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



Andrea Lutz Hat's Company Hats Off To Hat's Company

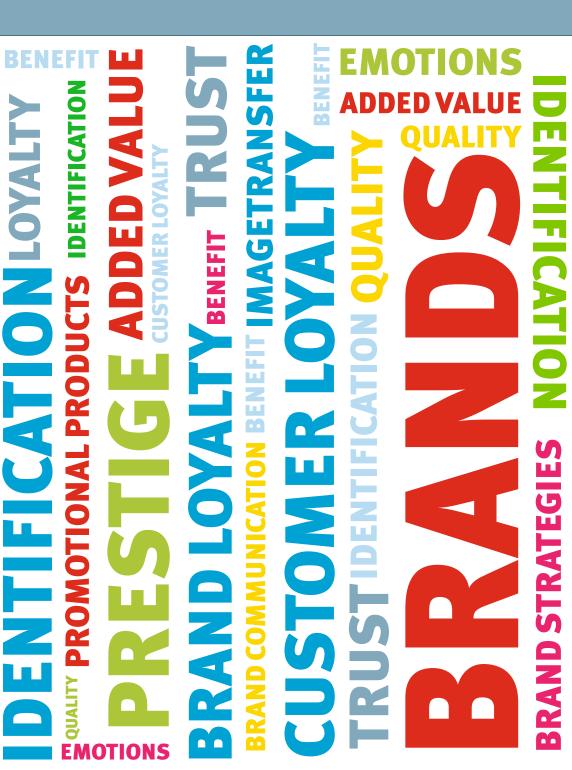
Martin Strauch Wera Werk Think Tank For Tools

**Promoturk Powered By PSI** Sights Set On Europe

25 Years Of The Bwg Every Reason To Celebrate

**Product Guide** Mailing Enhancers, Give–aways, Products For Her And Him

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# **EDITORIAL**

## WHERE IS THE GIFT CULTURE?

hen it comes to the Christmas season, there is no arguing about whether the term gift, promotional gift or even promotional product is allowed. Anything goes because there is a little bit of everything: It's a gift with which you want to promote yourself and so it becomes a promotional product. There is a great deal you could philosophize about on this subject, but it really wouldn't make any sense.

It is only a question of whether the giver achieves his intended target with his Christmas promotional gift, namely an advertising impact. I doubt it: Many of these gifts given to me and my business associates land in the wastepaper basket after a brief check. And I have surveyed more than 20 entrepreneurs and executives on this

issue. Why is it then that so many of these Christmas promotional gifts do not achieve their goal? According to the respondents, they simply do not know what to do with them - in other words, they are useless. But the benefit is supposed to make the promotional product so attractive compared to other forms of advertising. So what has happened?

Are the Christmas festivities perhaps to blame; Does the pressure surrounding the gift increase so much so that nothing sensible can be achieved? Everyone wants to make a positive impact but in this way almost all opportunities are wasted. Is it due to a lack of consultation? Does the secretary still choose on a whim? Or have the

budgets been reduced so much so that only junk comes out of it? Is it the new compliance rules that often suffocate the smallest joy in life in American puritanism?

If you put this question to experts in the industry, nobody knows for sure. But the fact is that increasingly less pizazz, increasingly less individual character and increasingly less appreciation determine the Christmas promotional gifts. But lest I suffocate in a flood of mail: Certainly there are still thousands of them, the great ideas and products. But that is not the issue here; it's about a trend that is obviously there for all to see. Reflection is called for.

Perhaps one should show customers alternatives, which can be more individual and effective than swimming with the Christmas crowd - such as exploiting birthdays. How about holidays as a sales angle? Or use the customer's success as a reason for expressing "congratulations"? There are many opportunities - certainly enough to be more effective in making an impact in the coming year.

On this note

Manfred Schlösser Editor-in-Chief PSI Journal schloesser@psi-journal.de



Manfred Schlösser



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#### THE SMALL, CHARMING ADVERTISERS

24

Often it is the small, subtle gifts that linger in one's memory. And the promotional product industry certainly has a lot of these to offer. Whether presented directly or sent by mail, mailing supplements and give-aways are unquestionably capable of impressing. We are presenting the unobtrusive "advertisers" in our product guide starting on page 24. We are also presenting promotional products for her, him and best agers.



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Stehende Plüschtiere wie den Elch Herbert gibt es bei mbw.



#### **BRANDS OFFER ADDED VALUE**

CUSTOMER LOYALTY 🖯 TRUST IDENTIFICATION Q AGETRANS **IDENTIFICATION** ADDED VALUE **IDENTIFICATION** 

Brand names stand for quality and for a high standard of design and function. They embody values such as trust, loyalty and customer connectivity, and the emotional aspect also plays a large part. The power of brands is indisputable. How can the promotional product industry take advantage of brands' effects? Here are some facts and experiences from the industry.

#### PROMOTURK POWERED BY PSI: SIGHTS SET ON EUROPE 52



The 26th edition of the Promoturk went off without a hitch at the CNR Expo Centre in Istanbul from 22 September to 25. The 137 largely Turkish exhibitors demonstrated what sort of promotional products this up-and-coming economic country has to offer. This traditional event is heading into a new era by cooperating with the PSI in order not only to obtain the prized PSI logo, but also to have an opportunity to benefit from the worldwide PSI network.

#### **25 YEARS OF BWG: EVERY REASON TO CELEBRATE**



The German Federal Association of Promotional Product Consultants and Distributors (Bundesverband der Werbeartikel-Berater und -Großhändler, bwg) had two reasons to raise a glass this year: the 25th anniversary of the bwg and of the TREND. This double anniversary was celebrated on 16 and 17 September with a product show and an evening reception that was in a class of its own.

#### ANDREA AND JOCHEN LUTZ: HATS OFF TO HAT'S COMPANY 94



Based in the Swabian Alps in southern Germany, Andrea Lutz together with her husband Jochen is trying to make the world more colourful by selling caps and textiles. Despite having no prior knowledge of the industry, the managing director ventured into the promotional product industry with the founding of Hat's Company. What began as a small company has blossomed into a medium-sized company with offices in China, USA, Italy and Switzerland.

#### 12

56



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#### **EVERY DAY A CELEBRATION**

People around the world can certainly celebrate for all they are worth. Whether it be at the Munich Oktoberfest, the Carnival in Rio de Janeiro or the Tomatina in the Spanish town of Buñol. As different as the festivals are, they have one thing in common: people enjoy the carefree moments away from everyday life. Theres laughing, eating, singing and dancing with the best of friends and acquaintances. For as the saying goes: Shared joy is double joy. Well, a celebration as we define it in general is not always just around the corner. It certainly is, says the editorial department at PSI. Each day provides 86,400 seconds to see things and experience them. Festivals are, after all, merely special moments of pleasure in life.

# Hi, I am Hello Kitty® See you at Mid Ocean Brands

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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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#### HATS MAKE THE MAN

The British royal family has been passionately wearing them for years - now they have recaptured the fashion world as a trendy accessory: hats. Rich in variety, headgear is now worn with jeans and T-shirts or suits, thus making men and women appear not only casual. The hat also protects its wearer against cold, rain, sunlight and injuries. It had actually been invented for this purpose. Rock drawings show that people had already been wearing headgear for protection in the Stone Age. In 2004 in Pestenacker in Upper Bavaria, archaeologists from the Bavarian State Conservation Office excavated what is probably the oldest hat in Europe. The 5,500-year-old discovery is a skilfully woven velvet hat used to protect the wearer from rain. The hat quickly gained importance in other areas, too. In many cultures it was a symbol of social status or group affiliation, thus showing how the wearer lived, where he worked and what social position he occupied. Not to underestimate its future role as a fashion accessory. Actors, singers and politicians have made it their trademark and thus it goes without saying: hats off to a headwear that has shaped entire epochs of history.



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#### 50TH PSI - 11 TO 13 JANUARY 2012

### **IMPORTANT INFORMATION FOR TRADE FAIR VISITORS**

anuary 11 is the date when the 50th PSI 2012 will open its doors. So it is getting to be high time for you to start planning for the trade fair. In order to make the practical preparations for visiting the fair as easy and pleasant as possible, we have put together some important information and services for you.

#### PRE-REGISTRATION ONLINE

Visitors to the PSI anniversary trade fair should not miss taking advantage of the online pre-registration opportunity. This service not only saves having to wait in line at the counter, but above all saves you cash, because the PSI is offering online tickets to the 50th PSI 2012 at a low early reservation price. The tickets can be printed out conveniently at home. The simple steps explaining how this works can be found at: www.psi-messe.com/tickets. The early reservation discount for online tickets can be had up to 30 November 2011. Starting on 1 December the normal online price will apply. Visitors buying tickets at the fair in Düsseldorf will pay the regular price. More information at:

#### **OVERVIEW OF TICKET PRICES**

Euro 57 online ticket with early reservation discount (up to 30 November 2011) Euro 67 online ticket (starting on 1 January 2011) Euro 77 ticket at the door (11-13 January 2012)

www.psi-messe.com/tickets.

#### **PSI TRAVEL CENTER**

People going to the PSI fair have a lot to take care of beforehand. So it is very fortunate that the PSI Travel Center makes the practical preparations for visiting the fair as easy and pleasant as possible. You can find all the information you need for your trip to Düsseldorf, brief and to the point, at www.psi-messe.com/anreise. The service is particularly good at saving time and trouble on hotel reservations. Whether you want to be close to the fairgrounds or in the city centre, whether you want a two-, three- or four-star hotel, the PSI Travel Center will offer you just the right hotel accommodation and further travel services, as well as taking personal care of your inquiry. Detailed information facilitates travelling to the fair, and the posted hotel booking form is especially practical. Another worthwhile service on offer from PSI is the rail event ticket called the Deutsche Bahn Veranstaltungsticket. Thanks to the collaboration between PSI and Deutsche Bahn, you can take the train to the PSI 2012 and be sure of arriving safely and relaxed.

#### SPECIAL ACCOMMODATION OFFER FOR NEW INTERNATIONAL MEMBERS

PSI is making its new international members, as well as those who have not visited the trade fair in more than two years, an attractive accommodation offer. They can get one overnight stay at a PSI partner hotel free of charge. If you are interested, please send an e-mail to: visitors@psi-messe.com.

#### INTERACTIVE HALL PLAN

The interactive hall plan at www.psi-messe.com is a big help when it comes to planning for the trade fair. Visitors to the fair can not only use the practical tool to find specific exhibitors, but also to draw up their own personal route around the fair.

#### **ORIENTATION AT THE FAIR**

PSI is expecting visitors from around the world at the anniversary fair. Multilingual information hostesses, who will be at the ready in the passageways between the halls, will enable international guests to find their way around the 50th PSI 2012. It is also worth looking at the multilingual visitor brochures that are available in English, French, Italian and Spanish.

#### **"EXHIBITORS REPORT" NEWSLETTER**

Whether it is a raffle, champagne reception or a stand party, exhibitors at the 50th PSI 2012 will be offering numerous events and activities during the fair. Information about the various activities of the exhibitors can be found in the "Exhibitors Report" newsletter. Facebook, Twitter and Xing will also be providing information about the events of the upcoming PSI in a compact form.

#### HALL13

If you are on the lookout for new developments, HALL13 is a must see. Here is where inventors, start-ups and innovative companies will be presenting fresh ideas, fascinating inventions and new products ready for series production. In HALL13, visitors can also expect a product presentation of a special kind: THE WALL, a roughly 80-metre long wall in which exhibitors can put their innovative products in the limelight. Visitors can not only see the new products here, but they can also feel and experience them. If visitors are interested in a particular product, the "WALL car shuttle" can take them directly to the manufacturer of their choice.

#### **GUIDED TOURS**

The popular Guided Tours will also be offered at the coming PSI. Short, live presentations and a personal dialogue with the exhibitor will help those participating in the thematic tours of the fair to obtain a swift and concise overview of trends and product innovations.





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#### 50TH PSI - 11 TO 13 JANUARY 2012 CREATIVE MINDS IN HALL13

P SI is bringing together inventors for the anniversary trade fair. From 11 to 13 January 2012, inventors, start-ups and innovative companies will be in HALL13 of the Düsseldorf Exhibition Centre with fresh ideas, fascinating inventions and new products ready for mass production. The scope of innovative and creative minds ranges from "never seen before," to "simply quite different".

#### COOPERATION BETWEEN PSI AND IENA NUREMBERG

The cooperation between PSI and iENA Nuremberg, which is the leading trade fair worldwide for ideas, inventions and new products, helps give innovative products a special something. The goal of this cooperation effort initiated by PSI is to facilitate bringing unusual and creative new products and inventions for the demanding and fast-moving advertising industry to the market.

