, Neo is a genuine notebook bag. This it because it features a zip compartment, a flat insertable compartment on the back and, above all, a wide, length-adjustable shoulder strap. Thus the bag does not disappear into another one, but complete with its promotional message is happy to show itself in public. Soft, uncomplicated, and robust, the modern material reliably wards off minor jolts. Promotional messages can be applied by screen printing.

45666 • Halfar System GmbH • Tel +49 521 982440
info@halfar.com • www.halfar.com

THREEFOLD BENEFIT

Whenever work needs to be done in the open air on an iPad or tablet PC, a drawback of the gleaming monitor is revealed: nothing can be seen for sheer light reflection. With the iPad 3-in-1 Sunhood, which can be acquired through Vedeve, assistance is at hand. The monitor is also shielded from unwanted glances. But that is still not all: by using the product, the computer can be put into a more ergonomically beneficial position, when the intention is to view photos for example. And last but not least: folded up, the Sunhood can also be used as a protective sleeve.

12479 • Vedeve Oirschot B. V. • Tel +31 13 5134545
info@vedeve.nl • www.vedeve.nl



PREMIUM TOOL

It is small, handy and light, and what is more it looks good too. We are talking about the SwissFlash Laser from the second generation of Victorinox Memory. Victorinox would not be Victorinox if the indispensable pocket knife that has tools including a knife, nail file/screwdriver, scissors and retractable ballpoint pen were not combined with a USB stick with a storage capacity ranging from 2 to 64 gigabytes. The Hi-Speed SwissFlash is equipped with the latest technology including a write-protect switch with an LED indicator. The class 2 laser shines with excellence. The tool also comes in the two versions Secure and Presentation Master, both of which have biometrical finger print sensors in order to ensure absolute data security.

44281 • Victorinox AG • Tel +41 418181211
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CULT-LIKE AMPELMANN

CnMemory, a brand from Chips and More, presented the first “Ampelmann” USB stick at the IFA 2011 in Berlin. An “Ampelmann” is a German design that originated from the images of a green man walking and a red man standing, as displayed on a pedestrian traffic-light signal. In honour of the Ampelmann’s 50th birthday, the image was used in the IT world for the first time at the IFA event in Berlin. Today the “Ampelmann” figures are a symbol of an up and coming worldwide brand. The Ampelmann-USB stick comes with a storage capacity of 4 and 8 GB and can be in the shape of a red man in the stop position or a green man walking. The three-dimensional motif is made out of non-slip plastic and fits perfectly in your hand. Like all CnMemory products, special emphasis has been placed on an attractive design and high-quality workmanship.

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MELODIC AND AMBIENT

Elasto form KG has a loudspeaker in its range that is a pleaser not only due to its resonant sound. The cube-shaped loudspeaker is turned out in a wood optic and offers the opportunity to attach external sources, such as PCs, digital players, iPods, game players, and mobile phones, in a way that's child's play so that a unique playlist can be put together. USB charging cable and rechargeable battery are included. A built-in LED in the base switches to multiple colours during operation and thus creates ambient effects. Promotional messages are placed by elasto form on the top of the cube in five-colour tampon printing.

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ISSUETISSUE

FIRST CSR-CERTIFIED PPP SUPPLIER

IssueTissue, a Dutch producer of promotional hygienic paper towels, not only stands out thanks to the quality of its products, but also attaches great importance to corporate social responsibility. This is now officially documented: IssueTissue is the first PPP sup-



plier to be CSR-certified. The PPP CSR (Corporate Social Responsibility) Certificate guarantees that the principles of corporate social responsibility are respected in the production and sale of promotional products. Ronald van den Bosch, Managing Director of IssueTissue, said: "Our customers have become more critical and look for products that the recipient can actually use. We also do not want to take any risk

as far as quality and origin are concerned. Quality of the organization, sustainability and proper handling of the legal and regulatory framework are crucial elements in our choice. It is important to our customers that these aspects are assured through independently checked certificates. The PPP CSR certificate is therefore an important complement to the previously acquired ISO9001 and FSC certificates. We are the first supplier with this certificate and have thus proven how seriously we take our social responsibility." More information about IssueTissue, PPP and FSC-certified tissues is available at: www.issuetissue.com; www.ppp-online.nl; www.fsc.org.

RESELLER TEAM

NEW FACES AT KANDINSKY

After a successful business year in 2010, Kandinsky Deutschland GmbH has strengthened its team. A new colleague joined customer service just in time for the PSI Trade Fair 2011. The qualified wholesale and foreign trade clerk, Marie-Jo Adda, joined the distributor team at Kandinsky



Marie-Jo Adda

Deutschland GmbH after having worked at American Apparel Deutschland GmbH for more than five years. Since March 2011, Christian Lübbert has been in charge of the reseller team in the customer service area at Kandinsky. Previous-

ly, he worked as a Far East project manager at the company habermann hoch zwei GmbH in Dormagen. "After having started direct sales, the daily work with our distributor partners has now become a very important source of revenue for us, which



Christian Lübbert

we want to further develop and expand. Since our first participation at PSI 2007, we have been able to convince numerous well-known distributors to work together with us as they appreciate our services, such as exclusive reseller

products, attractive special sliding-scale prices, project confidentiality and much, much more. We are delighted that our consulting team has become even more competent in 2011 and we are confident that we can boost our distributors' sales" says Kim Köhler, Managing Director of the Kandinsky Group. www.kandinsky.de

WILK ELEKTRONIK S.A.

WILK ELEKTRONIK USB VISUALIZER LAUNCHED



Wilk Elektronik S. A, Goodram memory manufacturer, launched USB visualizer thanks to that you can look at USB memory stick with your logo from all sides, without leaving home. What is more, USB visualizer includes augmented reality module which allows to touch the stick on your PC screen. At wilk.com.pl/pendrive_creator_app.php each user can see the possibilities of Visualizer. In addition to the traditional 2D image, you can run a 3D version, through which you can freely rotate, zoom or open the Goodram USB products. Goodram Visualizer is a tool created for registered customers of Wilk Elektronik. Each of them after receiving the password can personalize any USB flash drive, creating visuals with laser or tamponprint. www.wilk.com.pl

XINDAO BV SALES TEAM IN GERMANY EXPANDS

The German sales team of Xindao will be further strengthened Mr Stefan Endter who has a long experience in the industry.



Stefan Endter

Stefan Endter will take the responsibility for customers in the area with codes 0, 1, 2, 3. Alexander Derosas in the area with codes 4 and 5 and Christof Achhammer will service customers codes 6,7,8,9. In this setting Xindao will

have a very experienced team to further upgrade the level of service towards the clients in Germany. For more information you can contact the Germany team:

Deutschland@xindao.nl or call
+49 2841 88136-48. www.xindao.nl

BOSCHAGROUP SALES DIVISION REINFORCED

The traditional company Boschagroup GmbH & Co. KG from Presseck in Upper Franconia, a specialist in leather goods and individual solutions in the form of custom-



Jörg-Peter Helmers

designed products, has secured the services of Jörg-Peter Helmers from the trading company Brand-IDcompany to intensify its sales activities. Helmers has many years' extensive experience in the industry and is

taking over this task with immediate effect. He will be responsible throughout Germany for the company's own brand, Bodenschatz, as well as the licensed brands Betty Barclay Accessories Bags und Sansibar Bags. Tel. +49 2841 8814233, helmers.brand-id@email.de, www.boschagroup.com

IN-HOUSE FAIR AT MERK WERBUNG KICK-OFF IN WIESBADEN

The promotional product distributor Merk Werbung organized its first in-house fair in September. In the exclusive atmosphere of Biebrich Palace in Wiesbaden, Germany the exhibitors presented a balanced mix of new products and classics. Apart from Kalfany Süße Werbung, other exhibitors including Polyflame and Kössinger also presented their products to the visitors. The promotional product distributor Merk Werbung is based in Mainz, the capital city of Rhineland-Palatinate. In 1989 Linda and Jürgen Merk took over the company and since then have been offering a wide range of promotional products. Besides textiles, writing instruments and even wristwatches, the Mainz promotional product distributor also offers customers a service for designing websites. www.merk-werbung.de



CHARITY ENGAGEMENT

CCC AS SPONSOR OF THE RETT CHARITY DAY

The traditional Rett charity football game between the Rett celebrity team and the professional Iserlohn Roosters ice hockey team took place in Oestrich near Wiesbaden, Germany in July for the benefit of the Association of Parental Support for Children with the Rett Syndrome. The proceeds generated through sponsorship, admission fees and raffle went to the Rett Support and thus to the severely disabled children, serving to further explore the genetic disease and to find a cure. Club Crawatte Crefeld (CCC) was also involved as a sponsor. With its commitment, the company from Krefeld wants to assume even more social responsibility and contribute towards helping sick children and supporting the work against this disease. As a textile specialist of "Made in Germany" accessories for the promotional products market, the traditional company Crawatte Crefeld Club has been successful for more than 40 years and is widely known for its personalized ties, scarves and shawls, as well as custom-tailored corporate design. Grateful for their success, social commitment is a natural consequence for CCC's Managing Director, Bernd Koch, and part of his corporate philosophy. The children and youths have a special place in his heart. "When you have the opportunity to support great projects and offer assistance where it is urgently needed, you must not hesitate. I hope that the Rett Charity Day can make more people aware of this disease and get them involved," says Bernd Koch. www.rett.de



Supporting the Rett Charity Day (from left to right):
Bernd Koch, Erdal Keser, Uwe Fellensiek and Uwe Straube.

IPV INHEIDENER PRODUKTIONS- UND VERTRIEBSGESELLSCHAFT UP TO 70 PER CENT LESS POWER CONSUMPTION

The EU directive on designing environmentally compatible cooling appliances for household use, which came into force in 2010, covers all appliances in the category which includes 230-volt thermoelectric coolers. It sets limits for energy consumption, contained in the EEI (Energy Efficiency Index), which are to be further intensified in 2012 and again in 2015. The German producer IPV has responded to this challenge with a new, extremely energy-efficient technology for its EZetil brand coolers. These thermoelectric appliances are operated by a Peltier element and their cooling capacity, in terms of both volume and efficiency, puts them in the “cellar compartment” category. This means that – coordinated to the temperature range of climate class N for central Europe – their cooling chamber keeps a temperature of between 8 and 14 degrees Celsius. The EZetil coolers, the technology and design of which have been optimized, work within this defined range even when outside temperatures reach 32 degrees Celsius, thereby achieving a cooling capacity of up to 18 degrees Celsius. They require up to 70 per cent less energy than their predecessors and are well within both current as well as future limits. This puts them in Energy Efficiency Class A or A+, a fact IPV displays on the label of every cooler.

Their high level of economic efficiency is primarily due to the intelligent energy management of their integrated automatic control. Along with the electronic system, the optimized air conduction of the refrigeration system reduces electricity consumption by effectively dissipating the warm air to the outside. The polyurethane foam lining also helps, which insulates better than conventional polystyrene.

In times when saving energy is becoming increasingly important, this technical advance also sets an example for the economy as a whole, since IPV headquarters in Hungen, Germany estimates that roughly six million 230-volt coolers are in use throughout Europe at present. Assuming that each of these is in operation for 300 hours each year, the new appliances could save around 230 million kilowatt-hours (the annual requirement of 80,000 two-person households), which in turn means savings of up to € 50 million on electricity. www.ipv-hungen.de



QUALITY ASSURANCE SUCCESSFUL MACMA IS CERTIFIED

As part of her quality assurance activities, Susanne Stigler, a business graduate and purchasing director at the company Macma Werbeartikel, has successfully introduced a management system for SVHC-REACH compliance. The



Susanne Stigler is happy to receive the Dekra certificate.

system, in which all Macma products are subject to a risk assessment, has received the Dekra seal of REACH conformity. Since June 2011 the approximately 1,000 products from the programme are being introduced in compliance with REACH standards. Since then, the website of Macma Werbeartikel has been informing customers which products may contain more than 0.1 mass per cent of the substances categorized as hazardous. www.macma.de

NÜRNBERGER-SPIELKARTEN-VERLAG PARTNERSHIP WITH STAUPE SPIELE

Nürnberg-Spielkarten-Verlag GmbH has entered into a manufacturing and distribution partnership with the company Staupe Spiele in Hetzwege. Just in time for the 2011 Essen Game Convention, they are presenting the card game “Fusion” as the first result of their cooperation. It is an ultrafast card game for 2 to 4 people from the age of 6. www.staupe.com – www.nsv.de

SIGEL GMBH

PROMOTIONAL PRODUCT TRADE EXPANDED

The company Sigel in Mertingen, Germany has strengthened its expertise in the field of promotional product trade. Dirk Müller has taken over the business unit Individual at Sigel. As the Promotion Business Manager, he will further expand this business unit which is strategically important to the company. Dirk Müller and Sigel will work even more intensively with the European promotional product industry and trade associations in the future. Dirk Müller previously held various management positions in sales and marketing at brand manufacturers. As a former owner of a promotional product agency, he has extensive experience in the

promotional product area of brand name companies.

The specific targeting of qualified, promotional product distributors with an affinity for brands is part of the international growth strategy of Sigel in Europe. The



Dirk Müller

company will continue to invest in this business area and expand its collaboration with the trade as well as the development of new products.

Sigel develops high-quality business products for the design of the personal work environment. With its product range Style, Sigel offers brand products that are ideally suited as a premium promotional product. As a brand with innovation and high product quality, the company places emphasis on exceptional design and innovative trendy products. In the past two years, a total of nine design awards have been awarded to Style products from Sigel, including three reddot product design awards as well as two iF awards.

www.sigel.de

RASTAL AND ZWIESEL CELEBRATE 50 YEARS' PARTNERSHIP GLASS ANNIVERSARY

Together, Rastal GmbH & Co KG, Höhr-Grenzhausen, Germany and Zwiesel Kristallglas AG have produced more than 500 million glasses in the past 50 years. On 20 June, the anniversary of this highly successful, long-standing cooperation was celebrated with a ceremony at Rastal. As a celebratory gesture, the visitors from Zwiesel were presented with a certificate as well as a Bitburger cup as a souvenir glass by Rastal's managing partners Stefan and Raymond Sahm-Rastal. The Bitburger glass has symbolic value for the partners Rastal and Zwiesel Kristallglas – as well as for the entire industry: The Bitburger series, as well as other Rastal cups for Warsteiner, Heineken, Pilsner Urquell and many other national and international beverage brands were and will be produced in Zwiesel and refined with many decors by Rastal in Höhr-Grenzhausen. The Rastal beer cup for the Bitburger brewery was the very first exclusive brand glass for a brewery. In three years, it will also celebrate its 50th birthday – and thus celebrate the anniversary of the exclusive glass concept as a whole. The crystal glass manufacturer Zwiesel is considered to be the industry's technology leader in the production of stemmed glass; Rastal the technology leader in printing and decoration. Numerous design awards presented to Rastal for its designs complete the portfolio competency of this partnership. www.rastal.com



A memorable presentation: Stefan (right) and Raymond Sahm-Rastal (left) present NN with a commemorative trophy and certificate.

ETHIOPIA AID

KARLOWSKY FASHION IS ACTIVELY COMMITTED



TV gourmet chef Stefan Marquard, chief inspiration for the Rock Chef Collection of Karlowsky, is actively involved in the network of "Top chefs for Africa".

Achieving more together: That is the credo of the hoteliers of the Familotel member companies in 2011. The leading cooperation for the family hotel industry in Europe is actively involved this year in "Top chefs for Africa" for the benefit of "People for People". With every reservation at Familotel in 2011, one euro will go to help the educational program ABC 2015 of the Ethiopian aid People for People. The rock-star and TV celebrity chef Stefan Marquard is lending his support to the hotel cooperation by accompanying individual campaigns. The fundraising goal is € 100,000 which will allow the construction of the Derba Higher Primary School in southwest Ethiopia. As part of this campaign the traditional company Karlowsky Fashion GmbH in Magdeburg is also committed to this aid project and is supporting it with donations from the sale of products from its Rock Head collection. A donation ticker at www.familotel.com keeps track of the latest sum of donations in favour of People for People.

UNDER THE LEADERSHIP OF ACAR GROUP

28 TURKISH FIRMS UNDER ONE SINGLE ROOF

The 28 Turkish firms that manufacture in such sectors as promotion, printing products, textile, glass, copper and ceramics have united their powers under the roof of “Made in Türkiye” under the leadership of Acar Group. Having proved their quality



through their worldwide export, the 28 Turkish firms offer global markets a range of nearly a thousand products under the brand name of “TRPRO D.O.T.S” and under the organisation of Acar Group. 2012 Trprodots Catalogue, which

has been translated into Turkish, English and Russian in the first place by Acar Group as the Founding father of the project, is planned to be issued in German, French, Italian and Arabic next year.

Exporting to over 40 countries with its knowledge and experience for 32 years, Acar Group is among the leading companies with its brand name products in the sectors of promotion, printing and stationery (Arwey, NoteEco, La Vorte, etc.). Acar Group, manages the whole business through its offices abroad and qualified human resources under the guarantee of Acar Group, uniting the manufacturers ‘offering the most quality products with the right price’ under one single roof. Acar Group, a global company of ongoing and constant investments with the understanding of high quality and fast service, does business with the aim of a hundred percent customer satisfaction by operating the whole business process from one single point.

“Why Turkish Products?” or “Why Trprodots?” The answer is that one of the things about which Acar think while exporting a product is its transportation expenses. Turkey has the upper hand over its rivals on account of its geopolitical position. When this advantage unites with Trprodots service, the high quality product is delivered to you in the quickest time with the right price. The Acar’s supplier list contains the professional firms that have proved themselves. They are potentially adequate to compete in terms of their machinery and experience. The Acar Group eliminates the risks of delivering by the understanding of high quality and fast service and provide our customers to be satisfied. <

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trprodots@acar-group.com
www.acar-group.com

THREE NEW ADDITIONS

MULTIMEDIA GÜTERSLOH GETS SUPPORT

As of now, Franko Agresti, Anne Johanning and trainee Marcel Müther will be supporting the CD, DVD and USB producer Multimedia UG & Co. Musikverlag KG in sales and production as new employees. The industrial sales clerk, Anne Johanning, has already gained seven years’ professional experience at Multimedia and



Anne Johanning

was employed as a production clerk after her training. Following her maternity leave, she will again reinforce the team responsible for the production of digital advertising. Franko Agresti has many years of sales experience in customer service. In



Franko Agresti

future, he will provide customers with help and advice in the distribution division at Multimedia. The budding marketing communications clerk, Marcel Müther, will assume the responsibilities of sales assistant. Through his musical training, he will support Multimedia’s in-house music production.