#### THE INEXPENSIVE HALL13 ANNIVERSARY PACKAGE

PSI is offering a very inexpensive HALL13 anniversary package for only 1,795 euros (plus VAT) for first-time exhibitors who want to take advantage of this valuable environment for themselves. The offer is limited to 50 places which PSI is allocating after it receives the registration form. The package includes a presentation counter with a stool, carpeting, and an electrical connection as well as all additional costs. This offer also comes with an exhibitor pass and the PSI mar-

#### HALL13: APPLY FOR A WINDOW IN THE WALL

A completely new opportunity for individual product presentations is being added to HALL13. THE WALL is the name that has been given to an 80 metre long wall where exhibitors can reserve different kinds of boxes in order to draw attention to their outstanding products in an optimal way. Here visitors can see, feel and experience new products up close. Make use of this unusual presentation space, which is sure to attract lots of attention, and apply for an individual window in THE WALL. The following suppliers, among others, will be presenting new products in THE WALL: Prodir S.A., Spranz GmbH, Gustav Daiber GmbH, Stilolinea Srl., Troika Germany GmbH, Ritter-Pen GmbH, Koziol Ideas for friends GmbH, Brisa Entertainment GmbH and Ballograf A.B. Contact: Kerstin Gebel, kerstin.gebel@reedexpo.de, Tel.: +49 211 90191-184.

keting and press package. In order to ensure that visitors can quickly find your company at the fair, information about your company's stand will be included in the exhibitor list, in the overview map of HALL13 and in the Magalog entry. Contact: Dirk Schmellekamp; dirk.schmellekamp@reedexpo.de, Tel.: +49 211 90191-112.

#### REBOOKING FOR THE 51ST PSI 2013 RESERVE YOUR STAND SPACE FOR THE 2013 NOW

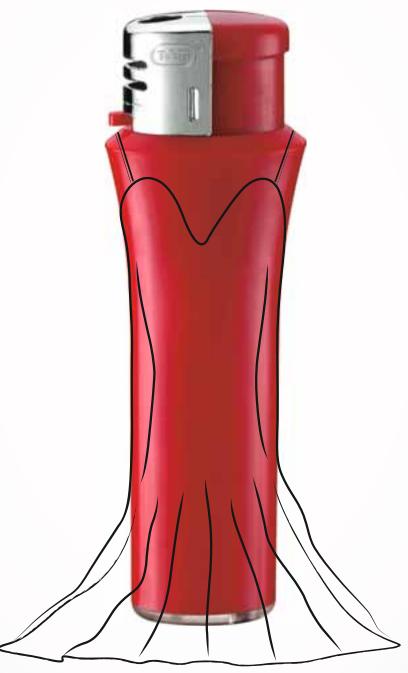
W hether you want to keep the same stand or be sure of getting a new space, early rebooking lets you plan with greater certainty. That is why PSI recommends that all exhibitors start thinking immediately about reserving stand space for the 51st PSI. The following conditions apply to the rebooking procedure: a non-binding reservation for stand space can be placed as of now. Up to 12 January 2012, the current stand space can be guaranteed to its owner. All stand spaces not rebooked by this time will be put up for sale. In addition, exhibitors who book by 31 January 2012 can profit from amazingly attractive early reservation conditions. These special conditions do not apply for the HALL13 anniversary package described above. The place to go for stand space advice and rebooking is the PSI stand in HALL13. Contact: sales@psi-messe.com, Tel.: +49 211 90191-600.

#### EXCLUSIVE MARKETING OFFERS FOR EXHIBITORS SELECTIVELY ADVERTISE YOUR OWN PRESENCE AT THE TRADE FAIR

L is not enough to rely solely on the event organiser's advertising for your participation at the trade fair to be successful. For this reason, every individual exhibitor should also motivate other potentially interested visitors to come to their stand. PSI's exclusive marketing offers will help you accomplish this. These include marketing services like Smart Services, which will be very multifaceted for the upcoming PSI event. Advertising options include everything from print ads, online advertising and event sponsoring to advertising in the entrance area of the fair. Another attractive marketing service that PSI is offering are the Guided Tours, which can assist exhibitors in presenting their products directly to interested trade visitors. During the trade fair tour, suppliers get informed about the latest products and innovations that companies are selling by way of short presentations. The exhibiting companies can also advertise their stand activities, raffles and other promotional activities prior to the trade fair in the newsletter "Exhibitors Report". The PSI team would be happy to receive your information, press releases and important dates and times for your special events. Contact: Nina Schiffhauer, nina.schiffhauer@reedexpo.de.

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### CUSTOMER LOYALTY TRUST IDENTIFICATION QUALITY BRAND STRATEGIES DENEFIT DENTIFICATION CUSTOMER LOYALTY DENTIFICATION DENEFIT DENTIFICATION DENEFIT

#### BRAND-NAME PRODUCTS AS PROMOTIONAL PRODUCTS

# BRANDS OFFER ADDED VALUE

Brand names stand for quality and for a high standard of design and function. They embody values such as trust, loyalty and customer connectivity, and the emotional aspect also play a large part. The power of brands is indisputable. How can the promotional product industry take advantage of brands' effects? Here are some facts and experiences from the industry.

e come into contact with brands every single day, consciously and subconsciously. We remain loyal to some brands for years on end, we buy them without hesitation because the products suit our taste, because we like them or perhaps simply because they represent a certain attitude toward life we feel connected to. We usually have a special rela-

tionship with fashion labels or cosmetic brands. German consumers show the greatest brand loyalty to face creams, followed by toothpaste, shampoo, chocolate, coffee and beer. Many people are willing to spend surprising sums of money simply to sport a specific tag or a well-known logo. Customers become "brand fans" and buy their "favourite brand" – often despite knowing all about its faults. They remain loyal to their brand out of blind faith. We are familiar with this phenomenon from personal relationships: the emotional bond and feeling of belonging are so strong that those affected can hardly be reached by rational arguments. Everyday experiences show that manufacturers' brand strategies actually work.

#### **BRANDS OFFER ADDED BENEFIT**

Brand policy involves establishing and managing products as brand-name items. They appear in the form of product brands or individual brands, families of brands or product line brands, as well as umbrella or company brands. Brands are defined as goods or services with their own label and a consistent level of quality or performance, which are set apart from the competition by certain characteristics. Brand personalities arise through specific properties which consumers perceive as offering a standardized benefit. This leads to identification with the brand - with the result that consumers develop a preference for buying "their" brands. Brands always offer an added benefit, such as prestige, approval, enjoyment or security, which goes beyond the actual benefit afforded by the





product, and this is usually the real reason why people buy them. If marketing has managed to generate customer loyalty by creating brand loyalty, the brands give the manufacturer a secure and steady source of sales. Successfully established brands have a specific image which can also be transferred to other products, and which corresponds with the corporate image.

#### **BRAND LOYALTY THROUGH TRUST** AND IDENTIFICATION

However, the brand loyalty of German consumers is declining; they are now more willing than ever to switch brands. As shown last spring in a study done by market research company GfK in cooperation with the Serviceplan advertising agency, branded commodities lose on average about 40 per cent of their customer base each year. This is alarming, because loyal buyers are the foundation on which brand-name manufacturers can build: regular customers account for around 60 to 70 per cent of their sales, and do so without any of the advertising and marketing expenses needed to acquire new customers. A decisive factor related to brand loyalty is consumers' trust in the brand. The greater the trust, the larger the proportion of regular customers and the faster market share can grow, the study shows. What is the reason, then, that so many manufacturers are having trouble winning over regular customers and holding on to them for the long term? The most probable reason for dwindling brand loyalty, as Serviceplan founder Peter Haller told Handelsblatt newspaper in a comment on the study, is the loss of trust. Nearly half of the 100 most important brands change their slogan and advertising presence every two years. There may well be a connec-

#### VALUE-CREATING FUNCTIONS OF BRANDS FROM THE POINT OF VIEW OF DEMAND **Guidance and recognition function**

A significant source of guidance in choosing goods or services, increases market transparency, reduces effort required for researching and gaining information.

#### Information function

Brands provide more product information than no-name products, thereby simplifying the purchase decision process. Repurchase saves time and effort.

#### **Confidence function**

Confidence is placed in the brand due to its high profile, competence and identity.

#### Prestige function

The product gives customers a certain prestige within their social environment. Over and above the purely functional satisfaction of their needs, customers use the product as an expression of their personality.

#### Brand image: Public image of the brand

The consolidated image of a brand that is embedded in the psyche of relevant target groups. In order for an image to be created, the brand must be well known.

#### Identity-creating function

Consumers relate the brand's attributes to themselves, thereby defining their self-image and expressing that they belong to a certain social group.

#### VALUE-CREATING FUNCTIONS OF BRANDS FROM THE POINT OF VIEW OF THE SUPPLIER

#### Quality assurance

In order to deliver what the brand promises, the high level of quality must be maintained for the long term: products with above-average service performance or functional efficiency, durability and stability of value may involve obligations but they provide a competitive advantage as well. This also includes aspects such as the ethical brand value (CSR, environmental compatibility). Preferences formed on the side of demand

Distinguishing yourself from the competition, boosting sales, increasing the economic brand value, positive effect on company image.

#### **Customer retention**

Customer satisfaction leads to a growing customer base. Increases capacity utilization and planning security.

#### **Differentiated market cultivation**

Increasing the scope in pricing policy. This scope grows to the extent that the product is credibly presented as something exceptional and perceived as such by the customer. Increasing company value

Source: Bedeutung der Marke und empirische Erfassungskonzepte, Institut der deutschen Wirtschaft Köln Consult GmbH 2010







tion with the fact that top marketing positions in the brand-name products industry change hands every two to three years, and each new head of marketing wants to put a signature of their own on the brand, the advertising pro suspects. So the thing to do is to combat the loss of trust through consistent brand management.

#### BRANDED PROMOTIONAL PRODUCTS WORK THROUGH IMAGE TRANSFER

The aspect of continuity is without doubt extremely important to brand-name items. Trust is something that takes time to build, that you can only develop for a person or a thing which has an enduring essence, fixed values and attributes you can count on. In this sense, it is of decisive importance to take good care of a brand, constantly managing and developing it. Although this applies particularly to brands in general, it also holds for any products or product lines which hope to last longer than a single season. It also affects the promotional product industry, since investment in product development pays off here too. When used as promotional products, brand-name products join together, supplement and strengthen one another, thereby demonstrating their combined force and immense communicative power. If we look at the functions of a

brand stated above (see box on page 13), it quickly becomes apparent that brandname promotional products offer far more than their normal product benefit and have an even stronger promotional effect than has already been empirically verified in PSI and GWW studies. Thus they fulfil in a special way the three most important goals of using promotional products formulated by companies in the current Promotional Products Monitor: enhancing loyalty, awareness and image. Here is the key to the pronounced effectiveness of brand-name promotional products.

#### PROMOTIONAL PRODUCTS AND BRANDS ARE COMPLEMENTARY

Promotional products and brands have a particularly close relationship in which each stimulates the other. This is because promotional products are particularly well suited to brand communication, as last spring's Promotional Products Monitor once again clearly showed: during the period under study in 2009, 47 per cent of the medium-sized and large companies surveyed were of the opinion that promotional products were very well suited to brand communication. Hence promotional products can advertise for brands, but they can also be brand-name goods themselves, but in every case, whether promotional products advertise for brandname products or if brand-name products are used as promotional products, they must be tops in every respect in order to have a positive influence on the image of the company using them for advertising purposes. Of course, brand-name products can advertise for more than brands and, conversely, promotional products with a well-known label are not absolutely necessary for brand communication. All that is important is to choose carefully, taking account of the purpose and target group and, of course, the outstanding quality of the product and its finishing. So it is obvious that well-known brands often concentrate their communication likewise on high-quality, wellknown brands. Because the better the image of the products given as gifts, the more the image of the company giving them is enhanced. And, of course, a present with a familiar label expresses greater esteem to the recipient. Of course, the brand image of the promotional product must correspond to the essence of the advertised brand and enhance its advertising message. In no case may the message communicated by the present be stronger than the actual advertising message, or worse, distract from it.





#### **OPPORTUNITIES OF PRIVATE BRANDS**

When we speak of brands in the promotional product industry, then we mean not only the well-established manufacturer's brands familiar to consumers, but also the private brands of promotional product suppliers. They occupy an intermediate position. They too undoubtedly perform some of the brand functions mentioned above, for instance, by serving as an aid to orientation for the trade and a means of differentiation from comparable products, and they are an indicator of specific product characteristics at a stable level of quality. For the industrial customer or recipient, however, they tend not to be perceived as brands unless they are also positioned and well-known in the consumer sector. We could conclude from this that suppliers who have already invested in establishing and developing private brands should promote them with a consistent brand policy, launch them in the specialized trade and thus be able to open up new opportunities for themselves on the market. Obviously, this entails additional investment, and each company must decide for itself whether such investment would be worthwhile.

#### BRAND PRODUCTS: PROMOTIONAL PRODUCTS WITH ADDED VALUE

Brand products bring with them an obligation. The purchase of a brand product is more than just a decision in favour of this one product; it is also a choice that is based on confidence in the manufacturer and their services. Branded goods that are used as promotional products are value-added products since they contain recognized values within themselves that are viewed positively by the recipient.

This is how brand products work in advertising:

• In many product categories, brand products are the market leader. The advertising company can use the existing power of the brand for its own product.

- Brand products have an ongoing brand presence and thereby create confidence through their performance. This is why they are known and desired by the recipient.
- Brand products enjoy a high level of awareness since they are heavily advertised. This makes it very probable that the recipient will know, value and accept the brand.
- Brand products serve as indicators with regard to quality and service. Their long-lasting functional qualities are a source of delight for the recipient and therefore have a particularly lasting effect.
- Brand products meet high standards of consistent product quality. They offer reliability, durability and functionality.

• Manufacturers of brand products invest a great deal in good and functional design. High-quality, lasting products are the result. Their aesthetic quality makes them timeless and they represent good taste. This means that they can be used for many applications.

• Brand products stand for transparent, fair pricing policies. They are not cheap, but they are good value in the sense that they are worth what they cost: the price-performance ratio adds up. Since the recipients most likely know the products from the stores, they appreciate their value.

Source: Arbeitskreis Werbemittel e. V., Markenartikel für Werbung und Verkaufsförderung 2011

Innumerable PSI suppliers serve the market with brand-name products. Whether familiar consumer brands, some of which have a tradition going back a hundred years, or relatively young trademarks – does a label really mean more effective advertising? Promotional product distributors and consultants report from their corporate practice on using brand-name items.



#### »Sympathy is the prime value of a branded promotional product.« Hans-Joachim Appel, Appel Promotion

have long been a fervent advocate of \_brands because the user can benefit from the power of the brand. Therefore, I see the trend towards increased brand and quality awareness in the past five years very positively, even if the importance of brands has declined in recent decades. I mean, does this have anything to do with the fact that the younger generation has a lesser affinity to brands: they tend to choose more well-known designer labels, under the umbrella of which all kinds of products are sold. With a watch from Armani, for instance, they particularly show a sense of extravagance, fashion and design, but they do not associate the Armani brand with the expertise of a manufacturer of high-quality watches. A counter example: Lamy is a leader in the field of school fountain pens, so many people have an early contact with the brand. The brand therefore enjoys a high level of recognition and stands for quality writing instruments.

#### A PRODUCT MUST ALWAYS EXPRESS APPRECIATION

During childhood we all develop a feeling that we are important to somebody when that person gives us a present. A brand product can eminently convey this feeling of being valued and someone special. The emotional aspect is very important when it comes to brands: we may not necessarily need a present we receive, but if we like the present, then we gladly accept it and are delighted about it – especially when we know the brand and value it. I would even say that sympathy is not the added value of a branded promotional product, but rather the prime value!

#### QUALITY FOR EVERY BUDGET

As promotional product consultants we should therefore be aware that a product must express a minimum level of appreciation; it should therefore never be too simple or too cheap, otherwise it will annoy the recipient. Even giving someone a present in a clumsy manner or barely mentioning it may offend the recipient. Therefore, the following rule applies: No matter how big or small a budget is, in all segments there are attractive products made in Europe that signal appreciation. In the area of give-aways, a product must serve its particular purpose well and, in my opinion, a cheap give-away won't do the job.



#### »Brand products have gained importance.« Stéphane Hennig, K+M Werbemittel

**E** xperience has shown that there is a demand for brands among clients wishing to enhance their own brand, but brands are also often used in the pharmaceutical industry. But even in the areas of premiums and sales promotions or discount campaigns, brand-name products serve as attractive, sales-enhancing products. The question of the price is usually not a priority - what matters is the added value of the product. The article has to be carefully selected and adapted to the product being advertised in order to complement this as meaningfully as possible and to highlight its benefits. And of course it should be a product that triggers desirability on the part of the recipient. When you highlight this added value and effectiveness when giving advice, the customer is usually convinced.

#### WORKABLE CONCEPT

The higher price, however, also requires presenting the customer a solid, workable concept of how the articles are used effectively. The customer needs to see that his budget will be used responsibly and for good products. That will also induce him to select the brand. However, the use of brand products as give-aways is limited owing to the higher price level.







#### BRAND PRODUCTS SCORE WITH A NUMBER OF BENEFITS

I believe brand products have gained importance in the past few years, especially given the many negative headlines about contaminated Far East products. Brand products score with a number of benefits: environmental concerns are taken into account in the production, they boast an impressively high sustainability, they are not disposable items and thanks to their superior quality, they have a low failure rate and therefore a very long promotional impact. As they are often Made in Germany or at least made in Europe, they also score with short-term availability.

#### DURABLE AND HIGHLY FUNCTIONAL PRODUCTS

In the case of articles that are subjected to severe stress, I would certainly have them produced by an experienced brand manufacturer who knows the requirements on the product, guarantees superb finishing and, if necessary, can rework the product to adjust complaints. One such example is waiters' wallets in the beverage industry. In the case of brand products, the customer can be sure to get a durable and highly functional product. <



»I'm a fervent advocate of brands.« Angelika Kessler, 2Creative - Die Werbemittelberater

like brands and I like selling them because they stand for value and quality. However, because they are more expensive, the consulting expertise of the distributor is called for to be able to sell them to customers. If he succeeds in raising the awareness of the customer that a brand product transports value, then the customer is soon convinced. If the budget for the product is too tight, then I usually suggest reducing the order quantity and choosing a reputable brand to achieve an effective impact. Using brand products, however, requires a suitable occasion. As far as giveaways are concerned, I don't recommend brand products.

#### HIGH SCORE FOR BRAND PRODUCTS

Thanks to short distances and trouble-free communication, the collaboration with a German brand-product manufacturer is unquestionably faster and smoother than with Far East manufacturers. Brand companies understand the requirements of the German market, their commitment to service is very high and fewer mistakes are made. A German customer is very demanding and I can serve him best with a brand product. Another important advantage is that it is faster and easier to produce customised products. For example, in just eight weeks we produced a custom-designed cup together with a porcelain manufacturer in southern Germany; it took 24 weeks before a rubber duck from the Far East was ready.





#### »Brands stand for sustainability and quality.« Ralf Hesse, m.e.s. Marketingservices

n my experience, our circle of customers does not explicitly ask for brands, not even from particular industries. It generally becomes clear early on in the discussion whether the use of branded products is conducive to the customer's particular advertising goal. If we recommend branded products, the customer is usually happy to accept the suggestion. Particularly if customers refer to topics such as sustainability and quality within their promotional message or trade fair presence, we persuade them to use branded products, especially those "made in Germany". Once the customer has agreed to this, the price is no longer an obstacle since there are plenty of brand-name products these days in a variety of price ranges. There is something for everyone there.

#### ESTABLISHED BRANDS HAVE LASTING EFFECT

The value of brand-name goods used as promotional products is very much found in the sustainability of the brand. Particularly for older companies that have been established on the market for a long time, products of this brand can be of benefit. The limit is reached for us when it oversteps the bounds of good taste, but that has rarely happened. Or, alternatively, if the customer insists on a branded product that does not suit their company at all. I believe it can be advantageous for both the customer and us as a consulting firm if the customer makes successful use of the same branded product, such as a Swiss knife, over an extended period of time.



#### »Image transfer is the essential benefit of brands.« Carsten Lenz, S & P Werbeartikel

**B** rands are characterized by having proven themselves on the market over a long period of time; indeed, it is not uncommon for them to have a history that goes back several generations. Furthermore, brands have a high quality standard, they are widely known and an image of their attributes already exists in the minds of consumers. For this reason, they also have a high recognition value.

#### BRANDS REINFORCE THE PROMOTIONAL MESSAGE

All of this creates an image with positive associations, which is why brand products make excellent promotional products for all companies wanting to advertise their own brand or the quality of their products particularly effectively. This is because the merits of the brand whose products are used as promotional products are transferred to the advertising company and its products. They can underline the positive qualities of the company's own brand and reinforce the promotional message. This will only succeed, however, if they perfectly suit the advertising company, the campaign in guestion (i.e. the intended purpose) and the target group (i.e. the recip-



ient). This is, of course, true for promotional products in general, but it applies to brand products in particular, since specific associations with them already exist. It is often, though not always, the case that higher quality products and major brands also mean the use of branded promotional products. The more important question is whether it is possible to create a credible association between the company and the promotional product.

#### THE EXACT TARGET GROUP MUST BE KNOWN

I recommend the use of brands whenever my customer knows the target group precisely and when that group is clearly defined. The more you know about the recipient, the more you can be specific in your choice of product and the more emphatically and personally the promotional message will be communicated. Nonetheless, brand products are, in my opinion, neither suitable nor financially justifiable for broadscale campaigns. For anyone who purposefully chooses branded promotional products, the price is no longer a hindrance. In that case, it is our job to suggest products that are not only suited to the campaign but also fit the budget. I have often noticed, for example, that medium-sized companies like to thank their customers at Christmas with pen sets from brand-name manufacturers of writing utensils. This is a classic gift that is valued and expresses appreciation.





»Used correctly, brand products are unbeatable.« Florian Mansard, Mansard Werbemittel

n our line of business, brand products are unbeatable in two specific fields: firstly, as a classic gift where the brand is used to convey appreciation through its perceived value. Secondly, as a bonus gift or incentive: those receiving the reward likewise value brand-name products because they have a particular image and are well-known and valuable, as well as providing guidance through the comprehensive information in the promotion.

#### **CLASSIC GIFTS AND BONUSES**

We therefore particularly recommend branded products to customers who are looking for a classic gift that is intended to communicate appreciation, as well as to companies that award bonuses as a reward for a whole variety of achievements. Whatever the aim of the campaign – whether it be subscriptions to a magazine, a reduction in the rate of illness or an increase in sales – the use of brandname products is a professional and effective aid in reaching the respective marketing goals.

#### THE PRICE IS SECONDARY

The higher price is no obstacle. Brands are brands because they invest in the brand core and brand value and are very often significantly superior when it comes to quality and design. Desire is primarily aroused by means of the brand image which is based on these very qualities. Little has changed in this respect, even in the Facebook generation. Our customers are quite aware that developing a brand costs money.

### THE LIMITS OF BRANDED PROMOTIONAL PRODUCTS

The limit to the branded promotional product starts at the point where it could possibly cannibalize our customer's brand. No matter how big or small the company advertising with promotional products is, it is imperative to provide promotional support to that company alone, in other words to our customer and their brand and image. If, however, a branded product has a greater effect than the message that it is intended to convey, we always advise our customers to use customized products that are tailored to them or their campaign.

Our opinion is that brand-name products only very rarely find a place within the promotional field. Here the goal of the campaign is always at the forefront and that goal is usually closely tied in with our customer's product and brand. Their CD and CI are therefore the main focus.

#### A REAL LIFE EXAMPLE

If a brand like Head & Shoulders shampoo were to combine a sales promotion campaign with the use of a no-name hairdryer, it would certainly not convey the same high-quality image as if a Braun hairdryer were part of the package instead. In this case, what Head & Shoulders communicates is extremely important. The customer should realize that he has bought a great shampoo and associate it with the use of a hairdryer of equal value. The contrary must not be the case – in other words a Braun hairdryer that he uses after having washed his hair with any product.

#### SECURITY FLAWS AT COMPANIES

#### HACKER ATTACKS AFFECT **BRAND IMAGE**

n the area of online marketing, hacker attacks pose a substantial risk for companies. Despite this, small and medium sized businesses often have large security flaws in their IT systems, as Anthony Sommer, managing director of the security service provider TÜV Informationstechnik GmbH explains. How closely related IT security and brand image are was demonstrated by the hacker attack on Sonv a few months ago. The company's reputation suffered badly from the attack in which the hacker had access to more than one million customer data. The



confidence of Sony's customers has been severely affected by this incident. A particularly high risk exists especially through networking with foreign portals such as social media or online shops because these interfaces often lack an effective protection, says Sommer. <

#### DIRECT MARKETING **COUPONS ARE POPULAR**

oupons are getting to be an ever bigger shopping trend. This follows from a current consumer survey done by TNS Emnid, an opinion research institute. According to the survey, "couponing", or submitting a coupon to get advantages when shopping, is now widespread in Germany. Four out of five Germans have already redeemed a coupon at least once. As yet, the traditional paper coupon is primarily in use. By contrast, mobile coupons, as for cell phones, are still largely unknown. Sixty per cent of those surveyed are of the opinion that the significance of coupons will continue to increase. TNS questioned 1,119 persons for its survey. <

#### **EMPLOYEE COMMITMENT**

#### INDIANS ARE THE MOST COMMITTED EMPLOYEES

**E** mployees in India, China and Brazil are the most highly motivated compared to the rest of the world. This is shown by the Carter of the world. rest of the world. This is shown by the Commitment Index of management consultancy Kienbaum and its partner, ORC International. The survey covered nearly 10,000



employees in eighteen countries in the economic regions of Europe, North and South America, Asia and Australia. According to the responses, the Indians scored 74 points on the Employee Commitment Index. At second and third place followed China with 67 points and Brazil with 64. Germany, by contrast, only placed

ninth, with 57 points. "The positive commitment figures of India, China and Brazil could be due to the spirit of optimism prevailing in these countries. The BRIC countries are among the fastest growing national economies in the world and are rapidly closing the gap between themselves and Western industrial countries," says Jan-Marek Pfau, Project Manager at Kienbaum in Berlin.