Marcel Müther

www.mmm-multimedia.de <



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Promotional ideas that were juicy to bite into were offered in abundance at the AHA.



AHA – INTERNATIONAL PROMOTIONAL DAYS LEIPZIG 2011

EFFECTIVE COMMUNICATION WITH CUSTOMERS

In its second edition, the AHA – International Promotional Days Leipzig confirmed its initial success of last year. The relocation this time created a more compact space situation, thus achieving more effective communication with customers.

After the successful premiere last year, the promotional product distributors Abakus Riesa und Hallbauer Exklusivwerbung together with the Leipziger Messe again organised the AHA – International Promotional Days Leipzig, the largest industry event in central Germany. 56 renowned manufacturers, suppliers and brand name companies exhibited their latest product innovations, trends, concepts and promotional products on 4 and 5 September. With a new location at the fair grounds of the Congress Center Leipzig, the organizers achieved a clear spatial separation of this year's event from the con-

current trade fairs Cadeaux, Comfortex and Gäste as well as the gourmet event Le Gourmet, and thus a concentration of their expertise in the field of representational advertising. On the other hand, the parallel events created synergies. Jürgen Hallbauer: "We sent our own promotion team to the neighbouring fairs where they handed out apples lasered with the AHA logo and flyers with a coupon to interested parties who were then able to redeem them and receive a Swiss Army knife from us. Special attention was focused on the catering fair Gäste and the Cadeaux with their visitors from the hotel and catering

industry which our product pool catered to with numerous suggestions."

GREAT RESPONSE

But even before the event, organizers had made every effort to draw the attention of existing and new customers to the event. This included creatively designed mailings as well as intensive telemarketing. The efforts, however, seemed to have borne fruit. Already during the second day of the fair, the managing directors of Abakus and Hallbauer, Ludwig Schulze and Jürgen Hallbauer, were "very satisfied" with the response, both on the part of the exhibitors as well as the visitors. And there was cer-



The world of promotional products is inexhaustible: There was plenty to see, to grasp and to explain at the stands of the 56 AHA exhibitors.



Also advertising for tongue clicking: The personalized pyramid cake.

tainly a lot on offer for the latter.

TWO INTENSIVE DAYS OF THE FAIR

The opening Sunday ensured a distinctly informal atmosphere in which even the young guests had their fun with face painting for the children, making masks and a chocolate workshop, while their older companions were able to devote their attention to the innovations of the promotional product experts. The second day of the event was much more intensive, with many new professional contacts delighting Abakus and Hallbauer. Accompanied by knowledgeable members of the

Abakus and Hallbauer team, there were numerous creative products spread over 1,000 square metres of exhibition space, with lots of new stimuli for effective marketing to discover. An additional impetus was given by the promotional product professional Martin Leipold of the company Lachmund GmbH in his talk on "Marketing without advertising wastage – The impact of promotional products in the communication mix". The selection of suppliers represented at the fair also left nothing to be desired and illustrated the great diversity of this colourful indus-

try. Many of the exhibitors at their stands also offered inspiring giveaways which had been specially created for the AHA. Thus the visitors were able to convince themselves of the persuasive power developed by the combination of appearance and benefit in an object. The "comradely cooperation" (Jürgen Hallbauer) between the two promotional product distributors from central Germany had once again borne fruit. A continuation of this cooperation is eagerly awaited.

www.abakus-riesa.de –
www.hallbauer.de



LUDWIG SCHULZE AND JÜRGEN HALLBAUER ON THE AHA

Ludwig Schulze: We have refined the concept of the AHA even further and also managed to convince a lot of exhibitors and interested visitors of the concurrent fairs to visit the AHA. The exhibition area in the CCL was an ideal choice: air-conditioned, with private parking, access for visitors and a catering area. Overall we are satisfied with the response. For the first time Abakus Magdeburg was involved as a co-organizer with its own customers at the AHA. Although the number of customers who visited our fair over the two days was less than had promised, which was probably due to the intense heat, the visitors and exhibitors of the concurrent fairs set a new attendance record for the AHA. Abakus Riesa alone welcomed some 130 companies and approximately 200 visitors.

I certainly believe that we have reached our goals – whereby, of course, we are still unable to make a sales forecast. In any case, we have received a large number of qualified inquiries. Our trade fair is making a name for itself and is on everyone's lips. These are ideal conditions for a third edition, whether it be next year or every two years.

Going by the final talks which followed a tour of the fairgrounds, it was evident that the level of interest among the majority of attendees was high and that the organisation of the fair received excellent



A successful team from the promotional product scene in central Germany: The exhibition partners Jürgen Hallbauer and Ludwig Schulze (left to right).

made a lot of inquiries. During the conversations I had, exhibitors frequently expressed their intention to participate at the 3rd AHA – perhaps even with a larger stand.

Abakus Riesa can also boast an excellent development in its 20th year of existence – order intake as well as sales and earnings are satisfactory. The investments made last year in their own refining capacity with extra-large embroidery machines, pneumatic double-transfer presses and state-of-the-art digital printers are working at full capacity. We are gradually

making a lot of inquiries. During the conversations I had, exhibitors frequently expressed their intention to participate at the 3rd AHA – perhaps even with a larger stand. Abakus Riesa can also boast an excellent development in its 20th year of existence – order intake as well as sales and earnings are satisfactory. The investments made last year in their own refining capacity with extra-large embroidery machines, pneumatic double-transfer presses and state-of-the-art digital printers are working at full capacity. We are gradually

makers and trade visitors visiting our fair. After all, an additional 325 companies with more than 450 persons visited us on both days, including a number of very interesting names. Basically the concept has proven successful, but this fair should take place every two years. Of the companies invited by Hallbauer, 165 companies were represented with 296 people over the two days. Thus we have again achieved a good participation and the quality of visitors surpassed that of the previous year. The result would have been even better if the temperature on Sunday had not been so extreme. We are pleased with our achievements, with the revised location and with the excellent cooperation between both organizers, in particular with Mr. Schulze.

Besides the Sunday already mentioned, the Monday with a large number of inquiries and orders was sensational, as was unanimously confirmed by the majority of suppliers. This was also confirmed by the satisfaction of our industry customers.

Our company has also hired a young employee to meet the growing demands of the future. <

»Special mention must be made of the absolutely perfect cooperation between the teams of both co-organizers, Hallbauer Exklusivwerbung and Abakus Riesa.«

acclaim. The spectrum of promotional products presented was generally praised, as was the live lasering of apples with the AHA logo. The presentation of different forms of refinement of promotional products on site turned out to be a special highlight again this year. That also provides scope for future fairs.

By and large, our exhibitors were optimistic about the upcoming fairs and end-of-year business. Especially as our visitors

taking over our customers' packing and shipping, if requested, and therefore we are now planning to have our own large warehouse.

Jürgen Hallbauer: Both companies have increased their degree of recognition enormously as a result of the Promotional Product Days and associated activities. The results of acquiring additional potential customers at the concurrent fairs have resulted in a large number of interested exhib-



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The new photovoltaic plant.



Launch of the photovoltaic plant (from left to right): Matthias Merzbacher, Beate Meißner (member of the State Assembly), Günther Sperber, Frank Sperber, Ms Walter (Sparkasse Sonneberg), Gerhard Sperber, Marcus Sperber.

OPEN DAY IN SUMMER

20 YEARS OF MEPLAST GMBH

Meplast GmbH invited guests to attend an open day on 15 July to celebrate its 20th anniversary. A varied anniversary program in the afternoon on the company premises in the northern Franconian town of Mupperg awaited the 500 guests who attended.

The anniversary celebrations began with a guided tour of the production during business hours, which enabled the visitors to try their own hand and take a finished product as a souvenir. In addition, selected products of the company were sold directly on site. A portion of the proceeds went to the local kindergarten. Of course there was plenty to eat and drink to satisfy everyone's appetite: The guests were treated to pizza, pasta, salads, coffee and cake. For the children there was a bouncy castle and two ponies to ride.

PHOTOVOLTAIC SYSTEM LAUNCHED

Among the visitors were not only customers and residents of the region, but also political representatives. Beate Meißner, member of the Thuringia State Assembly and Christine Zitzmann, district administrator also participated in the guided tour. As the issue of sustainability and eco-efficiency are coming more and more to the fore, Meplast GmbH also used the anniversary day to put the new photovoltaic plant into operation. Officially and formally almost all members of the management came and together with Beate Meißner and Ms Walter of Sparkasse Sonneberg pressed the start button. 1,800 square metres of



A customer tries his own hand in the Meplast moulding department.



There was plenty to see in the screen printing department.

solar panels had been installed on the entire roof of the company building, achieving a peak performance of 256 kWp and thereby reducing CO² emission by 52 tons per year. "Meplast GmbH wants to make its contribution to environmental protection and support renewable energy which is absolutely vital for future generations. This investment of more than € 750,000 is also a clear signal to maintain and safeguard employment in Mupperg, Thuringia," said plant manager Matthias Merzbacher about the project.

INFORMAL FINALE

In the evening, the celebrations were a little less formal. The staff of Meplast GmbH together with some of the staff of elasto form, the parent company of Meplast GmbH, raised their glasses once more to celebrate the anniversary. After a large Italian buffet, the Sperber family honoured all long-serving employees of Meplast GmbH with certificates, flowers and gifts. With groovy sounds of rock classics from the past decade, the band "Wart a moll" from Kronach enhanced the evening and the staff did not miss the opportunity to celebrate "their" anniversary well into the wee hours of the morning. www.meplast.de



There was a terrific atmosphere at the anniversary celebrations in the evening.



The children had lots of fun riding ponies.



Exciting prizes were up for grabs at the design-maker competition. The winning design (pictured right) was awarded €3,000 in prize money, the second-best design proposal (left) €3,000. Third place was worth €1,000.

VISCOM: DESIGN COMPETITION

DESIGNMAKER - COMPLETE SUCCESS

On 13 October 2011, the International Trade Fair for Visual Communication, Technology and Design “viscom” will open its doors. An inviting opportunity to look back at the first designmaker competition.

Germany is not only the land of poets and thinkers, but also of artists and graphic designers. This was shown by the very first designmaker competition held at viscom 2010. Creative people from all over Germany had been invited to the international trade fair for visual communication, technology and design to submit a design proposal on the topic of “Urban Jungle”. Whether on a car, a promotional cup, toilet bowl or T-shirt – the motif had to have a promotional impact on a varie-

ty of advertising media. The challenging task was solved by three creative minds particularly well. They were recently honoured by the fair organizer, Reed Exhibitions Deutschland GmbH, at a ceremony in Düsseldorf.

WINNING DESIGN OF DESIGNMAKER 2011

The atmosphere was electrifying as the competition jury announced the winners. First place went to a delighted Marc Prien, graphic designer and owner of empeggra.

His vibrant design reflected not only the theme in a variety of ways, but it could easily be adapted to different objects. “The created brand can reproduced, varied and positioned in a playful and elegant way, covering all aspects without seeming arbitrary or trivial,” said Bernd Gröner, Managing Director of Karl Gröner GmbH and member of the competition jury. The visitors of the award ceremony were able to convince themselves of the jury’s decision because the unusual design was presented on different advertising media at the ceremony. One by one a cup, toilet bowl, T-shirt, vinyl sticker and lightbox were unveiled in the “Prien Design”. The absolute highlight of the presentation: a Mini, which will also present the artist’s design in the streets of various cities in the future.

DESIGNMAKER – A PLAYGROUND FOR CREATIVE MINDS

Right behind the winner was Arno Ludwig, a freelance designer and owner of Air Atelier. His colourful comic design concept also reflected the theme of a dense urban jungle particularly well. “Colour and illustration combine to create a wealth of detail that invites you to an extensive foray into the world of images. Cheeky visual quotes with a good dose of humour characterize the entire design spectrum,” said Bernd Gröner at the awards ceremony. No less imaginative was the design suggestion from Karsten Vogt. He focused on an interesting mix of motifs from jungle elements and landmarks of the viscom trade fair grounds of Frankfurt and Düsseldorf.

TO BE CONTINUED

The event had a fitting climax in one of the most traditional restaurants in Düsseldorf. Prize winners, members of the press and contest organizers celebrated the success of the first design-maker competition. After a successful debut, it was agreed to continue the event. The second edition of the designmaker competition will take place at the viscom 2011. Interested persons can take in the winning designs of the first round in a special area and, at the same time, obtain information about the competition. www.viscom-messe.com



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PREMIUMS AND WATCHES

TIME FOR FINE PRODUCTS

Gradually, the year is turning into the home straight again, at the end of which many wonderful gifts are eagerly awaited by their recipients. Reason enough for us to devote the following pages to those products which convey special appreciation when handed over as presents.

Everyone knows the phenomenon: The more the years progress, the faster they seem to disappear. Even though we know that time is a constant flowing medium, the subjective sense of time often suggests to us very different units of measurement, so that time seems like a clock without numerals. Fortunately, there are watches with numerals which enable us to tell the time in a structured fashion. In its millennia-old history of development, this wondrous measuring instrument represents the complex interaction of cultural, technological and social developments of mankind. At the beginning of the long series of developments were elementary watches such as sand, water, fire, sun and star clocks. The most accurate time indicator today is the atomic clock. The watch has mostly accompanied us as an essential accessory and often as a piece of jewellery on a strap, but also in various areas of everyday life in an electronic version in household appliances, televisions, radio-controlled alarm clocks and in cell phones. It also cuts an impressive figure in its role as an advertising medium.





PERFECT TIMING

New from Kasper & Richter are the high-quality Avus 30 and Avus 60 Pro precision mechanical stopwatches. Each timepiece comes in a jewellery case and in a box, is mounted on eight stones and has a start-stop function with crown. They also have a rapid reset feature and can be wound by hand. The Avus 30 is graduated from 1/10 of a second to 15 minutes, the Avus 60 Pro from 1/5 of a second to 30 minutes. When large quantities are ordered, the company will finish the back of the watches with laser engraving.

40043 • Kasper und Richter GmbH & Co. KG • Tel +49 9131 50655-0
info@kasper-richter.de • www.kasper-richter.de



SOFT-AS-SILK LIP CARE

Premiums need not be large, but they should be exclusive. Lipcare Pebble is the name of the new, high-quality lip care product from KHK, which comes in a small, glossy enamel can with a mirror on the inside of the lid. Diving in brilliant photo quality is recommended as advertising space. The contents are also "premium". Plant lip care requires no mineral oils or waxes, and provides lips with lasting care in the form of beeswax and vegetable waxes. Lipcare Pebble can be ordered in quantities of 100 or more.

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

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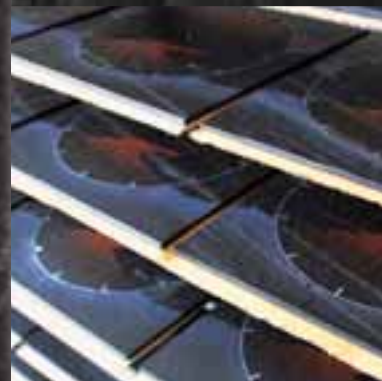


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ALWAYS UP TO DATE

No one knows whether or not the good old daily newspaper will soon be a thing of the past, supplanted by the World Wide Web in this age of new media. But at present, Troika is still flying the flag for paper as an information medium with its latest idea: a flat visiting card case made of metal with a motif called What's New, showing an illustrious selection of titles from international publishers. The filigree look of the transparent slipcase on this glossy chrome product is captivating, and its high-quality workmanship is also convincing.

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



ALWAYS ON TIME

It is easy as pie to remove and change the face on the stylish, individually boxed wall clock called Pineville from Easy Gifts. Just push it out through the flexible plastic frame, holding the clock with the window glass down to protect the glass. After printing, the two pieces are simply stuck back together again. Easy Gifts suggests putting the customer's advertising under the 12 on the clock face. The AA battery is not included, and should be ordered along with it.

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

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dass der schwedische Botaniker Carl von Linné 1745 das erste Mal beobachtete, dass jede Pflanze ihre eigene „Uhrzeit“ hat. Prompt kam ihm die Idee, eine Blumenuhr in Form eines Blumenbeetes zu entwickeln, das mit den zur jeweiligen Stunde blühenden Pflanzen bepflanzt war. Linné habe mit seiner Uhr, so sagt man, bis auf fünf Minuten genau gelegen. Jedenfalls im Sommer.



Tischuhr MAZE | 040 1371

3:30



Projektionsuhr MIDNIGHT | 040 1326

Wetterstation ONLINE | 040 1070



Wanduhr PUSH | 040 1547



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Inspirion GmbH, Zum Panrepel 39, D-28307 Bremen



HIGH-FLYING PLANS

The small, four-channel helicopter from Jamara is bound to be among the top promotional gifts for nearly every target group. This little flying acrobat puts fun into the office, and its gyroscope technology makes the copter very easy to use. Its technical highlights include the ability to choose from three frequencies and thus have three helicopters flying at the same time. Following the automatic channel search, which can be selected on the remote, the flying machine will also automatically home to the desired frequency. The copters have flexible rotor blades, five motors and a robust aluminium chassis.

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

ELEGANCE THAT HOLDS GREAT PROMISE

The Elegance model from Ritter-Pen is among the quality writing utensils in the segment because it has the most convincing writing properties. Its stable, high-gloss stainless steel clip, which can be furnished with an etching, blends in almost seamlessly with the glossy barrel. In addition, Elegance has a high-quality Marathon refill and is captivating thanks to its straight lines and classic elegance.

44508 • Ritter-Pen GmbH • Tel +49 6161 808-0
info@ritter-pen.de • www.ritter-pen.de



RESPLENDENT APPEARANCE

A premium promotional product combines a practical benefit, an appealing look and exquisite materials, and this high standard is fully upheld by the shoe care set in a leather case from Frank Bürsten. Not only is the high, made-in-Germany quality of the black cowhide case with a covered snap captivating, but also the contents, consisting of two glass jars of shoe polish, as well as two polishing cloths and a shoe horn. The vendor will also put customized printing on the polishing brushes.