#### VIRAL MARKETING SMALL IDEAS WITH A BIG EFFECT

f you want to stand out in today's flood of marketing campaigns, you have to prove that you are imaginative. Especially on the internet and social networking sites, in particular, marketing and communication consultant Alexander Wunschel sees big opportunities for small companies. The web has plenty of room for large-scale campaigns, but also for small ones, if they go viral. However, despite the opportunities offered by the new media, Wunschel says only a few companies are making full use of them. He says the requirements of the various reci-



pients have changed. In order to stay up to date, this expert advises updating customer communication. Now that multimedia is all the rage, a simple press release is no longer enough to attract attention. "This means that press, marketing and IT departments must work together with product development." Wunschel is convinced, "This is the only way to create dialogue-capable campaigns which give customers the feeling that the company is responsive to them." <





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#### **CORPORATE PUBLISHING**

#### COMMUNICATION MAKES COMPANIES SYMPATHETIC

• ompanies using professionally designed journalistic media in their corporate communications have a sympathetic edge. One consumer study by market research firm Zehnvier was commissioned by Forum Corporate



Publishing, Europe's largest association of corporate publishing services. According to the study, the sympathy towards a company increased significantly for 71 per cent of citizens if they are regularly addressed by this company with journalistic media. At the same time 66 per cent of respondents have a positive attitude towards corporate media. Nearly half of the consumers want to use customer media to communicate with the publishing companies. In terms of media use, the study also brings some interesting results to light: While half of the consumers prefer to be verbally addressed compared to online media such as websites or e-magazines, 40 per cent still prefer print media. Only 14 per cent consider printed customer magazines to be no longer in keeping with the times. At the same time, however, expectations in terms of digital communication increase: One in four citizens believes that companies use the latest technologies such as social media and apps for tablet PCs to address customers. Of those under 30 years old, 40 per cent are interested in corporate presence on social networking sites such as Facebook & Co. For the representative consumer study "Consent 2011 - Consumer sentiment on corporate media", the Swiss market researchers interviewed over 1,000 citizens between 15 and 59 years of age. <

#### **HIGH-TECH METALS**

#### **EU STARTS THE RARE EARTH INITIATIVE**

he European Union is starting up an offensive to stave off bottlenecks in the supply of high-tech metals, so-called rare earths. The Spiegel Online magazine, quoting from an internal strategy paper, says hope is that a network of research institutes, companies, politicians and non-governmental organizations will be able to avert an impending crisis in raw materials. At present, the EU Budget Committee is deliberating on the concept submitted by Reinhard Bütikofer (Greens) Rapporteur for Raw Materials in the European Parliament. The concept is intended to get experts together to clarify by 2013 at the latest the most pressing questions on how to maintain the supply of rare earths – for instance, how these high-tech metals could be recycled, or the areas in which research should be intensified. According to Spiegel Online, the plan is based on a study by the Freiburg Öko-Institut (Institute of Applied Ecology), which supports a European research network, among other things. "The concept is intended to initiate a raw materials offensive," Bütikofer told the magazine. He accordingly claims to have applied to the EU Committee on Industry for one million euros. He is also demanding that the network for rare earths be provided with additional capital in the next EU Framework Program for Research.



#### FACTORS IN THE SUCCESS OF TRADE FAIRS COMPETENT ADVICE DESIRED



y providing professional advice and good information, exhibitors at trade fairs can score points with visitors, as shown in a survey by Swiss exhibition stand construction service provider Expoformer. According to the survey, trade fairs have changed in recent years from traditional displays of exhibits to communication platforms. This is increasingly putting qualified dialogue at the forefront of reasons to visit trade fairs, along with product presentation. However, what is the best way for exhibitors to get talking to visitors? The experts also studied this question in depth. According to Expoformer, visitors like it best when they are addressed openly and directly. The complete study can be downloaded free of charge from www.expoformer.ch.

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# MAILING ENHANCERS AND GIVE-AWAYS THE SMALL, CHARMING ADVERTISERS

Often it is the small, subtle gifts that linger in one's memory. And the promotional product industry certainly has a lot of these to offer. Whether presented directly or sent by mail, the unobtrusive "advertisers" are unquestionably capable of impressing.

coording to an old proverb, modesty is a virtue. In contrast to this is a maxim which represents today's often rather immodest attitude: "Don't take half-measures, do things in a big way!" Even if the former motto may perhaps seem not quite "contemporary", both expressions can, however, be drawn together in the importance of our current topic: Mailing enhancers and give-aways are among the advertisers that appear modest in a positive sense, thanks to their mostly ornamental appearance given to them by clever product designers. Moreover, these adorable little things often appear in great abundance. Combined with a beneficial value, these innumerable slim, handy things are often transformed into indispensable tools in the marketing mix of companies – and nonetheless keep their individual effect because these small, beautiful, useful things are connected with a certain experience or a nice mailing, and sometimes remain a loyal companion for a long time.

#### **DECORATING IN STYLE**

hristmas decoration, which stands out because of its unusual concept, comes from the company Stiefelmayer-Contento. The product in question has the tuneful name of Cosmo and consists of a metal ornament to be hung up. With only a few simple touches, the flat rings become a three-dimensional globe, whose inside hides a silver Christmas motif. The designs to choose from are four combinations of different motives and colours: an angel with pink metal rings, a Christmas tree with purple rings, a reindeer with red rings and a star with silver rings. Cosmo has a diameter of 13.5 centimetres and as the rings first lie flat, this product is perfect for sending by post. **45280 • Stiefelmayer-Contento GmbH & Co. KG • Tel +49 9342 96150** info@contento.com • www.contento.com





#### THE CHRISTMAS STORY TO PUT TOGETHER

Let he Advent Season is the time when making things, using your creative talents, is part of the festive tradition. When it's nice to involve the whole family and have fun decorating your home together. The little stage of Multiflower, with its miniature Christmas crib, is perfect for those among us who are strapped for time. As the "ingredients" come in a handy metal box, this product is also perfect as a gift for the next Christmas party. And after Christmas, the nut wood stick figurines can be packed away, ready for next year. This makes the advertising message a very lasting one. Starting from a quantity of 250 units, small greeting cards can also be designed individually.

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



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#### **ALL IN ONE**

A part from the exclusive, well-known DropStop, Kandinsky, in its capacity as the German distributor of the Danish manufacturer Schnur, is now also distributing the new, all-in-one DropStop with integrated neck-hanger. Until now, the clever wine funnel DropStop had to be fitted with an additional bottle tag. Now, with the help of the new all-in-one DropStop however, you don't just save the costs of the additional tag – from now on, even the preparation expense can be reduced significantly. Starting from 1,000 items, this new product is of course available with a customised, high-quality photo printing. **46232 • Kandinsky Deutschland GmbH • Tel +49 2117705770** info@kandinsky.de • www.kandinsky.de

#### **A SPLENDID ADDITION**

**W** ith another accomplished combination of plastic and metal, Senator is providing another addition to its already large, diverse product range of its Matrix family. The "Clear" version is now also available with a shiny chrome clip, which gives the retractable ballpoint pen a particularly high-class look, in contrast to the slim-line, transparent plastic casing. Like its predecessors, this new model is available in the usual intensive colours yellow, orange, red, green, blue and violet. Customisation can be achieved with the help of screen printing. **41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010** 

info@senatorpromotion.com • www.senatorpromotion.com



#### **A CLEAR VISION**

L ittle Wonder, the new product from Clean Promotion, will make sure that the view from your windscreen is clear. Little Wonder is a highly concentrated detergent powder which is available in a stick pack with a concentration of 2.5 grams. Simply

add one stick to the water you use for cleaning your windscreen. This will give you up to 5 litres of cleaning fluid. No more need to carry canisters or bottles; Little Wonder fits into any glove compartment. You can also add Little Wonder to your antifreeze. Its low weight and small format makes it an excellent mailing multiplier for a large target group.

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





# 

## Wussten Sie schon, ..

... dass in Finnland der Weihnachtsmann Joulupukki genannt wird? Der Name bedeutet übersetzt "Weihnachtsbock". Der Julbock, ein Ziegenbock aus Stroh, ist in skandinavischen Ländern ein Symbol für die Weihnachtszeit. In der finnischen Weihnachtsmann-Legende wohnt Joulupukki auf dem Berg Korvatunturi. Wenn er Finnland besucht, lässt er seinen Schlitten stehen und reitet auf einem Ziegenbock namens Ukko weiter.





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#### WHEN STILL PICTURES BECAME "MOVIES"

• ou feel transported back to the 1960s, when nostalgic programmes showing the old silent movies were repeated, when you first open the innovative printed card from micx-media. Because, when you open one of those cards, you will get a surprise in the form of moving images. These are on display on an integrated video display. This display starts automatically when the card is opened. The print formats and the video displays are available in various sizes. What's more: up to seven different films can be selected by using the menu buttons. From 128 Megabyte to 8 Gigabyte, these integrated video boards can be set up with a built-in speaker and a USB-connection.

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

#### **SLENDER LOOKS**

he model Bonita of Ritter-Pen is a retractable ballpoint pen whose high gloss and slender design catch your eye. The most striking features are the nickel-plated tip and the gently curved clip. Inside, a quality Marathon refill ensures a long-lasting

writing fun. Advertising messages can be attached on the shaft of this pen, according to your customer's wishes. For further information, please contact Ritter-Pen directly.

tly.

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-Advert-



### **GENEROUS SUPPORT FROM THE GOVERNMENT!**

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





#### MERRY CHRISTMAS



#### SMALL, BUT FULL OF FLAVOUR

**S** quare, handy and full of promise – this could be the motto for this modern, unconventional Advent calendar, whose unusual format (130 x 130 x 5mm) alone attracts customers. Behind the little doors, one can find a Christmas selection of fruit gums in a mixture of different colours, containing 10 per cent fruit juice and made with natural flavours in their in-house, certified production. The individual version of this mini calendar can, as usual, be designed in the requested corporate design and is available from a quantity of 2,040 pieces.

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

#### **IT OPENS WITH A SOUND**

**K** andinsky is offering a clever bottle opener which doesn't just removes bottle tops but which makes a football-related sound while doing it. Every time it's used, it plays a jingle, which lasts 15 to 30 seconds. Although there is a choice of various standard sounds there is also an option of customer-specific tunes. It is also possible to adapt the design to customer requests. This bottle opener can also be used as a fridge magnet, something, which is particularly practical: Open the fridge, take out a bottle and – hey presto! Here's your bottle opener.

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





#### WRITING WITH A VERY INDIVIDUAL NOTE

■ hanks to the Clip4You finishing available since the start of this year, DreamPen's Galaxy pen model has now become a very individual writing instrument. The clip of the pen is fitted with an individually identifiable mould, such as a product replica or a 3D logo. This mould can be digitally printed with up to 1440 dpi and is available for all models of the Galaxy. The classic pen can be used, as well as the latest transparent and matt designs. The manufacturer is offering this type of advertising for a minimum order quantity of 5,000 pieces. The Clip4You finishing is possible thanks to a significant investment by the company in advanced injection moulding and other technology from Switzerland and Japan.

45720 • DreamPen • Tel +48 68 4772230 dreampen@dreampen.pl • www.dreampen.pl



### **SURF WHILE U WRITE**

**Y** ou'll be forgiven if you believe that the Italian company Promoland is a newcomer as its CEO is none other than Giovanni Lecce, the former head of Lecce Pen, one of the largest manufacturers of writing utensils. He stands for comprehensive experience in the production of ballpoint pens made from a variety of synthetic and metal, as well as from biodegradable materials. The latter has been certified exclusively. The production is carried out in Europe and the Far East. Promoland's latest creation is the ballpoint pen Surf; a pen, which the producer tells us, will make you feel like you're surfing. The elegant pen is available in different colours; even as frosted varieties or customised shades. The refill is produced exclusively in Europe. **48042 • The Promoland s.r.l • Tel +39 011 9952344** 

 $info @the promoland.com \bullet www.the promoland.com \\$ 

#### **SAY GOODBYE TO BOREDOM**

Lehristmas is not only a celebration of love, for many people it also represents a break in working life, which can be enjoyed with the family. But there should be no room for boredom and this is definitely guaranteed when there is a set of playing cards from the company ASS under the Christmas tree. The selection includes: Christmas Quartet, Christmas Memory, Christmas Bingo and Christmas Skat. In addition, the Altenburg card specialists offer puzzle cards and entire gift sets (games compendium, family games, poker sets). This assortment of games is complemented by other Christmas items, such as an Advent calendar on cards, recipe cards and gift tags. All products are ideal for the upcoming Christmas campaign.

44629 • ASS Spielkartenfabrik Altenburg GmbH • Tel +49 3447 5820 info@spielkarten.com • www.spielkarten.com



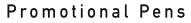


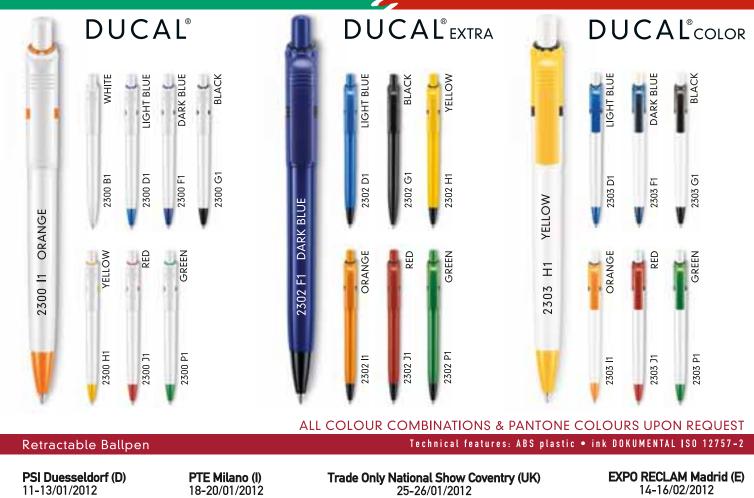
#### **A LIGHT TO CATCH YOUR ATTENTION**

In line with the motto "Light catches attention", Lumitoys GmbH now offers promotional products with special effects. Classics like key rings, biros, bouncing rubber balls or lanyards or specially produced articles like flashing magnets, LED buttons or beamers – a second glance and a lasting impression is always ensured by the light effects used. The comprehensive range also includes products which are specific to individual events, such as light sticks, fans lit by LED light and snap light sticks. Special customised productions will be realised reliably. In addition to this, you can also find many immediately available, which ensures extremely short delivery times.

46095 • Lumitoys-GmbH • Tel +49 2331 3775450 info@lumitoys.de • www.lumitoys.de

# The Stilolinea evolution





STILOLINEA • Via Toscana, 26 • 10099 San Mauro t.se (TO) ITALY • Ph +39 011 2236350 • Fax +39 011 2236337 info@stilolinea.it • www.stilolinea.it





#### **ELEGANT PRODUCTS**

Logo Pins specializes in supplying giveaways of various kinds. Their current range includes the successfully marketed colourful silicone bracelet that is now available in a refined design with an embossed metal plate. As usual, the tape can be dyed using one or more colours. The new metal button that can be manufactured in any size is also elegant. A logo can be printed here using PantoneC. This button can be laminated with either a glossy or matt finish. The minimum order quantity is 300 pieces.

45872 • Logo Pins München • Tel +49 89 172156 info@logopins.de • www.logopins.de

#### **KEY POSITION**

he USB Key from Deonet looks like an ordinary key, but it is a fully functional USB flash drive that can be conveniently worn on a key chain and is therefore always ready for use. The product is made from chromed metal and is therefore very robust. It can be individualised by Deonet in the form of a stylishly lasered engraving on one or both sides. The USB Key is available with capacities from 1 GB to 32 GB. The manufacturer offers a warranty period of 30 years. A minimum order of just five units is possible. 46660 • Deonet Benelux B.V. • Tel +31 40 2554414 sales@deonet.com • www.deonet.com





#### **ALWAYS CLEAN DISPLAYS**

Leaning pad can be fastened and is always immediately available for the next cleaning job. It is an ideal mailing enhancer as it is small, thin and light!

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

# Frottiertücher für Werbung und Promotion





www.karlowsky.de



#### **WOODEN GREETINGS**

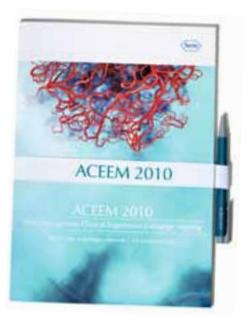
 $\mathbf{C}$  hristmas cards or decorations need not necessarily be made out of paper, as demonstrated by Multiflower GmbH with their wooden products. Various standard versions are available, but customer requirements can also be catered for with an order quantity of 250 pieces or more. The cards are 199 x 99 millimetres in size and weigh seven grams. In the standard editions, advertising messages are lasered on a surface of 80 x 35 millimetres, and in the case of customised designs, the entire area of the cards can be used. Envelopes are sold separately.

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

#### **SAFE COMBINATION**

he flexible and practical banduo combi strap from DNA Design is versatile and cleverly combines things that belong together. For example, pens and notebooks always remain together. As the product is available in various strap lengths, an adaptation of existing advertising concepts is optimally possible. The standard lengths A4, A6 and A8 (for example for business cards) are immediately available. For order quantities of 250 pieces or more, the banduo can be printed individually and in any colour.

46519 • DNS Designteam Neth Schäflein GbR • Tel +49 711 6407186 stuttgart@dns-design.de • www.dns-design.de





#### **MAGNETIC TEMPERATURE GAUGE**

In the current climate change, knowing the temperature is important. Goudsmit Magnetic Design BV is now offering the possibility of producing magnetic thermometers in any desired shape or size, and printing them with a customised text, logo or illustration. These thermometers are made of flexible magnetic foil or plastic with acrylic glass and due to their low weight are perfectly suitable as a mailing supplement or as an onpack premium. According to Goudsmit, the minimum order is 500 pieces.

43808 • Goudsmit Magnetic Design B.V. • Tel +3140 2212475 design@goudsmit-magnetics.nl • www.goudsmit-design.com

# THE READES HOW MORE VALUE!

# MORE BRANDS, MORE TRENDS, MORE OPPORTUNITIES.

# > 9<sup>th</sup>-11<sup>th</sup> JANUARY 2013

Save your stand now!

Take out a non-binding option on a stand and benefit from our attractive early-bird rates. Contact now Dirk Schmellekamp by phone at: +49(0)211-90191112 or by email at: Dirk.Schmellekamp@reedexpo.de







#### **INTEGRATED DATA STORAGE**

he USB Pen from Deonet is the perfect combination of an elegant pen and an integrated USB flash drive. At first glance it looks like a normal pen, but on closer examination you can detect the data which has been cleverly located in the cap. What makes the Deonet USB Pen so special is its innovative design: it is slimmer and more elegant than any USB pen on the market, claims the supplier. The product is available in white or black and can be personalized with full-colour printing or laser engraving. According to Deonet, the minimum order quantity is five pieces.

46660 • Deonet Benelux B.V. • Tel +31 40 2554414 sales@deonet.com • www.deonet.com



# SPONSOR INNOVATIONS!

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







### **ATTENTION TO DETAIL**

**G** ood things come in small packages: Pruner transforms customer products into key rings or adhesive magnets in mini formats with great attention to detail. Due to its minimal thickness and light weight, this clever advertising medium is the ideal mailing enhancer. All details are faithfully stamped by the forming experts and interpreted as a miniature format of the product. Each day the key rings serve as a reminder of the company that gave away the key ring. A photo is sufficient to get a free proposal from Pruner for a layout.

42634 • Pruner Werbemittel • Tel +4976441063 pruner-werbemittel@t-online.de • www.pruner-werbemittel.de



#### **BEUTLER VERPACKUNGSSYSTEME GMBH** Kalthofer Feld 9 • D-58640 Iserlohn Telefon: +49 2371 / 9495 0 Telefax: +49 2371 / 9495 44 E-Mail: info@beutler.de • www.beutler.de



Die Multifunktions-Bekleidung von Brecht Profashion, Bretten, ist aus Coolmax® Extreme mit freshFX™ und sorgt für höchsten Tragekomfort und lang anhaltende Frische – mit UV-Schutz bis 40+! Alle Sicherheitsprodukte sind natürlich auch zertifiziert z.B. gemäß DIN EN1149 für antistatische ESD-Bekleidung oder EN471 für Warnschutzbekleidung.

COOL MAX® .

Thermo°Coo

PROFASHION

Infos unter **Telefon 07252/79 00** oder unter **www.brecht-profashion.de** brecht GmbH | Alte Wilhelmstr. 17 | 75015 Bretten | info@brecht-profashion.de

bree





# SLEEK

hen a sleek design meets a selected variety of colours, the result is timeless elegance. The new Candy promotional pen from uma is not only fun to use but also cuts a fine figure in every variation. The finely curved clip is a distinctive accent to the straightforwardly crafted shaft. Modern fashion colours including aubergine, patrol, magenta or brown form a subtle contrast to the heavy, shiny metal tip and metal push-button. Three shaft options are available: opaque gloss, transparent gloss and silver gloss. Promotional messages can be printed on a variety of positions.

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

# SMALL PRICE – BIG IMPACT

C hopping trolley chips are ideal for budget-minded companies wishing to attract a lot of attention and maintain it over a long period of time. Because on average the average person goes shopping and buys groceries twice a week, focusing on the chip in his hand. eco-promo GmbH not only offers a very ecological but also an exceptionally user-friendly variant of the popular giveaway: plastic chips which are entirely recyclable. They are attached to a handy snap hook made of sturdy metal, which serves as a key chain in various designs. Customization is possible using full-colour printing on both sides of the chips.

47503 • eco-promo GmbH• Tel +49 9369 9835910 sales@eco-promo.eu • www.eco-promo.de





# ADVERTISING AS LIGHT AS A FEATHER

ight advertising in the truest sense of the word: the feather ballpoint pens from the new trendidee collection are light, flat and therefore ideal for mailing. Thanks to their beautiful nostalgic feather, they impress with a lasting impact. Only high-quality goose feathers are used for the feather ballpoint pen, thus guaranteeing a consistently high guality. A wide selection of colours is available, including any Pantone colour provided large quantities are ordered. A logo can be printed directly on the feather.

47713 • trendidee GmbH Berlin • Tel +49 30 69519328 info@trendidee.de • www.trendidee.de

# ungaro

# PLASTORIA

THE POWER OF BRANDS

<u>cachare</u>l

NINA RICCI CER

CERRUTI 1881 un

ungaro CHA

CHARLES JOURDAN JEAN-LOUIS SCHERRER

A gift is about making someone feel valued by giving them something valuable. Plastoria understands this like no other. Our collections enable you to offer your client luxurious gifts from renowned fashion brands, at an affordable price. The quality of our products, combined with speedy deliveries and excellent client service, make Plastoria the right choice for all your high-end gift needs.



#### **BRIGHT SPOTS**

**C** ermak offers a large selection of small lamps, laser presenters, laser pointers and LED logo lamps. Currently the absolute highlights are penlights, which are small flashlights in the form of a writing instrument with integrated white LED or light bulb. The best-selling product, the Nova-NO 100, is a penlight with torque control. The same lamp is available as the Nova-NO 150, a version with a patented permanent connection. All products are made in Germany, including the supplied AAA batteries from Varta. Cermak can deliver large quantities in a short time, also printed with a promotional message.

44668 • Richard Cermak Pen-Light Schreibgeräte • Tel +49 7231 106105 info@richard-cermak.de • www.richard-cermak.de



#### **SMART ORIENTATION AID**

he orientation light from Brennenstuhl provides a feeling of security in a dark room. Owing to a gentle, unobtrusive light the room is never completely dark and you always know where you are. The lamp has a built-in light-sensitive switch and two LEDs. It has a very low power consumption and is thus ideally suitable for continuous operation for years. With the large printable front surface, the product is ideal as a mailing enhancer or as a giveaway.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801186 werbemittel@brennenstuhl.de • www.brennenstuhl.com

-Advert-

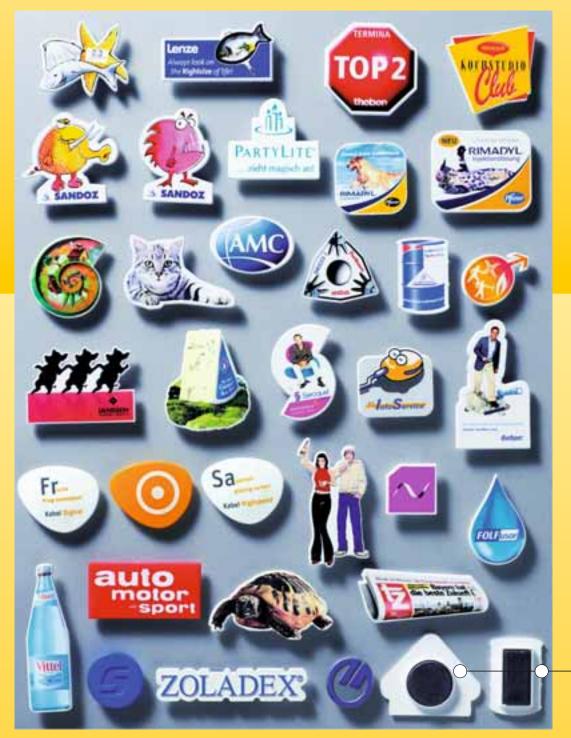
# GREAT THINGS ARE COMING YOUR WAY!

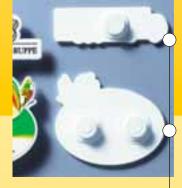






# FANCY-Kundenform-Magnete FANCY special-shape magnets in plastic





Rückseite auch mit starken Neodym-Magneten möglich.

Back also with a strong Neodym-magnet possible.

Rückseite mit Ferrit-Magnet.

Back with ferrit-magnet.

Sonderform-Magnete aus Kunststoff für Ihre individuelle Werbung! Special-shape magnets of plastic for your individual advertisement!

Qualität "MADE IN GERMANY" bereits ab 2.500 Stück

Jetzt Muster und Katalog kostenlos ordern! Order samples and catalogue free of charge!



Konzeption und Herstellung von Kunststoff- und Metallwaren Bundesstr. 13c • D-32694 Dörentrup • Tel. 0 52 65 / 74 74 Postfach 1251 • D-32691 Dörentrup • Fax 0 52 65 / 80 21 www.adamodesign.de • info@adamodesign.de





#### IN SMALL TINS

K HK GmbH offers its proven lip balm in a shallow tin especially for mailing campaigns. The product goes by the name of LipJar: It is just five grams light and ten millimetres high and therefore inexpensive to mail. It is currently available in ten colours. KHK recommends doming to apply advertising messages; the logo appears in a brilliant photo quality below a domed resin lens. Advertising with LipJar becomes doubly effective in combination with a matching, individually printable card. LipJar and LipJar Card are available for order quantities of 250 pieces or more.

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





# 1,600 FRIENDS ALL AT THE SAME PARTY!

Celebrate the NUMBER ONE networking and party event with us at the Düsseldorf NACHTRESIDENZ. Free admission for exhibitors and visitors, free PSI Cocktails, live band and other highlights!