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



ENJOYMENT DOWN TO THE LAST DROP

The Wine Shield from Ambiente Luxus keeps open bottles of wine fresh for many days at a time and needs no pumps or gas cartridges to do so. Because it creates an effective physical barrier without any additional gas or chemicals, Wine Shield radically delays the oxidation process. It is also tasteless and safe for use with foodstuffs. Printing a customized logo on it poses no problems.

47727 • Ambiente Luxus GmbH • Tel +49 33762 226583
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www.kalfany-suesse-werbung.de



SLICES OF VITAMINS

Thanks to a combination of stainless steel and silicone, the Pepino cucumber slicer from Silit is not only predestined to be taken firmly in hand, but also looks captivating and is easy to hold. The blade is made of special steel, and its two-sided cutting edge makes slicing quick and easy, keeping all slices in the same thickness. The geometry of this dishwasher-safe slicer, which is also furnished with a non-slip handle, enables it to be used by both right-handed and left-handed people, as well as for other types of vegetables, such as carrots or radishes.

43187 • Silit-Werke GmbH & Co. KG • Tel +49 7371 189-0
post@silit.de • www.silit.de

SOLID BACK FOUR

The elegant, sporty Bullet bags from Halfar made from the material used in bullet-proof vests are simply unmistakable. Their trademarks include an eye-catching silver buckle with engraving as well as an elegant colour combination of black and charcoal. As the smallest of the four Bullets, the Bullet Personal-Bag shines with a perfect fit on the hips. If you need more storage space, you can't go past the Bullet Backpack. Corporate customers can enjoy a different way of making work easier: The Bullet Notebook Case keeps the day's documents in order and transports the laptop safely from point A to point B. For large luggage and the grand entrance, this is where bag number four comes into play: the Bullet Travel Bag. All bags can be superbly refined using embroidery or print. More promotional bags from Halfar can be found in the 2011 company catalogue or at www.halfar.com.

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



TEXTILE CLASSICS FOR EVERY PURPOSE

Textile advertising vehicles in nearly every conceivable style for bathroom, kitchen, sports and the beach are supplied by Italian textile specialist Emmebiesse. This company in Casale Monferrato offers not only cotton bath towels, but also towels made of various mixed textiles or even velour items, with advertising optionally printed or woven. Short delivery times and low prices even on small orders keep the offering competitive, according to the Italian company. The selection of designs, sizes and colours is almost unlimited. Along with many standards, custom products can also be had upon request, is the word from bella Italia.

45079 • Emmebiesse S.p.A. • Tel +39 0142 74391
info@emmebiesse.it • www.emmebiesse.com





PERFECT SYMBIOSIS

The elegant writing utensils named Devon from Senator unite form with function. The fine sweep of the glossy enamelled case includes a smooth, ergonomic grip zone on the front, thus ensuring that writing with this retractable ballpoint pen always flows smoothly. The new model comes in black, white and silver, and can be customized with a high-quality laser engraving on the barrel or clip.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801202
 ulrike.lange@senatorpromotion.com • www.senatorpromotion.com



Art.-Nr.: 52813



DATA-BOOSTER

www.ritter-pen.de



TAKING A PERFECT TURN

Micro screwdrivers from Wera are ideal for working with precision screws, such as those used for the fittings on telephones, computers, watches or model cars. Or for adjusting the small screws on terminal strips: here micro screwdrivers really do the trick. Moreover, the rotating cap lets them turn as fast as lightning, so it is no longer necessary to keep changing your grip, which is particularly difficult with precision fittings. The power zone with integrated soft zones enables the transmission of high torques. The Wera Black Point bit guarantees a long service life and enhanced corrosion control. The tool set with the item no. 2035/6 A and code 05118150001, including slot and Phillips screwdrivers, also contains a practical rack that can be attached to a wall so the tools can be kept in good order.

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

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If just looking in the mirror teaches you the meaning of fear, do not give up: after all, life is too short to let a mere mirror scare you. The motivational mirror from team-d, with its inspiring encouragement to overcome the uncertainties of everyday life, is a genuine enhancement to every interior decoration. The mirror in this high-quality designer item is 44 x 23 centimetres in size. The application purposes recommended for this product are the subscription premium, the incentive segment, employee motivation, prize competitions or simply as a stylish way to say thank-you.

44186 • team-d Import-Export Warenvertriebs GmbH • Tel +49 7181 989600
psi@team-d.de • www.team-d.de

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





CHRISTMAS TEA CANDLE TIN

ADV PAX Lutec is presenting on its website at www.adv-dosenshop.de numerous tin designs with new Christmas motifs. Orders are even accepted for small quantities. They include many clever packaging solutions for the prominent presentation of customer products. An absolute eye-catcher is the candle box in red or blue. The ingenious feature: the light of a candle can penetrate to great effect through star-shaped cut-outs in the body. Other highlights include a new fruit cake box with dimensions of 260 x 135 x 79 millimetres. The Wuerttemberg company also enables each customer to individually custom print the tins. From a minimum order quantity of 2,000 pieces, the cans can be custom printed using the offset printing process. Imprints are possible from 1,000 pieces.

46850 • ADV PAX Lutec GmbH • Tel +49 7123 725925

info@adv-pax.de • www.adv-pax.de

SLEEK KITCHEN HELPER

Anyone looking for quality cutlery for household and professional use is sure to find it in the product range of the innovative Swiss knife manufacturer Victorinox. After all, the company's range in this sector boasts more than 400 different models, thus covering practically every purpose and advertising budget. The right blade hardness and laser-tested cutting angles guarantee good edge retention. Ergonomic handles and dishwasher-safe materials make working with them even easier. Advertising etched on the blade turns them into successful advertising vehicles with a long-lasting effect.

44281 • Victorinox AG • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.ch



NICE WAY OF PASSING THE TIME

The Clock Maze available from Inspirion is intended for anyone who would like a bit more colour in the office. The colourful clock with analogue time display is available in five colours. Black hands on a white background let you know what time it is. Available in a timeless design, the clock would decorate any desktop. However, this table clock does more than simply look good: The maze puzzle game on the dial is a nice way of passing the time if the computer takes an involuntary break. On the front, the plastic housing of the clock offers space for an imprint. Other attractive timepieces are listed in the Christmas Special 2011 catalogue.

42907 • Inspirion GmbH • Tel +49 421 5227-0

info@inspirion.eu • www.inspirion.eu



BRING ON WINTER

With a cuddly soft fur-lined hat made of real leather, customers of the Nuremberg company Macma can show off their style. Made of high-quality genuine leather with soft synthetic fur, the hat even keeps you warm on very cold winter days and is also a real trend accessory. The Franconians can print a customized advertising message on the free leather surface of the reverse side.

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



SET AN EXAMPLE OF GOOD TASTE

Moon, the new writing utensil from uma, embodies elegance unbounded by time and space, which will immediately awaken the interest of anyone who sees it. Whether in blue, red, black, silver or white, the new uma Moon metal retractable ballpoint pen automatically evokes a space rocket owing to its shimmering metallic case, elastic metal clip, shining silver tip and push button, and its forward-thrusting, dynamic form. And a real highlight is the silver rings around Moon's barrel. According to the manufacturer, they symbolize the orbit of the satellite the pen is named after. Uma will grant printed advertising a landing permit on its Moon in a variety of positions. And this quality pen has a writing performance of around 5,000 metres thanks to uma's jumbo metal refill. Free Moon product samples can be ordered on the Web at www.uma-pen.com/moon. Furthermore, you can put together your own ideal ballpoint pen variations around the clock with the convenient uma product configurator at www.uma-pen-konfigurator.com.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 7070
info@uma-pen.com • www.uma-pen.com



EXCLUSIVE HOURS

Since its introduction, the Macma brand Ferraghini has stood for quality products that lend themselves for a place in an exclusive setting. An impressive Ferraghini wall clock with aluminium frame is now available from Macma. The attractive wall clock has a genuine glass lens and glossy numerals. The customer's message or logo can be lasered on the aluminium frame by the Nuremberg company.

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



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FLAMING STAGE

This table fireplace developed by Carl Mertens focuses on the fire itself. With this archaic steel object with its subtle details and a tank that is virtually suspended, the attractive forces of the open flame can be experienced from all sides, on a table or on a sideboard. Here, the minimalist design draws attention to all the dancing flames where the fire has its own stage. The fireplace is operated with bioalcohol, 96 per cent ethanol, and depending on the size of the flame burns up to six hours. Useful components for filling and extinguishing add the finishing touch to this product.

47676 • Carl Mertens Besteckfabrik GmbH • Tel +49 212 24225-19
n.schaulies@carl-mertens.com • www.carl-mertens.com

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www.psi-messe.com/vip
Phone: +49 (0) 211 - 90191 210



FASHIONABLE DESIRES

The fashion accessories of Jolie from Sigel are symbols of glamour and taste. The attractive pocket mirrors which fit into any handbag, the card holders crafted from high-quality metal which give them a brilliant appearance and the practical handbag holder catch the eye. Each of the six sets is decorated with pretty floral designs and sparkling crystal stones. The Jolie series emphasizes individual style and sets new trends. Jolie stands for fashion accessories, jewellery and palm stones. Each set is a special gift idea.

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



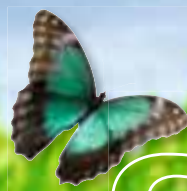
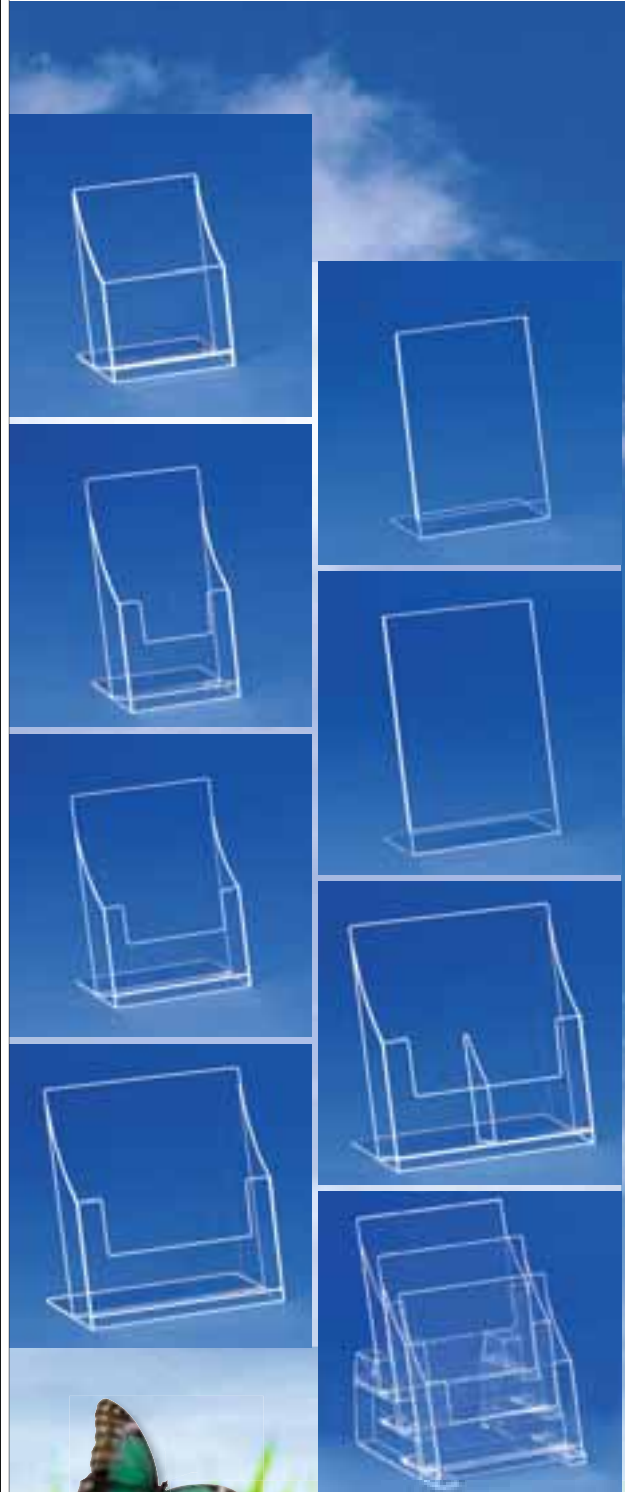
HIGH-TECH FOR THE KITCHEN

The fashionable CeramicDuo set from Spranz consists of a professional knife block made of black wood furnished with two ceramic knives, one for cutting meat and one for peeling, along with a potato peeler. The black blades can be laser engraved to great effect, recalling the lovely gift every time a knife is used. Ceramic is hygienic and can be made extremely sharp yet never become blunt, which is a big advantage. Upon request, customers can also take advantage of Spranz's full service, comprising consultancy, sampling, items ex warehouse in Koblenz, Germany pre-press, printing and shipment in the name of the customer.

41462 • Spranz GmbH • Tel +49 261 98488-0
info@spranz.de • www.spranz.de

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EXCITINGLY DIFFERENT

As the first metal writing instrument from Prodir, the new ES1 opens a new chapter in the company's history and occupies a special position in the revised product range. The outstanding feature is its unusual, contemporary and high-quality appearance in a triangular shape. Starting from a minimum order of 500 pieces, the ES1 proves to be the ideal positive image for young premium brands. The ES1 Metal is incorporated in Prodir's new communication concept which assigns each writing instrument a character name, a claim and three precise value terms: It is the youngster with an exciting look that arouses unique emotions. Fresh, smart, surprising. The clip is available in up to five colours and the shaft is customizable in one colour.

43417 • Prodir SA • Tel +41 91935 55 55
sales@prodir.ch • www.prodir.com

BRIGHT DESIGN

A good start to the day is assured with the new WT 489 design alarm clock from the technoline Premium Collection of Technotrade. Thanks to its ideal combination of light and individually adjustable sounds, including alarm, nature sounds, radio or your own favourite music, the user is woken gently and naturally. The quartz clock features two alarms with a programmable snooze function and sleep timer together with subtle background illumination with dimmers and radio station storage. An additional highlight is an energy-saving mood light with colour interplay that turns any room into a relaxed, comfortable atmosphere. Its attractive design with integrated touch sensor makes the alarm clock a versatile eye-catcher for presenting an advertising message.

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



INDIVIDUAL DISPLAY

The German importer HNC AG not only specializes in its successful Smart-Lite lamp series but also in wall clocks. The customer chooses between a plastic or metal casing and whether the clock is to be operated with a quartz clock or a radio-controlled clock. HNC also offers a large selection of frames and colours and assembles the customised clock in small quantities in the shortest possible time. Various printing techniques through to an all-over print of the dial round off this offer. Customised designs can also be created in any shape and colour.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 3816-0
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An ideal alarm clock should have large buttons that are easy to use. Such an alarm clock, with a clear, well-arranged display that is easy to read, even at night, without penetrating bright continuous lighting or having to search for the light switch, is offered by TFA Dostmann. The Sonio radio alarm clock, with snooze function and date and weekday display, eliminates the annoying power cord or constant battery change. The background lighting is automatically switched on by darkness. The display is dim, but bright enough to read the time. Through energy-saving LED technology, the battery will last a long time. A built-in thermometer measures the room temperature and creates a good atmosphere in the bedroom. For a restful sleep, the temperature should not exceed 18 degrees Celsius but not fall below 16° C.

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ENLIGHTENING MOMENTS

The HNC AG in Weiden has teamed up with Smartlite to develop probably the smallest and lightest worklight of its kind in the world. The 24cm-long lamp is made of aircraft aluminium, the lamp head is made of unbreakable Makrolon. A quality product that convinces any professional even under the toughest conditions. The technology is based on developments in aerospace technology. The reflectors and high-power LEDs ensure that a luminosity of about 50 normal LEDs is achieved. Thanks to its compact size, tilt and swivel hooks allow even inaccessible parts or machines to be flexibly and precisely illuminated. The lamp is operated with two AA or rechargeable batteries.

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CRISPY DELIGHTS

Under article number 1850, the Nuremberg promotional product specialist Easy Gifts offers a practical folding barbecue called Montenegro in an individually packaged box that provides an excellent grill experience even outside summer. An unusual gift that will certainly surprise customers. The small, folding grill is compact in size and an ideal companion thanks to its simple handling. The folding function allows it to be assembled and disassembled quickly. For customised advertising, Easy Gifts will affix an appropriately designed sticker on the individual packaging.

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RISE AND SHINE

Something for real boys and horse-loving girls are the funny children's alarm clocks from TFA Dostmann. Equipped with a fire-alarm siren or whinnying horses as an alarm signal, they let the young ones know that it's time to get up. Instead of a boring ring tone, a loud "ding-ding-ding" or a strong "neigh" sounds. Large, easy-to-read numerals and minute markings make it easy for even small children to read the time. Thanks to the shock-proof plastic housing with the big alarm bell, the clock is extremely sturdy and durable.

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NOTES IN PRIME LOCATION

The new BonA 5 plastic notepaper and desk tray in Gutter's Europnote product series captivates thanks to its hefty wealth of material and brilliance. The product has lowered sides to facilitate writing on the paper and removing it, and comes from a company which has been specializing for more than thirty years in elegant, timeless design and the manufacture of notepaper dispensers, as well as brochure stands with an acrylic look. Screen printing in one or four colours is recommended for customizing, or raster-free digital printing embedded in the large top section.

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BRECHT PROFASHION GMBH

WITH TRADITION AND FORMAT

Brecht Profashion GmbH, based in Baden-Württemberg, is a new member of PSI. During the company's thirty-year history it has acquired an excellent reputation, making a name for itself in Germany and the rest of Europe, as a manufacturer of sports, leisure and work wear.





Brecht Profashion GmbH in Bretten, Germany specialises in the production and sale of high-quality sports, leisure and work wear. All garments are made and finished on the company's own premises, and undergo strict quality controls.