### **REAL CUTE**

he term microfibre stands for micro-fine fibres with optimal effectiveness for cleaning delicate surfaces such as specs, camera lenses, dusty CDs, binoculars or displays of all kinds. Such practical aids in the search for perfect vision are supplied by the company Maximex. In addition customised promotional messages can be printed over the entire surface in up to four colours. The product is individually packed in a plastic bag, but alternative packaging is also possible. The assortment of Maximex includes the self-adhesive Micro-Cleaner which is ideally suitable for smartphones and laptops.

43332 • Maximex Import-Export GmbH • Tel +49 212 230650 info@maximex.de • www.maximex.de







#### **HEAVENLY FOB**

The key fob from Inspirion with the beautiful name of Moonwalk promises heaven on earth and presents moon and stars close enough to touch on the key chain. The promotional product expert has even considered those who aim high by including the Aircraft key ring in its range. The trick is that the company's own design articles have a related connecting piece on the key chain; the airplane is connected to a suitcase and the moon is connected to a star. The combination of matt and shiny metal is particularly impressive. With these heavenly fobs, Inspirion is offering a coherent design at a low price. The key fobs are also available with many more motifs.

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

### SWEET CHRISTMAS

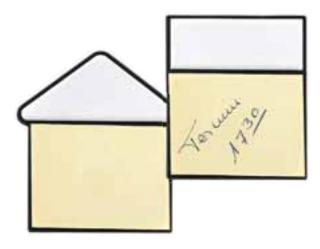
henever it comes to contacting target groups and customers in the weeks before Christmas, a sweet little giveaway with a festive, customised advertising message is welcome everywhere. In retail stores, at the trade fair, in the showroom or in the bank, young and old are always thrilled by such tasty treats and snacks. Jung is offering a variety of giveaways from strong brand name products in an impressive quality in its Christmas range: The cinnamon star and the mini gingerbread from Bahlsen, stuffed heart-shape gingerbread from Weiss or dominoes, stollen confectionery, Christmas stollen and lots of other goodies. Everything is available, even in small quantities, with 4-c digital printing. 41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 9070 zentrale@jung-europe.de • www.jung-europe.de







### framsohn - Ihr Partner für Frottierwaren Natur die berührt / www.framsohn.at



#### **NEVER OUT OF SIGHT**

**S** ticky notes are absolutely indispensable as reminders. That is why blocks are ideal as giveaways, mailing articles or business cards of a company. Spranz GmbH offers a large selection of helpful note blocks, either in corporate formats or in a rectangular shape. These blocks have a magnet on the back, making them stick to any metallic surface. Advertising messages are always prominent. The two products are ideal advertising media for tradesmen, real estate companies, insurance companies and banks. Spranz offers a full service from one source – that is, consulting, sampling, stock ex works Koblenz, Germany prepress, printing and shipping in the customer's name.

41462 • Spranz GmbH • Tel +49 261 984880 info@spranz.de • www.spranz.de

# **EYE-CATCHING USB STICKS**

**S** mart "communication-give-aways" recommends Adesteflash: USB memory sticks, cards or discs can be personalized with photos or logos in any colour using the in-house digital printing service. As colourful giveaways at trade fairs, corporate events or special occasions, multicoloured photo-quality USB sticks are the perfect gifts for customers and are very versatile as an innovative replacement for glossy brochures, business cards or name tags. The minimum order is only ten pieces; the delivery time is five working days from receipt of order.

48214 • Adesteflash Polonord Adeste SRL • Tel +49 69 67733524 k.waidacher@adesteflash.com • www.adesteflash.com/de





### **MILITARY OPTICS**

**N** ail file booklets with up to four-colour printed envelopes and various filing formats are a high-quality mailing enhancer due to their light weight and durability in use. The sturdy case for the men's file has now been produced by Flörke GmbH in military green and can be printed to customer specifications. The supplier manufactures these cases (clicklock boxes) in many different sizes and colours, as well as new sizes which are custom-made for individual packaging ideas. The nail files can also be printed in up to four colours with over 20 separate standard motifs. Special prints according to customer designs are available.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373 info@floerke.de • www.floerke.de



# Unendliche Möglichkeiten!

Studien belegen, dass Werbespielkarten wesentlich länger genutzt werden, als andere Werbemittel. So landen Sie garantiert bei Ihrer Zielgruppe!

www.werbespielkarten.de

Spielkartenfabrik Altenburg GmbH Leipziger Straße 7 · 04600 Altenburg

Customer Service: 03447 582-126 Promotions & Konzepte: 03447 582-145







#### MORE INSIDE FOR THE MESSAGE

List his note has it all: whether it be flowers or pine seeds, bath confetti, artificial snow powder or spices, emotion factory has the right communicative content for this advertising medium for every occasion and every message to the target group. The possibilities are as diverse as the clients' advertising objectives – even those contents not listed in the note can be organized and packed on request. It is therefore always worthwhile to approach the customer service with individual ideas. The white sachet can be custom printed in 4c on both sides and used as a giveaway. The note can also grab attention when affixed to greeting cards or simply as a free gift.

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





# A SHUTTLE FULL OF CUSTOMERS!

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







#### **EVER-POPULAR LIGHTER**

**E** or decades now, cigarette lighters, especially of the brands GO, Zorr and LUX, have been used as give-aways. No other product advertises as often and as effectively as a printed lighter, which explains why they are an ever-popular favourite among giveaways. With nearly forty years of experience as an importer of lighters, KP-Plattner supplies high-quality and naturally certified lighters (ISO9994: 2006 and EN13869). They can be immediately printed in the in-house print shop (daily capacity of 300,000 prints) printed delivered directly to the customer. Free catalogues are available.

41565 • KP Plattner GmbH • Tel +43 512 2640 64 office@kp-plattner.at • www.kp-plattner.at



### **SAFETY FIRST**

hen travelling in the evening or at night, one often notices that cyclists, joggers, walkers and pedestrians are very reckless, since they are difficult to detect in the dark. This safety vulnerability can be alleviated with the battery-powered flashlight with snap hook from Macma without any problems. This absolute must for safety-conscious cyclists and joggers comes with two different flash levels (fast and slow) and an LED light. Macma can print an advertising message on one side of the flashing light.

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

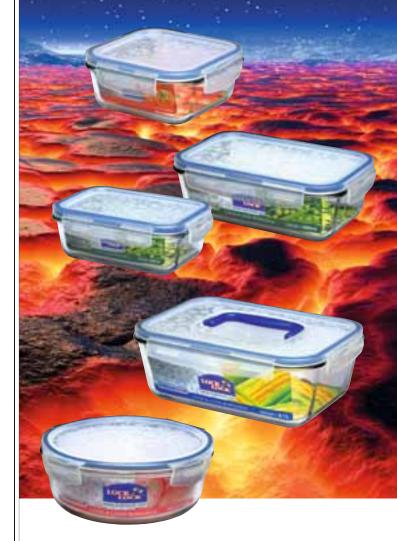


# **ACTIVE AGAINST DULL ADVERTISING**

Let he spice packs of emotion factory bring spice and clarity to communication. The transparent bags are filled with either dried chili peppers, peppercorns or coarse sea salt. There is space for a customised marketing message on the completely printable advertising card which is attached to the top of the transparent bag, thus making the products ideal mailing supplements.

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

# Lock & Lock Boroseal, bis 400° ofenfest!



Lock & Lock Boroseal: Unterteile aus hitzebeständigem Glas. Für Eisschrank, Mikrowelle und Ofen! Aromafest, luft- und wasserdicht. Millionenfach bewährt: Silikon-Doppelkammerdichtung!



www.lockandlock.info

#### WERBEMITTEL RÜPPNER IN-HOUSE FAIR GOOD START TO AUTUMN

radition and continuity are taken very seriously at the company Rüppner. For this reason, the promotional product distributor invited visitors to Weimar, Germany to attend this year's in-house fair. Visitor numbers exceeded all expectations in recent years. 120 people from a total of 70 companies came to Weimar to inform themselves about products from 23 ex-



The successful Rüppner Team.



Much to discover in Weimar.

hibitors. The mood of the attendees was very positive, not least because of the high visitor numbers. The exhibitors particularly emphasized the good atmosphere at the fair. They were pleased with the successful organization that allowed intense discussions to be held. Visitors showed a great deal of interest: Specific inquiries made the in-house fair a successful event for exhibitors as well as all other participants and everyone is looking forward to Rüppner's next in-house fair. <

# HAGEMANN WERBEMITTEL DISTRIBUTION SERVICE GMBH SEPTEMBER FAIR WAS A RESOUNDING SUCCESS

• or the third year in a row Hagemann Werbemittel Distribution Service GmbH opened the gates of the old congress hall in Munich, Germany for its September fair. 60 exhibitors presented high-quality top-selling products and innovations of the promotional product industry. Owing to the excellent response in the past few years, the exhibition space was increased this year. 240 invited guests gathered information on products ranging from household goods, office supplies, travel items and confectionary, and took the opportunity to seek advice in the selection of promotional products. Naturally, a big fair will be held again in September next year. *www.hagemanngruppe.de* 



#### TIP GMBH TWO MORE SALES PROFESSIONALS

**O** n 1 September, TIP GmbH reinforced its field staff in southern Germany for promotional products and promotional wear as well as the exclusive distribution of



**Rainer Bachmann** 

mini-laser projectors from the manufacturer Aaxa Technologies with two more experienced sales employees. Rainer Bachmann has been operating in the market as an independent representative for advertising systems and advertising

technology with his own sales agency since 2009. Rainer Bachmann is based near Göppingen. His sales territory covers Göppingen, Schwäbisch Gmünd and Ulm. Ralf Koch has had long-standing expertise in the sale of promotional products of all kinds. As he was also a representative for



special affinity for writing instruments. Ralf Koch is based near Kaiserslautern and looks after the regions of Kaiserslautern, Mannheim and Heidelberg. The two new sales representatives are

<

the writing instru-

Messmer, he has a

ment specialist

Ralf Koch

active in southern Germany where the sales team now has a total of five sales professionals. TIP GmbH is seeking more employees to continue its nationwide expansion.

#### VICTORINOX ADDITIONAL STAFF FOR KEY ACCOUNT MANAGEMENT

n addition to the markets of Germany and Switzerland, Victorinox has also been directly responsible for the promotional product trade in Austria since June 2011. For this purpose, the traditional company has appointed Tobias Zehnder as a Junior Key Account Manager. The 29-year-old is a qualified marketing specialist and has had several years' experience in promotional product sales. Carmen Kaufmann, formerly



**Tobias Zehnder** 



Carmen Kaufmann

of Customer Service Germany, has joined the new D/A/CH organization of Victorinox as a Key Account Management Assistant. *www.victorinox.com* <

#### HERZOG PRODUCTS GMBH NEWCOMER TO THE FIELD STAFF

erzog Products GmbH has welcomed a new staff member, Robin Trautz. The qualified travel agent, who had previously worked for the Lufthansa City Center, will support the sales team of the Keltern-based



Robin Trautz

company. Robin Trautz is responsible for the postal code areas o, 2, 3, 4 and 9 in Germany. In addition, he has had sales experience in Austria.

#### **KOLIBRI HANDELS GESMBH**

#### **GREAT SUCCESS FOR THE FIRST INFO DAY 2011**



The Exhibitors in front of the famous Schönbrunn Castle in Vienna.

**U** nder the motto "advertising meets history", the first Info Day of Kolibri Handels GesmbH took place at the end of August. In the historic ambience of Schönbrunn Castle in Vienna, 40 exhibitors presented an attractive mix of established and brand new promotional products. Strong interest was shown in the extensive range on offer at the fair: 298 visitors from 192 companies accepted the invitation to the event. The



ity support, the flood of inquiries and constructive discussions with customers contributed to a positive mood at the fair. An attractive supporting programme also conentire Kolibri team, who were dressed in purple and black, looked after customers and exhibitors very professionally. The qual-



tributed toward the success of the event: Each hour the Kolibri team raffled attractive prizes, including an all-inclusive wellness holiday for two persons and dinner at the gourmet restaurant Steirereck. In addition, each fair participant received a gift that was personalized using a laser. A buffet of traditional Viennese culinary delights rounded off the event. Following this successful premiere, a similar event will take place next



year. In the meantime, everyone can simply subscribe to the monthly e-letter at *www. kolibri.eu.* Everything you need to know about the Kolibri promotional professionals, who have been offering intensive advice and many customer-oriented services such as idea generation, warehousing, logistics, shipping and much more for the past 22 years, will be automatically mailed to your desktop. **<** 

#### **BRAND RELAUNCH**

# **BAGS BY RIEDLE CATCHES THE EYE**

**H** igh-quality paper carrier bags and an exclusive clientele require an equally impressive brand appearance. Bags by Riedle has therefore decided to create a complete relaunch of its brand. Innovative new products are expanding the proven portfolio. At



the same time, the website (*www.riedle.de*) as well as image brochures and the word/figurative mark have been redesigned. Under the new Riedle slogan "Look at me!", professional street dancers combined with vibrant photography are drawing attention to the relaunch. In this way, the power of the carrier bag as a promotional eye-catcher at trade fairs or on the street becomes the dynamic force of the campaign. Bags by Riedle is a manufacturer of customised paper carrier bags. High-quality products at competitive prices, better and more service – these are the core competencies of Riedle. Exclusive customers such as Bosch, BMW, Hilfiger and Lancome rely on these competencies.