INNOVATIVE MATERIALS

While work, sports and leisure textiles were once considered merely from a functional point of view, customer demands are now much more sophisticated. Original, modern designs, good wearability, and most importantly technologically innovative materials such as hi-tech fabrics, Coolmax extreme mit fresh fx and Thermo°Cool mit fresh PRO are now much in demand. "These fibres were originally developed for athletes to ensure that the surface of the skin would remain at a pleasant temperature however hard they were working, and to allow sweat and moisture to evaporate quickly and without leaving a trace," explains Hans-Jürgen Bange, a spokesman for the company. Many of the garments made by Brecht Profashion incorporate these fibres, and wearers have been impressed by the useful thermal effect and cool, comfortable fit. Very recently, the company expanded its business with new product lines, introducing materials such as ESD, EN 471,

flame-retardant fabrics, Thermolite, cotton and cotton mixes

CORPORATE FASHION AND MERCHANDISING.

"Customers really appreciate our company's ability to meet their requirements quickly and flexibly with excellent value for money," says Hans-Jürgen Bange. "This is something that appeals mainly to corporate fashion and merchandising, golf clubs and associations, an area in which our company is experiencing sharp growth." Bange continues: "Brecht Profashion is able to design and manufacturer to a high standard, meeting customer requirements even with quantities that are rather low for this industry. We can reproduce individual company logos exactly, as well as original team colours or logos, in high-quality embroidered or printed format. Our products are basically tailor-made for promotional campaigns, and even include a labelling service."

A BROAD RANGE

The company's impressive product range includes not only classic T-shirts, polos and sweatshirts, but also shirts, blouses, jackets, scarves, caps, underwear and socks – from the yarn through to the finished product, with a two-year wash and wear guar-

antee. "All in all, an outfit that has proved itself in a highly competitive market, and has impressed people for many years now," adds Bange.

RESPECT FOR THE ENVIRONMENT

"Our products are not only regularly updated in terms of line and cut, they also undergo strict controls at the design and production stage," Hans-Jürgen Bange concludes. "Particularly important in this regard are the German textile regulations, ÖkoTex Standard 100. By respecting those standards, we can give our customers the comfort of knowing that all our products are environmentally friendly and free from harmful substances. They are always kind to the skin, hypoallergenic and pleasant to wear." At the 50th PSI fair in January 2012, Brecht Profashion will be exhibiting for the first time, at a 40 squaremetres stand in Hall 10 (10 B 31).

www.brecht-profashion.de



The company's impressive product range includes not only classic T-shirts, polos and sweatshirts but also shirts, blouses, jackets, scarves, caps, underwear and socks.





20 YEARS WILK ELEKTRONIK S. A.

WILK CELEBRATES ITS ANNIVERSARY

Wilk Elektronik S. A, the owner of Goodram brand, the only RAM producer in Europe and the member of PSI, celebrates its anniversary this year. In August 20 years have passed since the time when Wieslaw Wilk established the company, which is now the synonym of the word “memory” for many people.

In the beginning, the company had its office in Tychy, in the very heart of Silesian agglomeration, in the south of Poland – the entire company occupied at that time two rooms in a post-socialist style office building. “It’s still hard to imagine that we accommodated there our sales department, warehouse and service,” reminds Wieslaw Wilk, the CEO of the company.

FRUITFUL COOPERATION

In the 1990’s, Wilk Elektronik dealt with distribution of RAM from leading producers in the market. In 6 years, the company has achieved the leadership position among suppliers of this type of solutions in Poland. Exactly at that time, the company established cooperation with clients that also began their business in the 1990’s. Fruitful

cooperation has lasted until today, and the mentioned companies belong today to the biggest distributors of IT equipment in Poland. At the verge of 1990’s, Wilk Elektronik supplied as much as 70 per cent of primary storage in Poland and exactly at that time the company was transformed into a joint stock company. Rapid development of the company in the end of the 20th century can be illustrated by its sales volumes – in 1992 the sales income reached US \$ 121,350, while in 2000 it was nearly US \$ 50 million. Not only did the company manage to survive the crisis in the IT industry in the beginning of the 21st century, but it also established strategic cooperation with Infineon (Qimonda). “Support from such company allowed us not only to enlarge our offer, but also provided a firm technological basis,” said the CEO of the company. “In the time when we dealt with distribution, I visited all major plants producing RAM in the world. I came to a conclusion that I was able to open on my own a plant that would combine the best features of memory producers: Japanese precision with European quality,” added Wilk.

MADE IN POLAND

In 2003, the company moved its office to nearby Laziska Górne, a town known so



The production at Wilk Elektronik is subject to strict quality standards.

far from steel mills or power plants. Thanks to that decision for nearly a decade Wilk Elektronik has been the showcase not only for the city, or the region, being in the same time the capital of "Made in Poland" memory. In the new office, the company employed 130 persons and the surface of 3,000 square metres accommodated a production line, based on cutting edge Fuji brand SMT pick and place machines. The building provided also venue for a warehouse, administration offices and a sales department. At that time, the company decided to introduce its own brand to the market. The employees of the company made their contribution at that time by devising the name Goodram in a competition. Launching of the new brand in the Polish market coincided with the beginning of expansion of the company's sales network in the markets of Central and Eastern Europe. In the subsequent new markets, the Polish memory products started to gain rapidly on popularity, which led to increased share of export in the total sale of the company reaching 40 per cent in 2005. Thus a natural step in development of the company became to open a branch office in United Arab Emirates, thanks to which the Polish memory products reached the clients in



Wiesław Wilk

the Middle East and Africa. Currently, the UAE division of the company services millions of clients from three continents, supplying Goodram brand products to such countries as Algeria, Tunisia, Saudi Arabia, Bahrain or Kuwait, among other things. Since 2006, Wilk has introduced Goodram USB flash drives to its offer.

COOPERATION WITH TOSHIBA

Thanks to the beginning of technological cooperation with Japanese Toshiba, the global leader in NAND Flash technology, in 2008 Wilk Elektronik was capable of beginning production of its own pendrives, becoming in 2009 the member of PSI and

offering its product also to advertising industry. Currently nearly 60 per cent of entire production is exported to such countries as, for example, Ukraine, Russia, Romania, the Czech Republic, Slovakia or Germany. In 2010, the turnover of the company reached US \$ 63 million, while Goodram products gained recognition and a great number of awards for their top quality all over the world. In order to maintain its position, Wilk Elektronik has continued to modernize the manufacturing technology of its products. "We have continuously invested in new machines and solutions. That is why very soon we will be able to offer our clients the most modern products, such as USB 3.0 or SSD with SATA 3 interface, at competitive prices," recapitulated Wiesław Wilk. <

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Thomas Megeth, Country Manager of Ballograf Germany/Austria-Cupa GmbH: "With a high-quality, long-standing brand, new designs and attractive margins we will put new life into the German promotional products market."

BALLOGRAF AB: PREMIUM WRITING UTENSILS

BALLPOINT PENS FOR CHAMPIONS

During the FIFA World Cup in South Africa, it was in the hands of all the referees and officials: The official FIFA ballpoint pen Epoca from Ballograf. Now, with its impressive performance, the long-standing Swedish brand is coming into play in Germany, a nation of football enthusiasts.

At the recent 49th PSI Trade Fair, they could be seen and tested for the first time: the high-performance writing implements from the Swedish manufacturer Ballograf. With a writing length of eight kilometres, the ink of the internationally famous premium ballpoint pen from Ballograf lasts an extremely long time. With it, for example, you could trace the route run by a professional footballer during a game. With high-quality refills made of stainless steel, permanent soft ink and a precise nib, Ballograf's writing utensils achieve great writing comfort. "We can check this with a quick test," says Thomas Megeth, Country Manager of Ballograf Germany/Austria-Cupa GmbH and head of sales in Central Europe (with a focus on Germany and Austria). "Simply draw battlements without taking the pen off the page. There should be no blots at the corners."

MORE THAN SIX DECADES OF EXPERIENCE

Initially, a premium range is being introduced in Germany that includes more than 200 products and fifteen series, comprising ballpoint pens, retractable pencils and markers in the mid-price range. "With a high-quality, long-standing brand, new designs and attractive margins, we will put new life into the German promotional products market," Megeth promises. For this, Ballograf can draw on more than six decades of experience in production and marketing – with success: "We are already currently represented in more than 45 countries worldwide and are regularly among the top players there."

QUALITY IS A TOP PRIORITY

Despite the digital age, competing suppliers of cheap products and periods of economic crisis, Ballograf's figures are good. Consumers are increasingly looking for quality and safety again, as current German studies show. Particularly in the medium price segment, brands have been gaining significance again since the economic crisis. Quality has always been a top priority at Ballograf: this is one reason it is among the best-known stationery brands worldwide. The writing utensils, refills and



High-quality stainless steel refills, a metal shaft, permanent ink – with premium ballpoint pens like the Opus II Ballograf is regularly among the top players in more than 45 countries.



The official FIFA ballpoint pen Epoca (above) from Ballograf was present at every game of the last FIFA World Cup. Now the long-standing Swedish brand is coming to the German market with the model Rondo plus (below), among others.



markers are produced in Sweden using high-quality raw materials and components, some of them from Germany. It is not without reason that Ballograf offers a lifelong guarantee on the push-button mechanism of the Classic series.

COMPREHENSIVE PREMIUM RANGE

In addition to modern retractable pencils and markers, the premium range that has now been introduced in Germany includes ballpoint pens for the fun and business sector, with everything from high-quality plastic shafts and rubberized soft shafts (Rondo, Pocket) to shafts made of metal. These include the official FIFA ballpoint pen Epoca, the eco-friendly product line Friendly and the modern mini-ballpoint pen Pocket. All ballpoint pens are fitted with stainless steel refills, have permanent ink and are refillable.

TRADING PARTNERS AS TEAM PLAYERS

Ballograf is distributed in Germany exclusively via retail channels. The goal is a lasting cooperation with promotional products distributors. "In our partnership we regard the promotional products distributors as players on a football team. We respond to their respective position, strengths and performance and develop a tactic with which we can then go on the offensive together. In this way, everyone wins, not only once but for the long term, and gets a fair reward for this: with quality and an attractive margin," Megeth explains.

SHORT COMPANY PROFILE

The Swedish company Ballograf was founded in 1945 by Austrian Eugen Spitzer. Ballograf was one of the first to develop a ballpoint pen with a push-button mechanism

and lightfast, permanent ink and quickly became a well-known brand in Scandinavia. In 1959, Ballograf was taken over by the French company Société BiC and in 2004 it became independent again through a management buyout. Cupa GmbH took over distribution for Central Europe (focusing on Germany and Austria) in 2010. Today Ballograf is represented in more than 45 countries worldwide and is an internationally known brand for stationery.

www.ballograf.se





FRAMSOHN FROTTIER

QUALITY AT THE HIGHEST LEVEL

Framsohn Frottier in Heidenreichstein in Austria was founded in 1908 and has remained in the hands of a single family for all of its more than 100 years. Situated in a picture-book forest, it supplies quality textiles at the highest level in keeping with the slogan “Getting close to nature”.

The Austrian family-owned operation Framsohn Frottier GmbH – managed from the very outset by the founding family – places particular importance on keeping in close touch with nature and with people. That is why its products are manufactured and finished entirely in keeping with the idea of sustainability under one roof in Heidenreichstein, set in the thickly forested countryside of northern Aus-

tria – an extraordinary feature, since many other textile companies have moved their production abroad.

ECOLOGICALLY AND SOCIALLY ACCEPTABLE

Keeping the production, processing and finishing at the company’s home location enables it to guarantee quality that meets European standards. The proof is in the many awards Framsohn Frottier has won

in years past. The launch of its new Organic Touch line brought Framsohn the Global Organic Textile Standard (GOTS). This serves as a seal of quality for textiles which are ecologically and socially acceptable through and through. The organic standard governs the cultivation, processing, packaging, labelling, export, import and sale of all textiles made of natural fibre.

OUTSTANDING GOODS

The company is especially proud of the European Eco-Label awarded to it in 2010 by Austrian Environmental Minister Niki Berlakovich, a distinction for products which meet high standards of performance as well as environmental quality. For Framsohn’s encompassing social responsibility and its submission of Organic Touch, it was also presented in May 2011 with the Trigos Award for sustainability and CSR (corporate social responsibility).

FLEXIBLE AND FAST

Because it runs its own production in Austria, the company is much more flexible in the planning and production phases. This is particularly evident in its extraordinary expertise, personal consultancy and ability to produce relatively small quanti-



High-low inweaving



Jacquard inweaving



The Framsohn manufacturing plant is situated in the thickly forested countryside of northern Austria.

ties. The company also beats manufacturers in the Far East when it comes to delivery times. The company guarantees that customers can receive Austrian quality directly from the manufacturer's warehouse in a matter of three weeks, depending on the order quantity.

PLENTY OF ADVERTISING SPACE

The Framsohn range of promotional products runs from high-low inweaving to border inweaving and Jacquard inweaving up to embroidery and finishing in the form of transfer printing. If customers so wish, the design department can produce digital designs which are submitted to customers for clearance before production begins. "Some of the convincing reasons for using Framsohn Frottier as advertising vehicles are: customers use towels several times a day; terry cloth products have plenty of advertising space; advertising on terry cloth is a message that lasts a long time; terry cloth is pleasant to the skin," Managing

Director Eva-Maria Schulner counts off the advantages of using terry cloth products to advertise. Contact person for everything related to Framsohn promotional products is Isabella Zeller-Ebhart, Key Account Manager at Framsohn Frottier.



Isabella Zeller-Ebhart is the person to contact for everything involving Framsohn promotional products.

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Border inweaving



Transfer printing



VOLKER RIEDLE

THE SELF-MADE MAN

Many would say that Volker Riedle had taken a rocky road. This likeable businessman, who did not grow up with his birth parents but in a foster family, doesn't share this view, however. For him, this was exactly the right road because it made him into what he is today: Volker Riedle, a likeable, single-minded self-made man who puts his heart and soul into managing his company, Bags by Riedle.

We got to know Volker Riedle at the headquarters of Bags by Riedle in Langenbrettach, Germany. Friendly and open-minded, the 43-year-old welcomes us to the modern, exclusively furnished building which suits the Riedle brand as well as does the managing director himself. This tall man with dark hair and lively green eyes makes a dynamic impres-

sion, creative and indomitable. At the tender age of 23, he took the leap into self-employment. Since then, he has been rushing from one success to the next. Today, he has grown his company into one of the best-known suppliers of paper bags in the industry. One of the places he looks to for the power propelling him ahead is in his late childhood and youth.

"I HAVE TO BE ABLE TO GO MY OWN WAY"

If you had asked Volker Riedle as a child what he wanted to be when he grew up, he would have said, "I want to be nothing less than God Almighty." He figured if he had that job he could make things the way he wanted them to be. This wish undoubtedly bore the mark of Riedle's experience

as a youngster. After all, at that time a lot was decided over his head. "I was separated from my birth parents at a young age and then lived in a children's home in Ravensburg," he explains. "Until a family from Langenbrettach came looking for a foster child and picked me." This was the "big point" in his life, as he often emphasizes. He grew up happy with the Riedle family, where he enjoyed a good education and sufficient elbow room. "What was very important to me was that I was able to go my own way," Riedle stresses. And that's just what he did.

PAPER – IRRESISTIBLE APPEAL

His father wanted him to become a policeman, but Volker Riedle was not interested in crime and corruption. He was attracted by quite a different business. As Riedle recalls, "When I was young, I often accompanied my father, who was a businessman, to a printing shop. What I immediately found fascinating there was the smell of paper and ink." And that's how it happened that Volker Riedle did not spend his first internship at a police station, but in a printing shop. "After the first fourteen days between the presses, printed matter and paper rolls it was clear to me that I wanted to work in this business." No sooner said than done. In 1984, Volker Riedle started to train as an offset printer.

AMPLE FIGHTING SPIRIT

It's not easy for a young boy to go his own way unwaveringly without letting his decision be influenced by his parental home. Even in his youth, however, Volker Riedle already had a fair-sized portion of will power. This was due, among other things, to the hobby he so passionately engaged in: the martial arts. For sixteen years he devoted himself to this high-performance sport, gaining success at national and international levels. "The martial arts foster attributes such as ambition, willpower, self-assuredness and discipline," says Volker Riedle. "You can only engage in this kind of sport if you put a lot of hard work into yourself. Basically, it's not that different from business life. If you want to get ahead, be better, it is also a kind of 'competitive sport'."



ENTREPRENEURIAL DRIVE

Volker Riedle was already taking on the challenge of "competitive business sport" at the age of 23. At this young age, with his certification as printing and paper engineer in his pocket, he risked going into business on his own. He had already "trained" for being a businessman during his time doing community service. Riedle recalls with a chuckle, "I always liked getting people fired up for my ideas. While I was doing my alternative service, money was scarce and I motivated my colleagues to make a little on the side. I put logos on printed products, had my 'hobby sales representatives' hand them out and collected a fee for the service." In 1991 Volker Riedle rented a very small, very old office and founded a promotional products distribution company. With the money he was able to save, he bought a packaging plant two years later. "Ahorn-Folien, a company which at that time did most of its business in paper bags for bakeries and went bankrupt in 1993," Volker Riedle recounts. "One of my father's acquaintances called me at this point and made me an offer for his operation. So I drove out there, looked it over and bought the company three hours later for 70,000 marks." Thus Volker Riedle not only got himself something to fall back on, but also a real challenge.

THE QUALITY FANATIC

"I had always had a peculiar trait," Volker Riedle explains, "When I was interested in something, then I went for it lock, stock and barrel. I would get out the biggest shovel I had and dig the biggest holes I could to get behind the secrets." The problem was that the bakery bags just weren't very electrifying. The products made with simple flexo printing just couldn't meet Vol-

ker Riedle's high quality standards. However, the paper bags Volker Riedle discovered for himself while looking for an alternative in 1996 were quite a different matter. All fired up about the carrying bags, he traded the unassuming flexo products for high-quality bags and combined his paper and printing operation with a promotional products business. Under the name of Papier-Riedle, later just Riedle, the hard-working businessman registered his company with the PSI as a supplier of high-quality carrying bags in 1998.

BROAD RANGE OF SERVICES

That was thirteen years ago. Since then, the company has enjoyed healthy growth. Step by step, capacities were expanded, new employees hired. At present, Riedle and his nine-person team take care of about 42,000 customers from the world of promotional products, industry, trade and services. In addition, 240 pairs of nimble hands ensure that production and logistics keep running smoothly. Such well-known companies as BMW, Bosch, Douglas, Lagerfeld, Lancôme, Nike und Sony are enthused about the team and its products. Riedle's customers can profit from a very broad range of services. For instance, the company offers roughly 1,000 basic bag sizes, and cords in more than 170 colours. And the types of finishing are also unlimited: everything is on offer, from gloss and matt plastification to UV varnishing up to embossing and hot foil stamping. In-house graphic artists help out with the design of the carrying bags – a service which is free of charge, by the way.