### A GREAT WAY TO DO BUSINESS APG EXPO 2011 BREAKS MORE RECORDS

■ rade Only, the marketing and information solutions provider for the Promotional product industry has announced record attendances for APG expo 2011 in Great Britain. The shows – the biggest autumn events in the promotional products calendar – attracted more than 500 visitors. The number of exhibiting suppliers – 98 – was also a record for the autumn events. The events, at Manchester United Football Club and Sandown Park Exhibition Centre, were timed to coincide with the start of the crucial second selling season, the run-in to Christmas and New Year. Nigel Bailey, Event Director for Trade Only, said: "Time and again, APG delivers what people want at this

time of the year – face-to-face contact between exhibitors and distributors. We had a number of first time exhibitors this year who were amazed at how effective the shows were. Visitor quality was also very good with many leading distributors in attendance. It's a great way to do business. PF Concept for instance had four staff on their stand who were kept busy from start to finish on both days." Gail Kilcoyne, Exhibition Manager for Trade Only, added: "The shows were very busy, exceeding our expectations with lots of visitors arriving early to make the most of the day." Trade Only used APG expo



as the global launch platform for their groundbreaking Vision Software. Liz Allen, marketing manager for Trade Only said "the interest we have received in Trade Only Vision has been incredible both here and in the USA with distributors eager to sign up for what we believe is a world beating product". *www.tradeonly.co.uk* <

#### A+O TEAM DATES FOR ADVENT TOUR ARE FINALISED



A +O Team has invited promotional product distributors again this year to its traditional Christmas tour through Germany. In a relaxed atmosphere, the 16 supplier partners Boschagroup, Artihove, ars Design, Brennerei Betz, Deumer, Dyckhoff, Infoplus, Inspirion, Joytex, Kössinger, Niederegger, Orcas, PSL, Ritter-Pen, Imagetools and Snap will be presenting a preview of their new products in 2012. Anyone interested should pencil in the following dates:

22 November 2011 Courtyard by Marriott Ostring 9 65205 Wiesbaden

23 November 2011 Sheraton Essen Huyssenallee 55 45128 Essen

24 November 2011 Sofitel Hamburg Alter Wall 40 20457 Hamburg

30 November 2011 Pullman Fontana Vollmoellerstraße 5 70563 Stuttgart-Vaihingen

1 December 2011 Sofitel Munich Bayerpost Munich Bayerstraße 12 80335 Munich

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#### EXPORECLAM XMAS 2011 PSI REPRESENTED WITH ITS OWN STAND

n 6 and 7 September 2011, a total of 2,236 visitors from 1.381 companys attended the second edition of Expo Reclam Xmas - according to figures released by the organizers Reed Exhibitions Iberia. Specially tailored to the Christmas shopping season, the southern European trade fair for promotional products took place for the first time over two days in Pavilion 14 of the IFEMA exhibition centre in Madrid. Of the 76 exhibitors, 72 came from Spain. The majority of the visitors came from the Iberian Peninsula. The PSI was represented with its own stand at the fair where it presented its services and promoted the 50th PSI Trade Fair in Düsseldorf from 11 to 13 January 2012 with its numerous



anniversary offers. Reed Exhibitions Iberia is already preparing for the Expo Reclam which will be taking place in Madrid from 14 to 16 February 2012. Most Spanish suppliers of promotional products will be exhibiting there. More information is available at: *www.exporeclam.es* <

#### **BUTTONBOSS GROUP**

#### **CARE CONCEPTS OVERTAKEN**

**R** obin Vogel, Managing Director of the Dutch company Buttonboss, has taken over Care Concepts from Erwin Prickaerz. Prickaerz sold his shares in Care Concepts in order to fully concentrate on his rapidly growing company Designdrinks. Vogel considers Care Concepts to be a good extension to his product range: "With this acquisition, we have strengthened our position as a supplier, not least because of the great synergy with the Peppermint Company, which also belongs to our Group. Moreover, we also recognize the growth opportunities of Care Concepts." Care Concepts is expected to move to Enschede, where The Peppermint Company and Buttonboss are based. Irene Olde Velthuis, who has



Robin Vogel, Managing Director of the Buttonboss Group.

been working at Buttonboss for five years, will be responsible for sales together with Araun Pienemann. Over the coming months, there will be a lot of hard work involved in the relocation and in the preparations for the new catalogues that will be presented at the PSI in Düsseldorf. For practical reasons, the three companies will communicate under the same name Buttonboss. Therefore Buttonboss, The Peppermint Company and Care Concepts will come under the Buttonboss Group. The companies will retain their own identity within the Group, however, but will remain active on the market under their own names. *www.buttonboss.com* 

### PROMART PROMOTION NEW MARKETING TOOL

**P** romart Promotion and Bilpark Information Technologies recently introduced their latest marketing tool at the Rock'n Coke 2011 festival sponsored by Coca Cola. With the hardware and software solution Share@Site, events can be linked directly with social networks. The principle is simple, as was shown by the first ever use of this tool at the Rock'n Coke 2011: At the entrance, all visitors were handed a transponder with which they were able to log into their Facebook account. "Reading points" were set up



everywhere on the festival grounds. As soon as a visitor with a transponder walked past, his Facebook account was automatically updated. Visitors to the festival were thus able to communicate with their Facebook friends where they were and at what time. At the same time, information was posted about the event. Coca Cola announced after the

festival that 70,000 posts had been sent during the event. Burak Arcan, Managing Partner of Promart Promotion, sees Share@Site as a marketing tool that opens up new media and creates new forms of marketing for companies. Promart Promotion has been offering individual marketing strategies for more than twelve years. The Istanbul-based agency was founded from the companies Korkmaz and Simsek and specializes in event marketing. *www.promart-promotion.com, www.ShareAtSite.com* <



Varied and colourful, with lots of textiles along with some European brand names – this is how the Promoturk in Istanbul presented itself. A number of PSI members were also among the exhibitors.

# PROMOTURK POWERED BY PSI

# SIGHTS SET ON EUROPE

The 26th edition of the Promoturk went off at the CNR Expo Centre in Istanbul from 22 to 25 September. The 137 largely Turkish exhibitors demonstrated what sort of promotional products this up-and-coming economic country has to offer. This event is heading into a new era by cooperating with PSI in order to obtain the prized PSI logo and to have an opportunity to benefit from the worldwide PSI network.

trade fair which has already been held 25 times can well be called an institution, an attribute which undoubtedly fits the Promoturk. Accordingly, the observer found the atmosphere at the fair, which

was organized by the Turkish promotional product association Promoturk and the ITE Group, to be familiar and relaxed. With 6,267 Turkish and 339 international visitors the exhibition clearly had a national character. The fact that an EPPA meeting was held during the exhibition period, however, gave the traditional event an international flair. There were 2,613 online registered visitors.

#### PSI A SEAL OF QUALITY

The trade fair is intended to grow, becoming more professional and international that is the declared objective of co-organizer Promoturk. Its membership in the European umbrella association EPPA has shown for years how important the Turkish industry considers contacts with Europe. This policy is confirmed by the fact that Turkey has come to hold second place among the countries exhibiting at the PSI Trade Fair. Thus the licensing contract with PSI was another step in the same direction, since the PSI brand integrated into the trade fair's name clearly signals that the Turkish industry would like to take advantage of synergy effects with PSI in order to build up an international network. It is hoped that PSI will give the trade fair a boost, and many exhibitors told us of their desire "to learn from PSI".





Michael Freter (PSI, 2nd from r.) and Hans Poulis (EPPA) walking around to get an idea of the Turkish market.



High spirits prevailed among those attending the reception for the award presentation.

TURKEY IS AN INTERESTING MARKET

were also on display.

Yet Turkey's interest in Europe is being reciprocated, because Turkey is also interesting for Europe, not only as a country for production and sourcing, but also as a market. The Turkish promotional product market is worth roughly US\$ 2.4 billion, which is quite a respectable figure. The only restrictions are in the medical sector, where a limit of roughly  $\in$  8 applies, combined with the condition that the products be used

within the respective doctor's office or medical facility itself. The textile industry has a long tradition, and its rising level of quality is also convincing. Yet seeing Turkey as the "textile successor to the Far East" is short-sighted, since Turkish suppliers also have many different items with a good price-performance ratio on offer in other product segments, which could well enhance the European market. When compared to Asian suppliers, the Turks have



Europe, Turkey and PSI want to collaborate more strongly in the future, agreed Hans Poulis, Esad Ahmet Özdem and Michael Freter (from left to right). "We would like to build up a relationship profitable to all of us, and that is a time-consuming process. You shouldn't move too quickly, because then you may get prematurely exhausted," said Promoturk President Özdem.



several advantages and lower risk to offer, especially since production costs in Asia have risen so drastically. Turkey is simply closer to Europe, meaning shorter transport times and more flexibility, in particular when it comes to custom products and small quantities.

# BETWEEN TRADITION AND THE MODERN WORLD

The spectrum of products at the fair was dominated by textiles, writing utensils and give-aways, however, as well as wall clocks in every conceivable shape and colour, all bearing large-scale printing - a notable peculiarity which is not found elsewhere. Istanbul sits at the junction of Europe and Asia, between tradition and the modern world, and this polarization was also visible at the fair. Along with exhibitors oriented toward the West, there was one stand where an artist with an incredibly sure hand was practicing calligraphy. Across the aisle, you could see another artist painting traditional oil pictures. An exhibition of contemporary handicrafts was also integrated into the fair, providing exciting insights into Turkish culture.

#### INTERNATIONALITY AS A CHALLENGE

As could widely be heard at the trade fair, manufacturers are increasingly investing in modern technologies and production processes in order to enhance quality and become more competitive in Europe. The Design Award presented on the first day of the fair shows that, in this context, the added value of creativity and good product design is receiving recognition. So the country is actively working toward expanding its manufacturers' competence and innovative power. At the award ceremony of the "Promotional Product Design Contest", Michael Freter underscored the importance of innovative product design to the effect made by promotional products. He invited the winners to the "Inventors Hall" (Hall 13) at the PSI in Düsseldorf. At present, there are small and medium-sized manufacturers, as well as many importers and distributors, procuring mass-produced goods from the Far East. In this market,



Hand-made jewellery – on display as part of the "Master at Work" exhibition, a small handicrafts fair within the promotional product trade fair.

European brand-name manufacturers also see a chance to occupy a niche with their high-quality, design-oriented products. The exhibitor structure of the Promoturk reflected the market situation as described.





#### Mark Cuipers, Deonet

As a Dutch producer of promotional products such as customized USB sticks, key chains and pens, we have also

recently set up a sales office in Turkey. You must be present in the respective local market as this makes business easier and you can serve the markets better. The Turkish market is not as well structured as the markets of European countries, but there is a wide range of highly efficient companies of all sizes. This fair is known in Turkey and we enjoyed good success last year. So we are optimistic this year, especially as PSI is on board. <



#### Enis Karslioglu, On-Net Promotion

We are a member of the international IP-PAG Distributors Association and, as such, are committed to com-

mon values such as responsibility, high quality standards, global perspective, market understanding and a readiness to embrace innovation. Recently, 20 Turkish suppliers presented themselves within the framework of international IPPAG meetings. This possibility of direct contact was much appreciated and the distributors were impressed by the capabilities of the Turkish companies. The Turkish market is a rapidly growing and viable market that is receptive to new ideas. We work hard to enhance the image of promotional products by demonstrating that promotional products are more than just give-aways; they are more effective and sustainable, and thereby less expensive than traditional forms of advertising. This idea needs to be even more firmly anchored in the local industry. The collaboration with PSI is a very good idea that supports the international perspective. Europe can benefit from Turkey in many ways, and perhaps even more Turkish companies will find access to international markets through the PSI. <



#### Ülkü Frimaz Güler, Hasgül Promotional Textile

Our principal customers are distributors and agencies. All new contacts are important

to us. We hope that thanks to the cooperation with PSI, this fair will continue to develop so that we can establish more international contacts. PSI is a well-known brand in the Turkish market and is synonymous with experience and know-how.



#### **Gül Bellikan, Scikss** We are a manufacturer

We are a manufacturer of quality writing instruments produced here in Istanbul. Our brand is well known and we are the market

leader in this segment in Turkey. As we also export, trade fairs are very important. Today, several international visitors were here at our stand and I hope this trend continues in the course of the fair. <



#### Halil Yildirim, Görenler

PSI is very well known in Turkey and one associates it with a strong brand, professionalism and global networking.