EVERY PRODUCT IS ONE OF A KIND

By deciding to produce carrying bags, Volker Riedle has chosen a highly efficient promotional product. As shown by an in-

VOLKER RIEDLE IN PERSON

What was your first thought this morning?

What was my last thought yesterday evening?

When is your day a good one?

Every day is a good day. Every day!

What gets you in a good mood?

Cheerful birds chirping early in the morning. Wonderful.

And what drives you crazy?

Media who write negative headlines bigger and bolder than positive headlines.

What are you most likely to forgive yourself about?

My weakness for weaknesses.

When do you lose track of time?

Being together with my 9-year-old son.

If you were forced to take a four-week holiday, where would you go?

To a monastery. Just me. Nice thought.

What do you like spending your money on?

Family. Employees. Promoting youth sport.

Do you let yourself get seduced by advertisements?

Don't we all? Fortunately.

When is a promotional product a good promotional product?

That's simple: when it was manufactured in Europe!

What is the best promotional product you have ever received?

An Edelweiss. It's still in the garden. And it works.

What do you find irritating in relation to promotional products?

The fact that 'Made in China' appears everywhere.

dependent study of the Paper and Foil Wrapping Industry Association, Germany every single bag gets 236 eye contacts thanks to its long, useful service life. This value is sure to be higher for Riedle bags, since Riedle leaves no room to skimp on quality. The feel and tear strength of the paper is checked, the printing is extremely accurate and the colours true. Each bag's cord must not only be easy to carry, but also a perfect match for the logo and design. "We put our trust in doing things by hand," explains the businessman, "That is why every bag is unique, one of a kind." The bags are produced only in Europe. Imports from the Far East are out of the question for Riedle, owing to their poor quality and reliability. Despite all the attention paid to quality, the company can nevertheless deliver after only eight days.

INNOVATIVE PROJECTS FOR THE FUTURE

Volker Riedle's personal secret recipe is to make ten decisions a day. The company's exciting projects for the future most probably grew out of this pool of ideas and decisions. Full of verve, Volker Riedle tells us, "We have erased the issue of minimum quantities from our vocabulary. At present, we are building up production facilities here at our headquarters in Langenbrettach which will enable us to customize even very small quantities at high speed. We are talking here about a production time of less than four days." Riedle wants to bring this innovative concept to market as early as 2012. Work is also ongoing on expanding the range of carrying bags. Volker Riedle's face beams like a little kid with a new toy when he presents the "newcomers" of his collection to us. "Our 3D bags are something very special," he explains, proudly showing us the model from all sides. "The three-dimensional works of art which will be presented to the industry this year can also have advertising printed to great effect on the inside." What Volker Riedle loves most is to promote sales of his products, and thus the carrying bag industry, as well.

MASTER OF HIS TRADE

So it is no wonder that, when asked about people who inspire him, Volker Riedle answers, "One man who inspires me is the Swabian businessman Reinhold Würth. He grew his screw and bolt company into an international market leader in fastening and assembling technology. He is a master of his trade." And so is Volker Riedle. He has managed to make the paper bag into a popular cult object which is carefully kept in a drawer to be used again and again. He was the one who made the carrying bag into an effective promotional image vehicle, a success which this self-made man can well be proud of.

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INNOVATIVE PROMOTIONAL PRODUCTS



FESTIVE STARS

Even the thought of delicious cinnamon stars is mouth-watering. When these Christmas goodies also come from the traditional company Lambertz where they are baked according to traditional recipes, the pleasure is perfect. Kalfany Süße Werbung offers these cinnamon stars in a single pack of white gloss film which, if requested, can be printed individually on one side. The effect of hazelnut and almond pastry with sweet icing makes it an ideal giveaway, as well as a presentation at the POS or in the conference room. It documents both a traditional relationship with the provider as well as good taste and is a delicious alternative to chocolate.

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NEW LOOK FOR WRITING ICON

Writing instrument specialist Senator has given its award-winning model Atract a new matte finish look. The matte finish not only flatters the eye but also the hand. It provides a comfortable writing experience and retains the innovative functional principle of the ballpoint pen that was introduced in 2006. When you press the refill button, the tip is exposed and the metal clip lies elegantly on the barrel, thus ensuring a special haptic. After retracting the refill, the clip is functional again and helps to stow the pen in a shirt or jacket pocket. The new model is offered in two classic colours of white and black. To imprint a promotional message, Senator recommends laser engraving on the clip. A precious writing instrument thus becomes a very special eye-catcher.

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info@senatorpromotion.com • www.senatorpromotion.com



EFFECTIVE AMBASSADOR

Thanks to the completely free choice of the silver foil outfit, the chocolate Santa Claus from Kalfany Süße Werbung is a particularly effective sympathy ambassador for Christmas festivities. Creative and unusual ideas can be realized by the customer with this hollow chocolate figure, and there is even a choice of taste between milk chocolate and dark chocolate. The 40-gram chocolate figure can be packaged in either white or silver foil and then transported to the recipient either with traditional, individual or very unusual Christmas greetings, according to the customer's preference. Kalfany promises that this Santa Claus will particularly stand out from the mass of "conventional" chocolate figures.

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





EYE-CATCHING FLOWERS

Flowery greetings require an appropriate presentation. But what if the vase is not within one's reach at the time or flowers have to be individually arranged? This is when the Koziol innovation Bloomi comes into play. The expressive clip is simply hooked onto the edge of the vase and with its filigree ornament it provides a secure hold for the flower stems in virtually any position. Amazingly simple and beautiful, says the supplier. Bloomi was developed as part of a project in collaboration with the University of Munich. Chamila Perera, the young designer of the practical accessory, was inspired by exotic flower shapes and vines.

47406 • koziol » ideas for friends GmbH • Tel +49 6062 604215
incentives@koziol.de • www.koziol.de

SNOWBOARD FEELING WITHOUT SNOW

They ride like conventional inline skates and yet offer the feel of trendy snowboards: The Ripskate from Strand Europe makes it possible to have wintry fun on the street, even without the obligatory powder snow. The castor skates are particularly manoeuvrable thanks to a spinning footboard. The unique design allows acceleration and turning without pushing, promises the supplier. The curved footboard provides stability and allows the feet to keep the board safely under control. The rubber wheels run on high-quality ABEC-5 bearings. The Ripskate is suitable for users aged eight years or older and is offered in silver, red and blue.

44577 • Strand Europe GmbH • Tel +49 2206 5674
info@strand-europe.de • www.strand-europe.de



WRITING AND MUCH MORE

The new OptoPen from achilles is much more than "just" a writing instrument: The elegant pen, made of high-quality materials, offers special features in addition to its pleasant writing experience. A rotation of the upper part of the pen releases a rolled microfiber cloth with which all scratch-sensitive surfaces can be gently cleaned. The cloth is suitable, for example, for spectacle lenses, camera lenses and mobile phone displays. After cleaning, the cloth simply disappears into the shaft with a rotation of the pen.

45561 • achilles concept GmbH & Co. KG • Tel +49 6102 597057
lena@achilles-concept.de • www.achilles-concept.de



EVERYTHING UNDER CONTROL

Safely balancing filled drinking cups and bottles is usually only mastered by trained Oktoberfest waiters. This has now become a thing of the past now that even inexperienced persons can manage to do this with the help of the Octopus from Kandinsky. The handy and space-saving collapsible handle is available in five different sizes and designs for shot glasses, bottles, paper cups and plastic cups. Thus even at major events and mass gatherings it is now possible to carry drinks from the counter to the consumers without spilling the contents. The Octopus is made of plastic, is delivered individually packed and can be customized in up to four colours on request by pad or transfer printing. The minimum order quantity is 1,000 units.

46232 • Kandinsky Deutschland GmbH • Tel +49 211 7705770
info@kandinsky.de • www.kandinsky.de

ADVENT WITH HEART

One of over 20 new products from the company CD-LUX is the advent calendar Chocolate Hearts. For 24 days one is pampered with the finest brand of chocolate, Lindt & Sprüngli. On 24 December, the happy recipient can finally enjoy a chocolate heart with an extra-smooth nougat filling. This calendar is also available in small quantities, individually designed and packaged in a protective plastic sleeve. Over 400 new templates can be used to design the calendar. Alternatively, however, a customized design is possible. The graphics team from CD-LUX also offers a free service for layout suggestions. More about advertising possibilities for distributors is available at the company's website or at a personal interview.

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



SWEET GREETINGS FOR FRIENDS

No matter where contacts to target groups and customers are made in the weeks leading up to Christmas, a sweet give-away with an individual, festive promotional message is always welcome. So too is the current offer from the company Bonbonfabrik Jung with a Christmas range of excellent brands in stunning quality. Cinnamon and gingerbread from Bahlsen, filled heart-shaped gingerbread from Weiss or dominoes, stollen confectionery and Christmas stollen not only capture the hearts of self-confessed foodies. As always, all products at Jung can be individualized thanks to modern digital printing technology and can be printed in 4c even in small quantities. Thanks to the sweet greetings, the recipient's attention to the message is increased significantly.

41545 • Jung Bonbonfabrik • Tel +49 7042 9070
zentrale@jung-europe.de • www.jung-europe.de





COLOURFUL THROUGHOUT WINTER

With the new hats, scarves and gloves from Myrtle Beach by Daiber, anticipation of winter is high. Whether it be on the slopes, a winter walk or commuting to work: The fashionable companions offer a high wearing comfort and create a good mood during the dark winter months with a large colour selection. The materials used in the Myrtle Beach Collection range from the classic crocheted cap with bobbles to the fleece hat with pompoms to combinations of fleece and imitation leather. This combination is used for example in the Highloft fleece gloves, ensuring that fingers stay warm. The special 2011 winter catalogue provides information on all winter products of the two brands Daiber Myrtle Beach and James & Nicholson.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de

CHRISTMAS TREE WITH A DIFFERENCE

A decorative Christmas tree on your desk or in the meeting room does not necessarily have to be decorated with balls and tinsel. Multiflower demonstrates this with two special options: The snow tree stands out as it is decorated with ten Raffaello chocolates which are attached to an approximately 35 to 40-centimetre tall Spruce. Depending on the customer's preference, different sweet decorations are also possible. Those who prefer fewer calories will certainly be pleased with the shiny silver star tree. A silver star coil is wound around the spruce, supported by the colourfully effective silver pot foil and bow. Space for a promotional message is provided by the optional slipcase as well as an attached greeting card.

45974 • Multiflower GmbH • Tel +49 6223 866560

service5@multiflower.de • www.multiflower.de



TRAVELLING WITH SOLAR POWER

Renewable energy is on everyone's lips and should not be missing among today's promotional products. A good example is the Sun Racer from Jamara: the batteries in the vehicle and in the remote control are charged with solar cells. After a charging time of two hours, the small sports car drives for around 15 minutes, bringing lots of fun in the office or outside in the parking lot. Just 30 minutes' sun exposure is sufficient for five minutes of fast-paced driving indoors and outdoors. The model can be steered forwards and backwards. When the sun is not shining, the batteries can be charged using the attached USB cable.

47696 • Jamara e. K. • Tel +49 7565 9412717

a.wein@jamara.de • www.jamara.de



SHORTY
MADE IN GERMANY





ALWAYS IN THE KNOW

A sound knowledge fits into any trouser pocket: The company ASS Altenburger proves this with a total of 82 Pocket Quiz titles (in German) from probably all areas of knowledge in four subject areas: Denksport & Co. is all about picture puzzles, optical illusions and more; Wissen & Co. provides content from children's book classics to etiquette; Sprachen & Co. covers communication of business English right up to German for foreigners; Regionen & Co. perfectly covers everything geographical in all areas. For use in the promotional product sector, both the front and back of the cards as well as the packaging can be designed individually. Up to 50 cards in a classic game card format are available per issue. The quiz cards are used in virtually all areas of life, because knowledge is not a question of age.

41169 • Spielkartenfabrik Altenburg GmbH • Tel +49 3447 5820
info@spielkartenfabrik.de • www.spielkartenfabrik.de

JUST IN CASE

ID Marketing Services has introduced two new products, the SafetyBag and the SafetyParker, as a helpful source of information for police, fire and rescue services in case of a traffic accident. The SafetyBag is a self-adhesive, reflective envelope containing an emergency card. If the worst comes to the worst, emergency personnel can find all the relevant information they need to perform their work quickly and effectively. The envelope should be fixed in the corner of the windshield behind the fine-particle sticker or fixed on a side window where it will immediately catch the eye. Also available on request is the matching SafetyParker set, a 4-in-1 multi-function parking disc which complies with EU standards and comes with an integrated seatbelt cutter.

45121 • ID Marketing-Services GmbH • Tel +49 6021 580410
info@id-marketing-services.de • www.id-marketing-services.de



TREE OUT OF THE BOX

A real eye-catcher and at the same time an extraordinarily emotional ambassador is the gift sapling from emotion factory. In a slim, transparent PET box with a sophisticated aluminium lid lies a black pine seedling. Ventilation holes on the upper edge of the box and a well-packaged root ball sustain the sapling for weeks. Once the black pine seedling has been planted and cared for, the recipient will have his very own Christmas tree, a constant reminder of the sender in the years to come. Attached to the decorative cord of the PET box is a promotional card which can be individually designed on one side in 4c starting from just 250 units.

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



THE OTHER LIGHT IN THE ADVENT

For each Sunday of Advent a new light shines – not in the classical sense on the Advent wreath, but with the lanterns from brand ambassadors Adelheid Stauss-Wissig. Four transparent lanterns with up to four candle motifs are included in each set. Included is also a fitting poem by Heinrich Heine to create the Christmas spirit even where the traditional wreath is not found. The lanterns can be joined together using the decorative clip that is included. A candle in the glass in the middle of the lantern provides an atmospheric light on the table. The set is delivered to the recipient in a glossy envelope of one's choice (gold, silver or another colour). The card can be individually printed from 100 pieces; the transparent lanterns are also available in corporate colours from 500 pieces.

markenbotschafter – Adelheid Stauss-Wissig • Tel +49 6202 9456692

info@markenbotschafter.eu • www.markenbotschafter.eu

A GOOD MEASURE OF EMOTIONS

With a few simple steps, the world's smallest Advent wreath appears from a nice little box in Christmas green: The supplier, emotion factory, promises the recipient will enjoy pleasant feelings. The four candles placed in the box fit into the openings of the lid and give a feeling of pure Christmas each week. A promotional imprint or a personal Christmas greeting is available from 500 pieces using laser engraving on the lid. Alternatively, emotion factory also offers single-colour pad printing.

45997 • emotion factory GmbH • Tel +49 7042 81550

info@emotion-factory.com • www.emotion-factory.com



EYE-CATCHER ALSO AFTER CHRISTMAS

Creative decorating ideas for Christmas are in fashion. So too at Emsa where they have introduced their SoftBags. The textile all-rounder is just as suitable as a pot holder for Christmas Stars as for the Christmas tree. The covers for the traditional clay or plastic pot are available in the signal colours red and white. They are quickly attached and remain tight-fit even when the flowers are watered. The plastic fabric fits snugly vertically and horizontally and the base is waterproof. After the festivities, the SoftBags are also suitable as utensil containers for the bathroom, kitchen and living room. Other colours available from Emsa are anthracite, aubergine, choco and light grey.

42692 • Emsa Werke Wulf GmbH & Co. KG • Tel +49 2572 13216

info@emsa.de • www.emsa.de



PRINTER FOR SPRINTERS

Promotional product distributors know from experience that some customers want a small print run of lighters, pens or other products with a photo-realistic imprint right away. This is where the Azon DTS printer from Redder Werbemittel comes in. Direct digital printing can be done directly from CorelDraw, Freehand, Photoshop or Illustrator and at around € 2.40 per square metre it is a real bargain. Equipped with eight colours, it can print an area of 420 x 600 millimetres. Its maximum height adjustment is 100 millimetres, thus making it particularly flexible. It even prints direct on many different materials without pre-treatment.

5092 • Redder Werbemittel • Tel +49 2933 789421

info@redder-werbemittel.de • www.redder-werbemittel.de

CLINGY PENCIL

Unlike conventional varieties, the clever magnetic pencils from Reidinger don't just lie around when not in use. They cling to metal surfaces and are therefore always available. Whether on the memo board, refrigerator or desk lamp, the attractive pencils can be eye-catchingly positioned so that a logo or advertising message remains conspicuous. At the same time, the magnetic pencils attract metal objects as if by magic, which is not only practical, but also stimulates the instinct to play. Optionally, an adhesive metal tile can be included, allowing the pencils to be attached almost anywhere. The magnetic carpenter's pencil is a useful aid for hobbyists and craftsmen.

42938 • Reidinger GmbH • Tel +49 9732 91050

info@reidinger.de • www.reidinger.de



BAG FOR THE BAG

As the perfect presentation is paramount for promotional products, bag specialist Halfar is now offering decoratively designed gift packaging for its promotional bags and backpacks. These packages are also designed to serve as a shipping envelope and are offered in a standard size. To ensure that the different models come into their own, matching inserts were designed to simultaneously set a stage for individually customized Halfar bags. A useful side effect of the appropriately styled packaging: bags and backpacks give the receiver a more lasting impression. The current pocket catalogue includes the entire product range and all customization possibilities.

45666 • Halfar System GmbH • Tel +49 521 982440

info@halfar.com • www.halfar.com



CUSTOMISED CLIPS

DreamPen surprised its customers this year with a special design of its Galaxy pen model. Following an extensive investment in new and technically state-of-the-art machinery, almost any logo can now be produced directly as Clip4You using injection moulding. The logo is printed on the clip of the pen in the requested form and colour in a digital resolution of 1,440 dpi. With a lead time of only two to four weeks, Clip4You branding is available for each of the Galaxy models, from the classics to the transparent and matte versions, from just 10,000 units.

45720 • DreamPen • Tel +48 68 4772230

dreampen@dreampen.pl • www.dreampen.pl



PRINTING IN NO TIME

In no time, ayoh of Berlin is able to put a print on any hard surface no bigger than A3 and no thicker than 5 centimetres by using UV-LED digital printing technology. For this company, not even rush orders, for instance for name tags or folders for a conference, are a problem. This specialist for custom-made merchandising even provides the products, although customers can also bring their own articles for individualisation and have them printed on by ayoh. This way, this company also meets customer requests for custom-made, small volumes delivered at short notice.

46794 • ayoh GmbH • Tel +49 30 27581630

nihao@ayoh.de • www.ayoh.de

PRELIMINARY EXHIBITOR LIST

50th PSI TRADE SHOW - DÜSSELDORF, JANUARY 11th TO 13th, 2012

Besides a multitude of regular exhibitors more than 100 companies present their product range at the PSI Show for the first time.

blue = new exhibitors

pink = PSI Technology Forum

green = "Innovations made in Germany"-Pavilion

PSI NO.	EXHIBITORS	HALL/BOOTH	PSI NO.	EXHIBITORS	HALL/BOOTH
47761	3T-Transfers Technologies for Textile	9K03 TF	41169	Spielkartenfabrik Altenburg GmbH	
44226	52 Orange GmbH	11E74		ASS Altenburger Spielkarten	11K01
47670	Abanicos Jose Blay S.A.	9E03	47330	Atlas Design GmbH	9D41
44655	Abanicos Aparisi, S.L.	9E41	47965	AT Promotions Ltd.	10K70
47187	Abanicos Aldaia Internacional		46148	ATUT & PRIMAR s.c Golab, Rackiewicz	11A63
	Manuel Guerrero Del Moral	9035	659712	AVIRSU Pavilion, Association of Manufacturers	
48359	ABC Promotion s.r.l.	9039		and Importers of promotional gifts Ukraine	12G46
48055	ACARGRUP Pazarlama Dis. Ticaret A.S.	11C41	46204	Axpol Trading Sp. z o.o. Sp.k.	12K10
45561	achilles concept GmbH & Co. KG	10C16/10C20	46781	AXXEL Sp. Z.o.o.	9013
40604	Ackermann Kunstverlag		47716	AYFLY SARL	9D35
	Merkur Marketing Services GmbH	11A58	48133	BAD BOYZ SOCCER e.k.	
42299	adamo design GmbH	10D10		Inh. Judith Weber	9A28/9B27
46559	AdHoc Entwicklung und Vertrieb GmbH	9E14	47411	badge4u Wojciech Pawlowski	9B41
44329	aditan GmbH Werbe- und Organisationsmittel	11L63	45371	badgepoint Namensschilder Systeme GmbH	9H40
43999	ADOMA GmbH		48060	Badgetec GmbH	9H38
	Kunststoff- und Metallverarbeitung	9L38	48049	Bahar Tekstil San. Ve Tic A.S.	9L27
48300	ADORNOS S.L.	9N03	47779	Ballograf AB	12B16
46850	ADV PAX Lutec Vertriebs GmbH	12B37	48350	Barbara Hofmann Cosmetic-Pinsel GmbH	11L42
44897	AERO d.d. Celje kemica,		45434	Bartl GmbH	9F07
	graficna in papirna industrija	9M18	48302	Batuplast Matbaacilik ve Promosyon	
45448	Ätzkunst GmbH & Co. KG	9C14		San. Tic. Ltd. Sti	9K22
46059	Afkim Ltd.	10F03	45934	bb med. product GmbH	9C32
47976	AGB Promotion Productions GmbH	13F16	45235	B&C - The Cotton Group S.A/N.V	10B04/10C13
48132	Agnilaser GmbH	13F12	47717	Becker GmbH	11B13
47680	Aktikem Sarl	9B18	46491	Bella Inc.	10E53/10E61
50077	AKW Arbeitskreis Werbemittel e.V.	11H44	47646	BergHOFF Worldwide N.V.	11H54
44533	Albene GmbH Marketing Handel	10A13	47453	Beta Plastik Sanayii ve. Tic. As	
48201	Alfa Beta Promosyon TEKSTIL ve			Mr Davit Ozmizrahi	9E10
	DIS TICARET LTD. STI.	10F09	48159	Beutler Verpackungssysteme GmbH	12L39
47800	ALFA Promosyon Tekstil		47943	Biltur Basim Yayin Vehizmet AS	9L50/9M49
	Pazarlama San. Ve. Tic. Ltd. Sti	11H42/11K41	47547	Binnering Fanartikel und	
45590	aloga gmbh	9B42		Vereinsbedarf GmbH	9C10
41542	Althans GmbH & Co. KG Plüschtierfabrik	10C10	40774	blomus GmbH	10G73a
48287	Amelio Deco. S.r.l.	11A71	40861	BMI BAYERISCHE MASSINDUSTRIE	
47399	AMIGO Spiel + Freizeit GmbH	12L45		A. Keller GmbH	10K73
44355	A.M.P. S.R.L.	11A45	50306	"Innovations made in Germany"-Pavilion	13F06/13G19
42333	AMPERCELL - Vertriebsges. für		41435	Böckling GmbH & Co. KG	9B14/9C13
	elektrotechnische Erzeugnisse mbH	11B17	47566	BOLA GEMA- PAKISTAN	9K04
45753	Anda Present Ltd.	11H22/11H30	48043	Boogaard Textiles B.V.	9K31
42762	R&JP International Limited	9E39	41855	BOSCHAGROUP GmbH & Co. KG	11G44/11H43
46521	Anvil GmbH	10E16/10E20	47770	BOSS Promosyon Ürünleri San. Ve Tic. Ltd. Sti	9N13
44291	Araco International B.V.	11L23/11L29	45767	Bottle Promotions a Tacx International Company	9K32
48360	ARCIERI s.r.l.	11G13	50178	BPMA Pavilion, British Promotional	
46920	ARENA PROMOSYON ve			Merchandise Association Ltd.	12M04/12N25
	OTOMOTIV ÜRÜNSLERI SAN.	10D18	42476	Brabantia Asten B.V.	9F31
46726	Ari International Trading GmbH	9A50	40585	Brain Promotion GmbH & Co. KG	12M30/12N29
45456	Aristos International GmbH	12B13	46432	brandbook.de NEXT	
48309	Manufacturas Arpe, S.L. ARPE,			design+produktion GmbH	11H51
	TUVA Towel & Gamuzas con Imagen	11C63	46304	The Brand Company, S.L.	9G31
45615	ars Design GmbH	10F16/10G15	46116	Brand Promotion CZ s.r.o.	12D40
45895	Artihove Regina B.V	10H64	46905	Brauns-Heitmann GmbH & Co. KG ehemals	
46951	ART OF TIME Innovative Products GmbH	11M11		Krebs & Sohn Vertriebs GmbH & Co. KG	9A25
47506	ASHA INT.	H13	48274	Brecht Profashion GmbH	10B31
46856	Asia Incentives Ltd.	9N32/9031	43076	Joh. Brendow & Sohn Grafischer Großbetrieb	
45428	Asia Pins Direct GmbH	9L51		und Verlag GmbH & Co. KG	11L33
47525	A-Solar B.V.	11G33	41141	Hugo Brennenstuhl GmbH & Co. KG	11H20
			47468	Brennerei Betz GmbH	9D18

PSI NO.	EXHIBITORS	HALL/BOOTH	PSI NO.	EXHIBITORS	HALL/BOOTH
47749	BRISA Entertainment GmbH	12L40	45720	DreamPen, Polish Ball-Point Pens Producer	
47769	Brumley Tex Inh. Uwe Brumley e.k.	9G28 TF		Inh. Dariusz Libera	11G66/11F73
40567	BRUNNEN		48061	Drechserei Kuhnert GmbH	
	Baier & Schneider GmbH & Co. KG	11E34/11F41		Erzgebirgische Holzkunst	9F28
50973	Bruno Gruber Techn. Entwicklungsb.	H13	44886	DreiMeister Spezialitäten	
48045	B-TOKEN BVBA	12H24		Hans Schröder GmbH & Co. KG	9C51
47952	Büyüksöy Bayrak Ve Semsiyi San. Tic. A.S.	12H47	47414	Driinn Ltd.	11A30
47672	Bulb-Bottles-Jkaplast AG	11G51	48122	Dubi's Promotionartikel Service	11C65
40710	BULLYLAND GmbH	9B52	47313	Eagle Products Textil GmbH	11M52
45956	burger pen AG	9D52	46313	ear bag GmbH	9K08
46531	Businessball B.V.	10G35	46391	EASY - Haushaltsprodukte Inh. Jochen Peterreit	9N46
41446	Buttonboss B.V.	10G21	41430	Eckenfelder GmbH & Co. KG	11D24/11E29
49043	bwg Bundesverband der		41870	edding International GmbH	11C61
	Werbemittel-Berater und -Großhändler e.V.	11H52	48339	efbe Elektrogeräte GmbH	12L54
50069	BWL Bundesverband		41387	EHRENBURG GmbH	9F04a
	Werbeartikel-Lieferanten e. V.	11H44	48023	Eichsfelder Technik eitech GmbH	9M41
44273	C & CH, Más que un caramelo, S.L.	12C12/12D11	48318	EKV GmbH	13F10
47469	Calendars & Diaries International B.V.	10A54	41369	elasto form KG	11F54/11G73
48052	CANTATURK Kandemir Deri ve Tekstil		44127	Elektronica SM-Handels GmbH	12H02/12K01
	Ürünleri Ambalaj San Tic. Pazarlama	11D62	45340	Elliot GmbH	12M48
46643	Caramelos Cerdán S.L.	9F14/9G13	47985	Ellipse Cz s.r.o.	11E52
47676	CARL MERTENS Besteckfabrik GmbH	11L22	47987	EL PETAQUERO SL	10D22
42482	Cartamundi Turnhout NV	11K01a	42625	EMBAGS Hamburg GmbH	9N49
47753	Seidel GmbH + Co.KG Marke Carus	9N21	42200	e+m Holzprodukte GmbH & Co. KG	11A54
43811	CDH Computer Division Heinemann GmbH	9A32/9B31	45997	emotion factory GmbH	12B30
47689	CEOTRA Vertriebs- & Handels GmbH	12B38	47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI	9D28
44668	R. Cermak - Penlights (Made in Germany)	12M47	47737	ENDULZARTE, S.L.	11K68
48356	Chabert Invest SA	10D31/D41	50180	eppa - European Promotional	
47791	CHILI CONCEPT SARL	9C41		Products Association	11K43/11K51
47514	Chips and More Computer GmbH	9M11	42480	ERGA Srl	10C02
46694	Chocolat Schönenberger AG	11C51	48003	ESBIT Compagnie GmbH	11G37
48316	Chocolissimo by MM Brown		41768	ESC - Europa-Siebedruckmaschinen	
	Deutschland GmbH	12C48		Centrum GmbH & CO. KG	9G04/9H03 TF
48348	Christophorus Verlag GmbH & Co. KG	13G15	40684	ESKESEN A/S	11G14
44950	C.I.F.R.A., S.L.	12L25	47057	ETITECNIC.	11L64
46851	Classic Line Warenhandels GmbH	9O17	47128	E.T. Technologies Deutschland GmbH	10C49
48047	Clean Promotion UG	13G07	46030	European Sourcing SARL	10K64
46153	Clipper A/S	10A22	41137	Europe Match GmbH	9A04/9B03
40511	Clipper B.V.	11A66/11B73	41857	EUROSTYLE- Emil Kreher GmbH & Co.KG	
45619	CLIPY Artur Begin, S.L.	9F39		Lederwarenfabrik	11C34/11D41
48345	CMA Global Inh. Young Sun Kim	11K54	45339	Everts Pol Sp.z.o.o.	9E27
47890	CODE-No.com GmbH	13F06	47503	eco-promo GmbH	12L12/12M11
48344	Color Print Ltd.	9L06	46537	Exner Fashion GmbH Mode mit System	10A04
46789	CoMo Europe B.V.	9M52		Expo Reclam Reed Exhibitions Iberia, S.A.	12L22
41490	COMPAKT-WERBUNG GMBH		46163	ExpoGraf CardKeep International AB	9D03
	Ronny Friedrich	12B39/12B45	47750	Fabryka Zapalek Czechowice S.A.	10D61
46124	Concept Sp. z. o. o.	9L17, 9M25	48067	FAHRER Inh. Joachim Leffler	13G11
41421	COOLIKE Regnery GmbH	9E31	42720	Falk & Ross Group Europe GmbH	
45500	Coriolis Baladeo SARL	10H26/10K27			10B64/10C73, 10C53/10C61
45939	Corthogreen bv Greengifts & Seedpromotion	12A04	43144	FARE - GUENTHER FASSBENDER GmbH	
48014	CREA & MERCE GmbH Innovation & Trade	13G05			12D14/12G25a
48368	Crocus Gottfried Beck e.K.	12N45	47960	Feniks Sp. z.o.o.	9N38
45106	CROW'n'CROW GmbH & Co. KG	12A38	47973	Ferdinand Bethäuser GmbH & Co. KG	11M03
47701	Culto GmbH	12M45	46874	Cokoladovny Fikar s.r.o.	9L14
47722	Cup Concept Mehrwegsysteme GmbH	12G39	47964	First Editions Ltd.	10A03
44920	CURLY & SMOOTH Handels GmbH	12B48/12B54	41002	Alfred Fischer	9E18
42819	Gustav Daiber GmbH	12D14/12G25b	48315	fischertechnik GmbH	9A35
50062	dedica Dr. Harnisch Verlagsgesellschaft mbH	9O04	48158	Flameclub Europe BV	12B47
48136	Deheck Destillerie & Likörmanufaktur GbR	12B21	44389	Floringo GmbH	10C22
44487	Demapen srl.	9L18	42743	Fruit of the Loom / Russell Europe	10D44/10E43
46660	DEONET GmbH	9G40/9H39	47628	Framsohn Frottier GmbH	9L02
41826	Deumer GmbH	11D51	47348	Maurizio Franco	11B42
47107	Diarpell s.r.l INTEMPO	10K44	47463	Francos GmbH Image-Cosmetics & More	12G02
42562	dietronic Computer-Service Ralf Dietrich	10D14	41853	Frank Bürsten GmbH Bürstenfabrik	9N42
47712	di-media C. Daum e.K.	9E32	47595	freie-produktioner Münster/	
41734	Giuseppe Di Natale S.p.A.			Osnabrück GmbH & Co.KG	11K44
	Arti Grafiche Cartotecnica	11G34/11H33	50171	FYVAR Pavilion, Asociación	
46535	DIPLOMAT Eine Marke der helit			Nacional de Fabricantes y Vendedores	
	innovative Büroprodukte GmbH	10F74		de Artículos de Reclamo	9032/9050
47097	EMBALAJES PUBLICITARIOS NT		48355	GAMA PROMOSYON ÜRÜNLERİ İMALAT	
	Diseño y Aplic. del NT, S.L.	12D19		SAN. ve TIC. LTD.STI	9E07
40723	DOM POLYMER-TECHNIK GMBH	9L52	47699	Garlando GmbH	11E46
43461	DOPAN S.A.	11C53	47833	Gecko Europe S.A.	10K50
41752	doppler H. Würflingsdobler GmbH	12A44	47147	Gehring GmbH	12K46
46897	Dosenspezialist GmbH	9O41	41615	Geiger Aktiengesellschaft	11C54/11D63
			47324	Get Impressed srl	11F34

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46306	GEZI Druck GmbH	9001	45054	ISTANBUL KALEM LTD.	9E09
45737	Giving Europe B.V.	12F30/12G37	46028	IMAGE GmbH	12D47
46847	Gizben Advertising and Publicity		47996	iMi Partner A.S.	10A28
	Veritas Printing Center	9B32	44740	Impliva B.V.	10C75
48303	GLOBOS FESTIVAL, S.A.	9L33	48038	In-Crystal	13F20
43242	Göckener GmbH	10D27	46793	Info Tekstil Promosyon Urunleri San. Ve.	
40969	Jakob Göschl GmbH	10K22		Dis Tic. Ltd STI	9H02
44530	Frottierweberei W.F. Gözze GmbH		44659	INFOPLUS Blindow Namensschilder GmbH	
	Produktion Werk II Werbemittel-Vertrieb	11K42/11L41		& Co. KG	10F16/10G15a
44615	Golfball Bussjäger Hans Bussjäger	10G53	44898	Jaan Ingel AB	9F12
47707	Goprom Handelsgesellschaft mbH	9D50/9E49	46271	InnoCard International GmbH	12L30/12M37
46517	Gorenler A.S.	9D02	48193	INOITULOS S.L.	10H19
46895	Gottschalk V.O.F.	11B52	48282	INOXCROM S.A.	12B25
43808	Goudsmit Magnetic Design B.V.	10K63	46924	INPRO SOLAR SYSTEMS Inh. Georg Huber	9003
48266	Gourmet Leon Feinkostmanufaktur		42907	Inspirion GmbH	11D04/11F21
	Christian Hjort	9H42	41727	INTERALL GROUP B.V.	9G02
47197	GPE A. Ardenghi srl	9H04 TF	44894	Intermed Asia Ltd.	10K02
47265	GRASPO CZ, a.s.	11G04	43540	Intraco Trading bv	12G04/12G12
48277	Green Earth Products Inh. Helga Nederhoed		46999	IN-YO Promosyon Ve Reklam DIS TIC. LTD. STI	9007
		11A42/11B41	45893	i.p.a. Sweets GmbH	11D02/11F01
42972	Grüner Laser Products GmbH & Co. KG	11M53	42567	i.p.a. cosmetics GmbH	11D02/11F01a
43990	Guidetti Carlo Ombrellificio di		46848	Ipeknur Textile Clothing Co. Ltd.	9E02
	Eredi Guidetti S.N.C.	9F18/9G17	47410	Ipekyolu Kagit San. Tic. A.S.	10E09/10E13
41048	Gutter GmbH & Co. KG	9D32	44613	ISSUETISSUE ® / Consuma-Issuetissue BV	12A13
46944	Gutting Pfalzndel GmbH Entwicklung und		46922	Istanbul Tekstil ve Promosyon Ürünlerl,	
	Herstellung von Logonudeln	9A27		SanTic.Ltd.Sti	9N28
49072	GWV Gesamtverband der		48347	IT2U GmbH	11F44/11F52
	Werbeartikel-Wirtschaft e.V. Düsseldorf	11H44	47446	IVM SignTex GmbH	10A74/10B73
43116	Karl Habmann GmbH	10F13	47696	Jamara e.K.	12D05
45107	Franz Hagemann GmbH & Co. KG	10A69	47258	JASANI (LLC)	11A67
45666	Halfar System GmbH Rucksäcke und		48291	JHI HACKEL Industrievertretung GmbH	13F08
	Taschen	12D14/12G25	46742	JHK Trader S.L.	9A52
43628	HAMA GmbH & Co. KG	10G62	48143	JOMORANI GmbH	12K01
46496	HAN-Bürogeräte GmbH & Co. KG	9C22	46672	Joy Investment S.A.	9C39
45383	Hanesbrands Europe GmbH	10D24/10E27	41990	Joytex GmbH & Co. KG	11F04
42765	HAPPY bvba	11A14	41170	JÜSCHA GmbH	9F50/9G49
44954	happyROSS GmbH	11F43	41545	JUNG BONBONFABRIK GmbH & Co KG	12D29/12D37
46932	HASGÜL TEKSTİL PROMOSYON ÜRÜNLERİ		47998	Jute statt Plastik Rohwedder GbR	9M27
	SAN. VE DIS. TIC. LTD. STI.	11G20/11H29	48245	JUTEKO GmbH	10D20
42688	HAT's Company GmbH & Co.		48180	Jute Trading Limited	11E66
	Warenvertriebs KG	9A42	46091	Kaai Kalender GmbH	11H76
47570	Hauser GmbH	9A31	42706	Kalfany Süße Werbung GmbH & Co. KG	11D34/11E33
48028	Haveco BV	12M25	46232	Kandinsky Deutschland GmbH	10C21/10C27
41756	HAWECO Import GmbH	11A34/11B33	47464	Karlowsky Fashion GmbH	12D30
48313	Headwear PL Sp. z.o.o. Sp. J.	11C73	40043	KASPER & RICHTER GmbH & Co. KG	10H74
47511	Hegenberg Trendcenter		44401	Georg Kayser	12N47/12N53
	Inh. Carsten Hegenberg	9M17	48148	KeepMe Promotions Ltd.	10H61
41877	Helios Dr. Bulle GmbH & Co. KG	12H46	47413	Kelnet	9E28
44145	helo ® Heckelmann Holz und Kunststoff		47270	Kerler GmbH	10A73
	GmbH + Co. KG	9K21	46131	KHK GmbH	12G47
41583	HEPLA-Kunststofftechnik		43737	Kimetec GmbH	12M53
	GmbH & Co KG	11A02/11D01	43358	Kleen-TEX Industries GmbH	11L67
46706	Herbalind GmbH	H13	40823	Klio-Eterna Schreibgeräte	
41275	C. Jul. Herbertz GmbH	10H41		GmbH & Co KG	10G64/10H73, 10G76
41016	Heri Geräte-Produktions GmbH	12G14/12G26a	48108	KMS KAFITZ MEDIENSERVICE GMBH	H13
48362	Hersol Willy Herbertz e.K.	13G13	41614	KM ZÜNDHOLZ INTERNATIONAL	
45053	Hesas Hediyeelik Esya San. Ve Tic. A.S.	11C76		Karl Müller GmbH	9D27
48183	High Profile Plastic Parts Ltd.	9M09	41794	Karl Knauer KG Verpackungen-	
45818	Golfvertrieb Hilbrand	10H20		Werbemittel	10E64/10F71
42919	Siegfried Hintz - MAG-LITE Generalimporteur &		47607	Knirps Media GmbH	12A40
	Alleinvertrieb Deutschland	11D44/11F51	41119	Knops Acryltec	9027
47225	Hirsch Liquid Ideas GmbH	9F13	44071	Könitz Porzellan GmbH	10C04/10C08
43891	HNC Import-Export + Vertriebs AG	11H66	42087	Kössinger AG	9A18/9B17
41118	HOECHSTMASS Balzer GmbH	11A61	47639	Köksal Canta ve Saraciye San. Tic. Ltd. Sti	9G42/9H41
45973	Hörsteler Interior Design GmbH	9K14	43572	KORE S.P.A.	11C17
44372	HOGRI Honer & Grimm GmbH & Co. KG	12B19	47941	KOSMOS Franckh-Kosmos	
43576	HOLTSCH Medizinprodukte GmbH	10D53		Verlags-GmbH & Co. KG	9D09
47614	Hong Fang CZ Group S.R.O.	10A14	47406	koziol » ideas for friends GmbH	11G54/11H63
47801	House of Kids s.p.r.l. FLASHMAT	9049	46770	KREITER GmbH	9N35
46953	H&S KOZMETİK SABUN TEKSTİL TURİZM		46591	Kreutz GmbH	12B14
	SAN. TIC. LTD. STI.	9B45	47203	Krüger & Gregoriades Im- + Export GmbH	9K28
44346	Hummel Germany GmbH	9N24	45352	Kümmel & Co. GmbH	10B27
48297	iClaw Innovations- & Vertriebs GmbH	H13	41027	KUM GmbH & Co. KG	9N14
45302	ICO JSC	9D39	48152	Landkaufhaus Mayer GmbH	
48090	Idepa - Industria de Passamanarias, Lda.	12H26		Salzmanufaktur Siegsdorf	11G33a
48229	IF Solutions Ltd.	12B53a	45736	L.A. Larsen A/S	10B21

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47953	Laurel Klammern GmbH	9M13	44684	Michelin-Besteck-/Metallwarenfabrik GmbH	11C52
46523	The Leather Business John R.P. Thorp	9D23	41581	michel-toys Handels-GmbH	9G50/9H49
44473	Lecce Pen Company S.p.a.	9E17	45899	micx-media in concept gmbh & co. kg	10G73
42438	Lediberg GmbH	11C14/11D29	43444	EDWIN MIEG OHG	9C18
47073	Leniar Sp. Jawna WYTWORNIA		47780	Mimaki Europe B.V.	9H27 TF
	SZABLONOW KRESLARSKICH	9N34	47582	Mindtwister AB	9D09a
47977	Leopold Vienna GmbH	12L04a	48364	MIYO MENDIL VE GIDA SANAYI DIS	
41248	Leser GmbH	9N07		TICARET LTD STI	12L19
44742	Les Parfumables	11A39	44940	MK-Haushaltswaren - RICOLOR Thomas	
46175	LEUCHTTURM ALBENVERLAG			Mayr-Kiessling	9F27
	GBH & CO. KG	11H13	47798	MKM media Verlags- und Medien-	
45457	Lexon S.A.	10C01		produktionsges. mbH & Co. KG	11G17
44862	Licefa Kunststoffverarbeitung GmbH & Co.		48035	Möbius + Ruppert KG	9M42
	Kommanditgesellschaft	10D13	40661	Mohn media Kalender &	
47850	LIIX Radfieber - Inh. Marcel Jansen	10E08		Promotion Service GmbH	11G42
43551	Linden International AB	10F68	47988	Moosmayr Import Export GmbH	11K66
47684	LITEX Promo Sp. z o.o.	11L19	48112	MOVA Europe	9K25
42487	LM ACCESSOIRES, WERBEMITTEL &		46708	moynd GmbH	12K13
	EXCLUSIVANFERTIGUNGEN GmbH	12B01/12C11	41143	MSA Münchinger GmbH	12N55
43208	Logolf Line B.V.	10G41	47776	MSW Lasertechnik GmbH	
46104	logolini Präsenze Backhaus Fickensch	9C42		Inh. Mario P. Schlosser	9H14 TF
47400	LTP Litschka Toys & Premiums GmbH & Co. KG	9E45	47925	mt products GmbH	9N50
48100	Lufi Expressz Kft.	12C56	41702	MÜBOPLAST Müller GmbH	9H50
48310	Luminaria Products Europe Ltd.	12D55	47528	Münsterländer Marzipanmanufaktur	
46095	Lumitoys - GmbH	9E42		Inh. Wolfgang Köster-Oberbeck	9M14
44678	L&D Aromatics, S.A.U.	9F41	45974	Multiflower GmbH	10G61
47814	Lupenmaxx GmbH	11B29	44983	Murat Tekstil	10B22/10B28
47929	F.P.H. LUX-POL Inh. Ludmila Wolek	12K54	47673	myfitmix GmbH - Gesunde Werbung	12N39
46414	Lynka Sp. z.o.o.	10D54/10D62	45109	F.X. Nachtmann Bleikristallwerke GmbH	10C43
40974	LYRA Johann Froescheis Lyra - Bleistift -		46486	Nath 2004 S.L.	10C15/10C19
	Fabrik GmbH & Co. KG	9K33	47956	NAV Enterprise LLC Cosmos Exports	9C36
47002	MaCookie	9A17	48164	NEAMEDIA	11B61
48040	Macseis Corporate Services Ltd.	10D63	48058	Nemox International s.r.l.	9L04
49054	Mag Instrument, Inc.	11D44/11F51a	48124	NEOFLEX Ltd. + Co. KG	9M31
41617	MAGNA sweets GmbH	12G45	48294	NESA Tekstil San Ve Tic A.S.	10D16
44833	Mahlwerck Porzellan GmbH	11H03/11H11	47443	Nestler GmbH Feinkartonagen	9M08
43473	MAICA GmbH Textile Werbeträger &		41816	Nestler-matho GmbH & Co. KG	12D02/12G01
	Sonderanfertigungen	12D13	45411	Neutral.com Fun Tex Clothing Co. ApS	10F07
48283	Maikii s.r.l.	9L13	42878	Newell Rubbermaid EMEA	10H54/10K61
47808	Perfecto Candle Experts	10E74/10F73	47736	Newline A/S	9N17
42884	M.A.P.S. GmbH Mach Art Promotion Service	11A19	46376	J.G. Niederegger GmbH & Co. KG	10D03/10D07
40755	Marbo-Werbung Norbert Bokel GmbH	9G03	47254	Nimbus Nordic A/S	10B53, 10B61
47735	MARELL - Marek Jindra	11M41	45981	NOEX spolka z ograniczona	
47455	Marines d.o.o.	10C28		odpowiedzialnoscia sp.k.	9N08
41661	Markclip International BV	10G45	45393	Nordiska Etikettbolaget AB	9K03a TF
46766	Marsanam BV	11M19	41859	Norwood Europe -	
45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S.	11G03		Bic Graphic Europe S.A	11F20/11G29
43478	Masquant, S.L.	9K34	46249	Nostalgic Art Merchandising GmbH	9K38
45014	Master Italia SPA	10E54/10F61	46403	NOTEDECO K. Frasunkiewicz-Jankowiak,	
47648	Mattina Display + Werbung GmbH	9L34		P. Jankowiak Sp. j.	11M29
46457	MAXEMA Srl.	10C64	44879	NOTES GmbH & CO. KG -	
46736	maximplus mugs, cup & more			Niederlassung Quickborn -	10G20
	Inh. Dipl.-Ing. Ilona Wentzlaff	12H48/12K53	42719	Nürnberger-Spielkarten Verlag GmbH	9B28
47810	Maximex GmbH & Co. KG	10A57	48365	Oakthrift Corporation Limited	12M04/12N25
43332	Maximex Import - Export GmbH	11M30	48203	Özgeç Reklam Promosyon Malzemeleri	
47483	MAXX Promotion Inh. Dagmar Kornhaas	10E04		Imalat Ltd. Sti.	9K53
42020	MBW Vertriebsges. mbH für Werbeartikel		47034	OFFICE COLLECTION SP. Z O.O.	11G52
	und Spielwaren	12D48	43341	Editions OLEFFE S.A. Oleffe Kalender Verlag	12M55
46460	ME AND MY GmbH	9B50	46997	OLE Sports	10A41
48018	MEDEURAS GmbH	13G19	46990	OM-AR Tekstil Promosyon TIC. LTD. STI.	11D54
47662	medienkraftwerk GmbH	9L03	42655	Oppenheim & Jansson A/S	9M03
47700	MEDIR.ES - Disponible Publicidad, s.l.	9K27	48177	Orientgift Polska Sp. z.o.o.	11L54
47238	Mega Promosyon Ve Hediyeelik Esya San.		50955	Original Icecup	9E04
	Ve. Tic. Ltd. Sti.	9O11	46305	ORIGINAL LANYARDS sdi publicidade lda	9E08
41009	Mellert SLT GmbH & Co. KG	10B18	46763	P & A products BVBA	10H16
43570	MEMORY K., S.L.	9D17	47984	Pack Art Sp. z.o.o.	11B65
46578	Memorysolution GmbH	9M46	47816	PackshotCreator Sysnext SARL	12K25
48219	Memory-Clip world wide GmbH & Co KG	12K21	45288	Pacor - Pamero BV	10D04/10D08
48328	mentec GmbH	12M38/12N37	47226	PAD'S World S.L.	9F40/9G39
50841	mep - Marketing, Event, Praxis		48381	Pamir Havlu Pazarlama San Ve Tic LTD Sti	11G11
	Verlagshaus Gruber GmbH	9O04	45999	PASSATGUMMI Schreven	
46786	Merkel GmbH	9D01		GmbH & Co. KG	12L30/12M37b
47158	Merkur Promotion GmbH	13G09	47678	Paul Stricker, SA	11D75
45861	Messiaen NV	9E22	48288	PB ADVERTISING AND PRINTING CO. LTD.	9M38/9N37
41836	meterex - Karl Kuntze (GmbH + Co.)	10G63	46454	PDC Europe SPRL	12C54
41680	METRICA SPA	9N45	47418	Peel Appeal GmbH	11B19

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44176	The Peppermint Company	10G31	48130	Roland DG Benelux NV	9G18 TF
48371	Pfaff - Die Masken Manufactur / Nasenpfeifen	13G17	47729	Roll-Over sp. z o.o.	9N02
40972	PF Concept International B.V.	10G01/10K13	47430	RO-WE SNC DI Brusaterra Roberto & C. Produzione e vendita articoli pubblicitari	9D14
47732	P.H.U. KODER Waldemar Sikora	9C28	45658	Russell Europe Ltd.	10D15/10D19
47667	Piel Urbana, S.L.	9D31	44170	Sachsen Fahnen GmbH & Co. KG	9C50/9D49
45291	PIKO Spielwaren GmbH	9N04	47489	Safe Pocket®	9H32
48070	PIM TEKSTIL SANAYI VE PROMOSYON LTD	10H44/10K49	48107	Sampiyon Sport San ve Tic Ltd Sti	9G32/9H31
45595	PIXIKA SAS	10H26/10K27a	48341	Sampro P.P.H.U. Wojciech Samolyk	10D09
41394	PLANET Schreibgeräte GmbH	12M40	43756	SAMSONITE René Häusser e.K.	10E76/10G75, 10G54
45727	Plastolan GmbH	11A76	46551	Sanders Imagetools GmbH & Co. KG	12G56
40637	Plastoria S.A.	10D32/10E41	47967	Sanders Magnet Service	12A03
41565	KP Plattner GmbH	11A52/11B51	48125	SANIMAR ic ve Dis Tic. Ltd Sti	9B39
42233	Carl Poellath GmbH & Co. KG		46525	Sanjuan Hermanos, S.A.	10F20
43425	Münz- und Prägewerk	12K40	48017	Scandinavian Stainless Steel AS	12L26
48127	Poligrafica San Faustino S.p.A.	9E13	47763	Scandinavian Unit Inh. Bettina Berg	12K14
46070	Polyflame Europe S.A.	10K14	47541	Rudolf Schaffer Collection GmbH & Co.KG	9A14
46557	Zaklad Produkcyjny POLY Malgorzata Dorosz	9M32	47901	SchiBo GmbH	9D08
45970	Power Brands BV	10G49	47061	August Schmelzer & Sohn GmbH	12A02
47577	Present Time B.V.	10K75	43416	SCHNEIDER Schreibgeräte GmbH	12G14/12G26
48126	Printfactory GmbH	11L66	48326	Schöffel & Kujan GmbH	10A07
42332	Printfield Sp. z o.o.	10B16	45805	DropStop® Schur Pack Denmark a/s	10C21/10C27a
46679	prodir S.A.	10C74/10E75	48140	Screentex International SA	11L04
47740	Pro Feet GmbH	12L48	46097	José Alberó Puerto, S.L. - Secaneta	11H19
	X-Tra Projects International Marketing & Foreign Trade Ltd.CO.	9F03	46013	Secil Baski Ltd.	11C44
47360	PROMAKS CHEMICAL COSMETIC CLEANING		43799	SEDESMA Manufacturas Metálicas Publicitarias, S.A.	12L02
46355	HEALTH PRODUCTS INDUSTRY AND TRADE CO. LTD.	12K26	41650	Selecta Signé B.V.	10K28
50957	Promidata	13D02	40529	Gustav Selter GmbH & Co. KG	9B01
43550	Promocatering	9E40	41838	SENATOR GmbH & Co. KGaA	10E24
48042	Promoclip International BV	9M28	45069	Seripafer, S.L.	9B13
42547	THE PROMOLAND s.r.l	11L43	47743	SERMA & DNT S.L.	10B03
43614	PROMO SEEDS	9L37	47803	Expo Box / Messe Trolley Sevdenur	
48075	PROMO SERPENTIGRAFF, S.A.	9N12		Reklam Ltd. Đti.	9M02
44722	PROMOTION4U	12C04	44885	Heinrich Sieber + Co. GmbH + Co. KG	
43775	PROMOTION PETS GmbH	11A13, 11A18		Taschenfabrik	10B32
43952	promo-watch GmbH	12L14	47962	SIGEL GmbH	12G14/12G26b
	PSI NL der Reed Exhibitions		48311	sigikid H. Scharrer & koch GmbH & Co. KG	9D22
50218	Deutschland GmbH	13D06/13E19	45300	SINANGIN PRINTING & PACKING LIMITED COMPANY	11D66/11D74
49056	PSI Design-Service	H13	46994	Sinterteknik AB	9A41
	PSI 3D-Produktvisualisierung		43807	SIPEC S.P.A.	12K04/12L03
45582	Open New Media GmbH	12A55	46405	SIPLAST Siegerländer Plastik GmbH	9D42
49990	PSL Europe B.V.	10G44/10H49	47466	SKINCOM AG	9G01
42073	PTE Pavilion, O.P.S. srl	12K29/12K37	46325	Slodkie Upominki	12B20
48340	Pulma Lederwarenvertriebs GmbH	12A39	45567	SND PorzellanManufaktur GmbH	11D43
46992	Purple Zebra Products Ltd.	11K71	47767	SNIPS SRL	11F63
41980	Quatrième Dimension s.a.	10A63	47752	SOCCER FIRST Inh. Axel Fraunholz	10K73a
42109	quatron design GmbH	12K30/12L37	47760	SÖRTEKS Dis Ticaret Paz. Ltd. Sti.	10K15
48056	Quickbutton Badges AB	9L28	43917	Sofrie S.A. ADDEX design	10F54
47458	Ral Tekstil Ltd. Sti.	10K76	47104	Softreflector LLC	9L42
41829	Volker Rasehorn GmbH & Co.	9C52	46518	SOLARES lth. Ihr. San ve Tic Ltd. Sti.	11F53
44741	Rastal GmbH & Co. KG	11E64	44472	SOL'S SOLOINVEST S.A.S.	
46434	RASTER	9D10, 9G51, 9L32			10C31/10C41, 10C32/10D42
46051	Raxy Line Srl	11F12	41288	Sompex GmbH & Co. KG	11B54
46261	Reda a.s.	11E20/11F29	47677	Sopp Industrie GmbH	9N41
47032	reeko design gmbH & co. kg	10E63	47979	SOUVENIR ITALIA COMPANY srl	11F51
42130	Regatta Professional	10B54/10B62	46493	Sphere Time s.a	9C49
47182	Regine GmbH	12D01	47019	SPOLNOTA - Drzewna Spółdzielnia Pracy	12H53
	Reisenthel Accessoires		48361	Spotz Global Sourcing VOF	10B19
48295	Inh. Peter Reisenthel	11D42/11E41	41462	Spranz GmbH	10E03/10E07
45612	Relags GmbH	10G19	47608	S-print NV	9F42/9G41
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Up-to-Date: 13. September 2011

PSI TRAVEL CENTER

TRADE FAIR PLANNING MADE EASY



People attending the PSI Trade Fair have a lot to do before it begins. Fortunately, there is the PSI Travel Center to make the practical preparations for visiting the fair as easy and pleasant as possible. You will find all the information you need for your trip to Düsseldorf in a compact and easy-to-understand form at www.psi-messe.com/anreise. The hotel reservation service, in particular, saves time and nerves. Whether in the vicinity of the fairgrounds or in the centre of town, whether

two, three or four stars, the PSI Travel Center will find just the right hotel accommodation to suit you, as well as providing further travel services, and will always give your inquiry personalized attention. Detailed information makes it easy to get there, and the deposited hotel reservation form is also especially practical. Another very worthwhile PSI service is Deutsche Bahn's rail event ticket. Thanks to the collaboration between PSI and Deutsche Bahn, you can travel to the PSI 2012 safely and hassle-free.

The price of a round-trip event ticket to Düsseldorf is:

Second class € 99

First class € 159

The ticket is valid between 9 and 15 January 2012.

To book the trip by telephone, call the service number +491805 311153 under the heading of "PSI". <

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COMPREHENSIVE SERVICE PACKAGE

PSI ASSISTS EXHIBITORS TO ORGANIZE FAIR

PSI is proving to be an ideal service provider for its members by specifically offering an all-inclusive package to support exhibitors to organize the anniversary fair, including numerous marketing tools.

HASSLE-FREE ORGANISATION OF TRADE FAIR APPEARANCE

- The online service manual at the PSI Service Center allows exhibitors to organize their trade fair appearance at the 50th PSI Trade Fair 2012 easily and conveniently. All services surrounding the fair (such as ordering technical equipment, catalogue entry, and exhibitor passes etc.) are now directly available online at www.psi-messe.com in the sub-section „For Exhibitors“.

- Equally simple is ordering advertising material (admission ticket vouchers to invite customers to the fair, letter stickers with stand number, online banners with stand number, visitor brochures) from the PSI Online Service Center at www.psi-messe.com > For Exhibitors > Exhibitor Services.

- Exhibitors should use the opportunity to draw attention to their own trade fair appearance by taking advantage of the services and sponsoring activities offered by PSI. Options include stand-up displays, stair banners, distribution of give-aways by promotional teams, carpet logos, advertising in PSI trade fair print media such as a logo in the foldable hall plan or a magalog and much more. A complete overview is available on the web at www.psi-messe.com/smart_services_296.html. If you are interested simply call +49 211 90191-600 to get advice or address your inquiry to: sales@psi-messe.com.

“TURN YOUR CUSTOMERS INTO VIPS”

PSI is offering a special VIP package for exhibitors at the anniversary fair under the motto “Turn your customers into VIPs.” Each exhibitor will receive five complementary VIP tickets to invite his most important customers to the fair. These tickets include each of the following services:

- Free admission to the fair on all three days of the fair
- Express admission to the fair through the VIP „Fast lane“
- VIP Shuttle from selected hotels to the Düsseldorf fairgrounds
- Access to the VIP Lounge in Hall 10, including catering / drinks on all fair days

CONTACT

Nina Schiffhauer

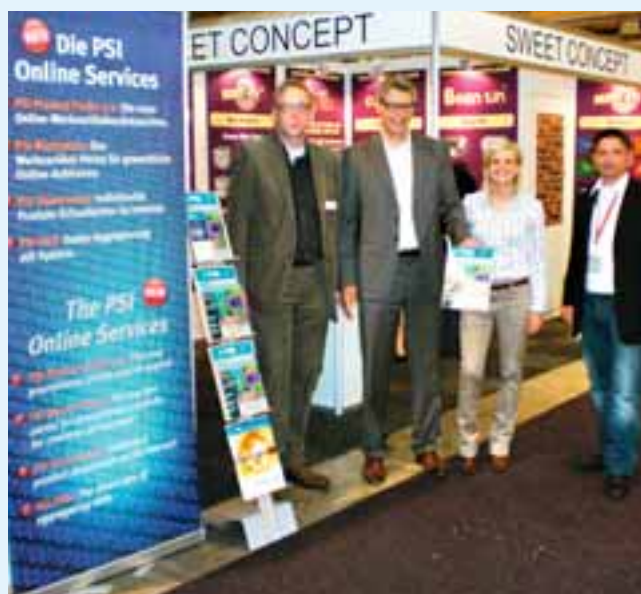
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< nina.schiffhauer@reedexpo.de

PROMOTION EXPO, JÖNKÖPING SWEDISH TRADE FAIR HAS GROWN

The Promotion Expo, which was held in mid-August in Jönköping, attracted 205 exhibitors (last year: 185) and 2,374 visitors (last year: 2,242), thereby showing increases in its key figures. The exhibitors at the PSI Pavilion also noticed with satisfaction the increase in visitor numbers. The Promotion Expo, which is held on the Elmia fairgrounds in Jönköping each year in January and August, is of particular interest to many PSI companies. Not only is it the biggest promotional products trade fair in Scandinavia, but it has also featured a joint PSI stand for several years now. Jönköping is where the concept of the PSI Pavilion got its start, and it was so favourably received that it has now been taken over for the PTE Milano and the Trade Only Show in Coventry. The PSI pavilions make it easier for interested PSI member companies to get a foothold in major European promotional products markets. Furthermore, a comprehensive, worry-free package makes it easier for you to plan for the fair and make your stand a success.

The exhibitors at the Promotion Expo were 80 per cent Swedish, marking the summer event as a national trade fair, but one at which many PSI companies took part, both as visitors and as exhibitors. On the whole, it is a high-quality trade fair with an informal atmosphere, where the textile and sweets sectors occupied a great deal of space, as usual.



PSI AS AN INTERNATIONAL PLATFORM FOUR INTERNATIONAL PAVILIONS AT THE 50TH PSI

The internationality of the 50th PSI Trade Fair is evident from the presence of international exhibitors and associations. At the anniversary trade fair, there will be four pavilions for international exhibitors, organized by the partner organizations in the respective countries. The following pavilions will be located in Hall 12: Ukraine (organized by AVIRSU), Italy (organizer of the PTE), UK (BPMA) and Austria (Austrian Federal Chamber of Commerce). The Pavilion of Spain / Portugal (FYVAR) will be located in Hall 9. Companies interested in participating should contact Nina Schiffhauer of the PSI trade fair team, who will contact the respective association. nina.schiffhauer@reedexpo.de, Tel.: +49 211 90191-212.

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

Important for all suppliers: please think about updating your data for the second issue of the PSI Supplier Finder 2011. You have until 10 October 2011 to check your company profile in the supplier index and, if appropriate, do an update.

PSI will help you by providing the following inclusive services:

- One line à 50 characters (incl. spaces) of printed company description
- 1,000 characters (incl. spaces) of online company description
- Two listings of product groups, print and online
- Listing of your brands
- Optional: additional services, such as logos, ads, etc.

The input deadline is October 10, 2011.

What do you need to do to make your input? Please use your PSI access data to log in at www.psi-network.de/supplierfinder, and then you can edit the online form. You say you have no time? Then give PSI a short note letting us know whether you want to keep the data from the 1/2011 issue. Just send an e-mail and we will do the work for you!

If you have any questions, the editorial team will be glad to help you:

Tel.: +49 211 90191-321, E-mail: verlag@psi-network.de

PSI ON THE WEB

ONLINE SERVICE PLATFORMS EXPANDED

The internet is today one of the most important sources for information seekers and networkers. In Germany alone the number of internet users has exceeded the 50 million mark. PSI is therefore constantly extending and expanding its range of services on the web. The long-term perspective: To unite the knowledge of the industry at a single location. PSI already offers its members a range of tailor-made online service platforms which we would like to introduce below.



CENTRAL CONTACT POINT FOR INDUSTRY AND PSI MEMBERS

The PSI website combines the services of Europe's largest promotional product network on a central platform. At www.psi-network.de members and interested parties receive all relevant information about the promotional product business. Each day the website is updated with the latest news from the industry and the areas of politics, economics, taxation and law. In addition, a large selection of information helps to search for the right business partner or the perfect product. A Social Media Lounge encourages communication within the industry.



INTERNATIONAL MEMBERS – INTERNATIONAL WEBSITE

PSI links more than 7,000 qualified promotional product companies worldwide. To make all central services of the PSI more accessible to members, the website is also available in English. Adaptations in French, Spanish, Italian and Turkish are already being produced.



GOING ONCE, GOING TWICE, SOLD!

Last year PSI set up an auction site specifically for the promotional product industry. With the help of the PSI Marketplace, suppliers can sell unsold merchandise at a fair market price without any marketing effort. Distributors, on the other hand, obtain a comprehensive market overview of the entire spectrum of current special quotas through the auction platform. The PSI Marketplace has created a central contact point which was not available to PSI members in this form until now.

www.psi-marktplatz.de

PRODUCT SEARCH MADE EASY

The PSI Product Finder 2.0 gives PSI members a new useful service to conduct professional business. The new Product Finder 2.0 has already received great acclaim. 448 manufacturers have so far published nearly 72,000 products in the online promotional product search engine. The innovative promotional product search engine allows direct access to the product data of PSI-affiliated manufacturers. Searching for and locating promotional products and trend-setting products are thus more efficient. The Product Finder 2.0 offers many advantages: for example, those interested can now find more details on each promotional product, make use of product reviews from PSI members and obtain additional information about each supplier. In addition, the promotional product search engine delivers a high degree of usability: for example, users can define their own search criteria and make use of auto-completion. In addition, suppliers can include even more information about their products and their company. For example, a reference to the company's own website is possible. A new feature is a module for creating high-end product presentations. Users can choose between different layouts and design presentations individually with their own logo. In addition, the Product Finder 2.0 now offers possibilities to analyze performance. Reports and dashboards provide information on key indicators. Questions like What products are especially popular, can thus be answered quite easily. Finally the Product Finder 2.0 has also been improved in terms of internationality. The promotional product search engine is already available in Spanish and English. Shortly a Turkish and a French version will be added. The Product Finder 2.0 can be used by all PSI Professional Members free of charge.



EVERYTHING YOU NEED TO KNOW ABOUT THE LEADING TRADE FAIR PSI

After the PSI is before the PSI – and so too is the part of the PSI website which deals exclusively with the PSI Trade Fair as it is not only a useful information and planning tool for all trade fair participants during the trade fair. On many clearly structured and richly illustrated pages, exhibitors and visitors alike can find information, offers and service tools specifically tailored to their needs. Exhibitors can conveniently plan their trade fair appearance and book online: stand rental calculator, stand reservation, exhibitor services including marketing activities and Smart Services are the corresponding categories. Thanks to the PSI Service Center, the practical and organizational aspects of the trade fair can also be organized easily and quickly. The Travel Center offers everything for a comfortable journey and a relaxing stay in Düsseldorf, including tips on special conditions for travel by rail and air. If individual travel advice is necessary, the Travel Center will look after you. The website is also an indispensable tool for fair visitors: Here you will find the PSI service package for planning for the fair with new services, facts on networking as well as business contacts. Even tickets can be booked here. Information on special areas and guided tours as well as an interactive floor plan complete the offer. An interesting feature for all fair participants: The new concept and the activities in Hall 13 and of course the PSI Night, which will be a very special highlight of the 50th anniversary year of PSI. <



TRENDS

Is it justifiable to ask about trends in the current uncertainty that prevails in our world? I believe so because trends are also economic motors of the future. Trends are changes and shifts. In our universe they are colours, shapes and products. Inexpensive give-aways are once again very much in trend. There are, however, also certain developments within a category - for example textiles, which are commonly referred to as fashion. Is it fashion or is it a trend when a recently offered shawl made from algae not only warms the skin but also cares for it?

In a debate on organic products, this would possibly be a welcome development, especially when one considers the toxins in cheap textiles.

After having digested the organic issue, not to mention organic cotton which is also not entirely new, it certainly sounds very interesting when natural fibres are referred to as "textile cosmetics", virtually with built-in skin care. Meanwhile, there are fabrics containing algae which are released through substances that moisturise the skin. Dairy ingredients are used in other high-tech fibres to supply protein to the skin. According to "Öko", "healthwear" is definitely a new trend that textile suppliers will also follow at the next PSI.

With the multitude of new tech products presented at the IFA, there will be further developments in the office area. Bags are nothing new, but they also evolve and are subject to trends. The segment that covers high-quality cases for smartphones, laptops and ipads is booming.

Often, however, cases for laptops, called portfolio bags, have a deceptively high-quality appearance but, in reality, are nothing more than a cheap document case.

Surprises are repeatedly in store with new products which are difficult to classify as either a trend, an innovation or simply an original product. I have one such example in front of me right now in the form of a "nose whistle". I'm still not sure how it works. Should I take it to the Oktoberfest? The magnitude of my curiosity suggests that it will turn out to be a success story in the promotional products industry.

These and other innovative and original products will be on display at the PSI in January. To facilitate the selection a little, the exciting developments and products will be in Innovation HALL 13, the so-called "Wall". In this wall you can see, smell and feel the innovations. Even the new experience and perception of promotional products is a trend.



» Experiencing and perceiving promotional products with all your senses is a trend. «

Best regards,

A handwritten signature in black ink, appearing to read 'M. Freter'.

Michael Freter
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Account Manager Süddeutschland

Wir suchen Verstärkung 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 Eintrittstermins. Weitere Informationen über unser Unternehmen und unser Produktsortiment finden Sie auf unserer Webseite.

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Beratung ist unsere Stärke!



Die PRESENT PERFECT Gruppe ist seit über 20 Jahren erfolgreich im Werbeartikelmarkt tätig. Unsere Teams in den Büros Berlin und Hamburg betreuen ausgewählte große Unternehmen wie Sanofi Aventis, Bayer Vital, Pfizer Pharma, Bausch+Lomb, Mast Jägermeister, Techniker Krankenkasse, Hanse Merkur Versicherung und die Hamburger Sparkasse.

Unsere große Stärke liegt in der individuellen Betreuung unserer Großkunden. Nicht die Größe der Kundenkartei ist uns wichtig, sondern der intensive Kontakt mit einer Auswahl von Kunden – kurz gesagt Klasse statt Masse!

Für unser Team in Hamburg suchen wir eine
kundenorientierte Beratungspersönlichkeit
im Innen- und Außendienst.

Wenn Sie kundenorientiertes- und abschlussreiches eigenverantwortliches Arbeiten als Ihre Stärke ansehen und bereits in der Branche erfolgreich mit Industriekunden gearbeitet haben, freut sich Jörg Grube auf Ihre schriftliche Bewerbung (gerne per Mail!).

Wir bieten Ihnen ein faires leistungsorientiertes Einkommen mit weiteren Perspektiven für die Zukunft sowie einen Dienstwagen und einen Arbeitsplatz am Nicolaifleet in direkter Innenstadt- und Hafenlage:

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FOCUS ON BEST AGER

The target group of the 50-plus generation is affluent like never before. As the trade magazine of the communications industry "Advertising and Selling" recently announced, Best Ager currently have a 52 per cent share of total consumption in Germany. Many of them attach great importance to good food and sophisticated travel. For the Best Ager generation, the industry offers attractive promotional products which we will be presenting in the November issue. In addition, we will also be presenting new products from the product group "Mailing enhancers and give-aways" as well as "promotional products for men and women".

Please keep in mind the cover story of our December issue "Trends and classics" as well as "Tools and Do-It-Yourself" and send your product presentations (image and text) no later than 15 November 2011 to: Edit Line GmbH, Dekan-Laist-Straße 17, 55129 Mainz, hoechemer@edit-line.de. <



MARKE[ding] VIENNA - SUCCESSFUL PREMIERE

On 8 September, the Vienna Hofburg was the scene of a very special premiere: The very first marke[ding] Vienna took place in the magnificent rooms of the former emperor's residence. More than 1,100 visitors were inspired by numerous new and classic products. We were there to capture impressions of the Austrian fair for you. <



75 YEARS OF WERA

This year Wera, a manufacturer of assembly tools for screws and nuts, is celebrating its 75th anniversary. In the course of these 75 years, the Wuppertal-based company has grown into a successful corporation recognized all over the world, whose products are distinguished by two major hallmarks: quality and innovation. <

IMPRINT

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