The PSI Düsseldorf is growing every year. It is an important fair for us which is why we have been exhibiting there for years. We have been exhibitors at the Promoturk for the past five years and it enables us, in particular, to tap the domestic market. I can imagine that the PSI label will make the Promoturk more attractive and allow it to be better marketed. That may bring even more foreign customers here. <



#### Seda Ficici, Lecce Pen

Lecce Pen has been present in Turkey since 1997, and for the last two years we have also produced two of

our models here. Some of our products are packaged and refined in Turkey. Overall, it is quiet at the fair, but a number of regular customers have already visited us and even foreign visitors have been here at our stand. PSI is an enrichment for the fair, as has been confirmed by the feedback we have already received from customers. <



# EVERY REASON TO CELEBRATE

The German Federal Association of Promotional Product Consultants and Distributors (Bundesverband der Werbeartikel-Berater und -Großhändler, bwg) had two reasons to raise a glass this year: the 25th anniversary of the bwg and of the Trend. This double anniversary was celebrated on 16 and 17 September with a product show and an evening reception that was in a class of its own.

t is not always easy to celebrate anniversaries, because these dates give us occasion to recall years past. Questions such as "What would I have done differently?" come up at these times. But the German Federal Association of Promotional Product Consultants and Distributors was not troubled by any doubts when it celebrated its 25th anniversary. Among the most important events the bwg has called into being for its members is the Trend. This product show, which has been part of the association's annual programme from the very beginning, has become a staple of the industry's trade fairs. The popular exhibition of new products gave the association an occasion to raise a glass to its double anniversary.

#### IDEAS FOR THE YEAR-END BUSINESS

This anniversary show enjoyed better attendance than ever in its entire history. From the very beginning of the first day, activity was brisk on the sixth floor of the "Euromoda" in Neuss. One hundred exhibitors filled the spacious floor with their products and ideas for the season. In addition, some new products for the coming year were already waiting for the visitors. This product mix satisfied the expectations of the 650 professional guests and 300 companies on hand. Products were given business-like inspections, projects were discussed and the final adjustments made to the course set for the year-end business rush. However, the Trend has long ceased to be merely a trade fair and thus a business platform. In the course of its history, it has become firmly established as a meeting place and contact forum for the industry, as well. All around, shoulders were being patted, hands shaken and old acquaintances hugged. The friendly, family-like atmosphere reached its highest point at the evening reception.

#### NETWORKING AT ITS BEST

Red velvet, full-length mirrors with splendid golden frames - it was as if the Theatre of Dreams in Düsseldorf had been created just for this anniversary evening's festivities. In this stylish venue, guests enjoyed a colourful evening full of variety. Along with a buffet of select dishes and rousing live music, the association put on a charming programme of entertainment featuring impressive dancing and fire juggling. Of course, a brief review of the history of the bwg and the Trend could not be left out. This task was discharged by two players who have had a decisive influence on the fate of the association: Hans-Joachim Evers, the current bwg chair, and Michael Hagemann, a board member from





The friendly ambiance at the Trend make it an ideal place for in-depth talks.

the very outset and likewise chair of the institution for many years. They brought the association's 25 years back to life with their anecdotes and recollections. And here we, too, would like to take a look at the association's past.

#### 25 YEARS OF SERVICE TO THE INDUSTRY

The history of the association goes back to the year 1986. At this time, the industry in Germany already had more than 2,000 promotional product distributors - although these had so far been without a body to represent their interests. This changed on May 24 of that year when 24 companies met at the Wildpark Hotel in Bad Marienburg to found the Federal Association of Promotional Product Consultants and Distributors. Since then, the association has grown to more than 120 members. Its spectrum of duties has also been constantly enlarged. For instance, the association has been actively lobbying for the industry for many years. Its goal is to have promotional products recognized as a form of advertising, thus governed by the same tax laws as all other advertising vehicles. In order to put promotional products in the "right light", the association has held many talks with politicians and initiated various studies to point out the powerful effects of promotional products. In addition, the bwg has constantly attended to the profession's image.

#### THE ASSOCIATION'S PURPOSE – ADVANCED VOCATIONAL TRAINING

The bwg is also busy in the area of advanced training. In the interests of more professionalism, for instance, the institution offers its members seminars and communication courses in the "bwg forum". Traditionally, the program of this lecture series also includes workshops tailored to the industry. They deal with all facets of such important topics as sales, marketing and service. The Entrepreneur Workshop, which is aimed particularly at executives in the industry, has also become well established. Thanks to the bwg, the German promotional product industry also has an accredited professional qualification specific to the industry. Since 2008, employees of distribution companies have had the opportunity to apply for training as a Promotional Product Consultant, a course certified by the Chamber of Commerce. The goal of this advanced training is to teach those attending the course the necessary professional competence, decision-making capabilities and responsibility, social







skills and performance expertise required for providing professional consultancy. By offering this accredited industry-specific training, the bwg has created a seal of quality for the promotional product industry.

#### TREND – COMMUNICATIVE GET-TOGETHER FOR THE INDUSTRY

Finally, we would once again like to mention the Trend, which belongs to the bwg like a leather ball to football. This event, which gives substantial impetus to com-



munication between suppliers and distributors for the end-of-year business, now occupies a fixed place in the calendars of many members of the industry. Those interested in next year's event can mark the 14 and 15 September on their calendar. Then it will again be time for the Trend, the popular information, communication and networking platform. <

#### ANJA DERONI, SIGIKID

The first day of the bwg TREND was particularly well attended. Since sigikid is introducing itself to the industry for the first time, we first had to present our offering and our products. Nonetheless, we have already re-



ceived definitive inquiries. Our overall impression of the bwg Trend is that it was a successful event! I would particularly like to thank the Evers for the excellent organization and care

this couple gave us. We are looking forward to attending again next year! <

#### MADELEINE HAVEMEISTER, TOPICO

The bwg Trend is a fair where you can have in-depth talks. Here people have plenty of

opportunity to discuss products and the current year's business. The high point of this year's anniversary event was, of course, the evening reception, whose attractive programme was



especially convincing. What I liked best was the creative stage show. For us, the trade fair was again a success all around. There is only one thing I would like to mention: Although we had not the least reason to complain about the location of our stand, the new design of the exhibition space is not as compact as it was last year. NAMENSSCHILDER UMHÄNGEBÄNDER SONNENBRILLEN WERBEMITTEL

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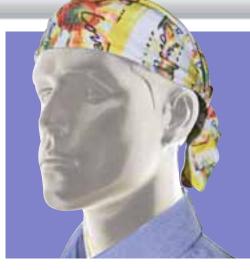
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#### PREMIERE OF THE MARKE[DING] IN VIENNA, AUSTRIA

# ATTRACTIVE TRADE FAIR IN A STORYBOOK SETTING

On 8 September the conference centre in the Vienna Hofburg was the scene of a very special premiere when the first Vienna marke[ding] was held in the magnificent rooms of the former imperial residence. This promotional product trade fair thrilled more than 1,100 visitors. We were on hand to capture a few impressions of the product show for you.

• or 600 years, the Vienna Hofburg was not only the heart of the Habsburg Empire, but above all the principal residence of the imperial family. On 8 September quite a different sort of "dynasty" was holding the sceptre in its majestic rooms: the promotional product. Martin Zettl, togeth-

er with five associated distributors, had sent out invitations to the Vienna marke[ding] for the first time.

**CONCEPT SUCCESSFULLY RELOCATED** Many in the industry already became acquainted with the marke[ding] in the town of Wels, where the trade fair was held for the sixth time on 6 September 2011. It's no wonder that organizer Zettl now decided to have an additional event in the country's capital. "In the past two years, we have been seeing more and more visitors from Vienna at the markeldingl in Wels, because there was no event of this kind in

the capital," explains Zettl. "Actually, I fully expected some distributor in Vienna to bring a promotional product trade fair into being. However, it didn't happen. So we said, 'What works in Wels, will also take off in Vienna.'" No sooner said than done: after about a year of preparations, the first invitation cards were sent out to customers of the six trading partners Ebetshuber Werbeartikel, nowak Werbeartikel, HSW Werbemittel, Büro Handel Gmbh, Schrecks Goodies and Forum Werbegeschenke.

#### GOOD RESULTS

The invitation to Vienna was taken up by 1,148 professional visitors from the trade, industry and business. With great interest they moved between the festive halls in the bel étage, examining the 10,000 promotional products on display. The 106 exhibitors were in a good mood as

they presented their new and classic products, as well as their creative marketing solutions, on a total of roughly 2,000 square metres of floor space, and at the end of the day all were unanimous in expressing their gratification over the event. As was Dan-

ANDREAS SLAWIK,

SANDERS IMAGE-

We are very pleased by the exemplary

organization of the



Andreas Slawik

marke[ding]. A very pleasant atmosphere was created here. This is something that is a major factor in the success of a trade fair. We were very satisfied with the number and quality of the visitors. Large numbers of them were expected on the two days of the fairs in Wels and in

TOOLS

Vienna. The venue of this fair is, of course, especially nice - the Vienna Hofburg, the old imperial residence. We expect great things to come of the marke[ding].







Visitors to the marke[ding] Vienna gave the fair top marks for ambience, organization, competence and product range of exhibitors.

iela Trautmann of Ritter-Pen, "We are very satisfied with the quality and number of visitors, both in Wels and in Vienna. Both fairs are going to be a must-go for us next year. Vienna is definitely an ideal counterpart to Wels." While exhibitors were mainly pleased with the quality of the contacts, the high visitor frequency and the excellent organization, visitors emphasized the lovely venue, the wide range of products on offer and the well-organized concept of the fair. Christian Slama of Paulmann

#### MANUEL THOME, **KLIO-ETERNA**

We are taking part in the marke[ding] again this year because we had such a great success the last time. The fair has a wide range of interesting exhibi-



Manuel Thome

tors and many visitors whose questions show they are highly qualified. Here in Vienna, too, where the marke[ding] was held for the first time, everything went smoothly. We had often heard beforehand that the Viennese are known as late risers. Yet the fair got off to quite an early start, so that some visitors had already found their way to our stand by ten o'clock. The frequency was good - there were no big gaps in the course of the day. The organization and implementation were super. Hats off! The premiere really was a great success and we are looking forward to the marke[ding] in 2012.

> Licht GmbH spoke for many of the guests when he said, "I am pleasantly surprised by the selection of products, the wonderful ambiance in the Hofburg and the sheer numbers of products on display. I am using this event as a platform for obtaining information and as a pool of new ideas."

#### **INGENIOUS TRADE FAIR** CONCEPT

The commendations from all sides showed once again how

important a creative, well-organized fair concept is, after all. The fact that organizer Zettl had put a great deal of thought into giving the product show that certain something was already evinced in the invitations. The customers who were invited found not only an invitation letter in the envelope, but also a little plastic housefly. It belonged to a Koziol measuring tape which was handed out to visitors at the fair. This is how "Fred" literally drew visitors to the



Fred the Frog from Koziol was the focal point of the advertising campaign surrounding the marke[ding] in Vienna.

fair. There is no doubt that Martin Zettl also received a nod of appreciation for his organization of the fair. For instance, he developed a software solution to keep cooperation among those participating in the

#### AN INTERVIEW WITH MARTIN ZETTL, MANAGING DIRECTOR OF THE PROMO-TIONAL GIFTS FORUM AND ORGANIZER OF THE MARKE[DING]

# How did the first marke[ding] in Vienna come about?

In the past two years, we had always been able to welcome many visitors from Vienna at the marke[ding] in Wels. Since there was not yet any event of this kind in the



Martin Zettl

capital, we "imported" the successful concept from Wels in Upper Austria down here to Vienna. We were mainly interested in being close to customers. After all, not everyone wants to drive 200 to

300 kilometres to visit a promotional product trade fair. Of course, we brought partners from the industry on board for a fair of this nature. This enabled us to ensure a good visitor frequency at the marke[ding] in Vienna.

fair running smoothly, and to enable visitors to be assigned to their own distributors. "Each visitor ID contains a code furnishing important data on the customer," Zettl explained to us. "Of course, this also includes the distributor of choice. If a visitor is interested in a specific product, the supplier simply scans in the code and voilà. Since the exhibitors also record the inquiries of the visitors with the computerized tool, the program also lets them save time in doing their follow-up work promptly after the fair."

#### DELIGHT AND INTEREST

Among the highlights of the show was the "marke[ding] Award 2011"

competition, which also included visitors. They could vote at the fair on their favourites in the categories of New Products 2011 and Event. This opportunity was widely taken up. The visitors examined with interest

#### What does the fair's concept look like?

The concept is actually quite simple: on the whole, six trading partners invite their customers to the marke[ding]. They are advised by our exhibitors here at the fair. Afterward, there is communication between exhibitors and trading partners. The marke[ding] is an open trade fair – this means that customers of other promotional product distributors can come by and take a look at this product show. Here they have an opportunity to get ideas and then do business with the promotional product distributor they trust. It's not like we're trying to get anybody in our clutches here.

#### How did the exhibitors at the fair in Vienna like it?

As far as the trade fair landscape is concerned, Vienna has been uncharted territory in recent years. There were a few exhibitions, but they were usually aimed at promotional product distributors. Hence reactions to the marke[ding] in Vienna were very good. Demand was so good we even had to leave out a few exhibitors. the ten promotional products chosen beforehand by a jury on the basis of creativity, innovation and functionality. Thus the concrete goal of the competition was reached, "The objective of the award is to give promotional products the platform and status they undoubtedly deserve," said Zettl. The winner could expect not only a trophy and a certificate, but also a free rebooking for the marke[ding] 2012 which, now that the premiere was such a success, will be held next year in Vienna.

#### TO BE CONTINUED

"There is no disputing the fact that our venture in Vienna has paid off and that the marke[ding] at both locations will also be a major date in the trade fair calendar in 2012," said Zettl. As we were about to leave, the organizer hinted that he is already contemplating new ideas for the product show. So we are eagerly looking forward to the coming marke[ding] in 2012, which will open its doors on 13 September in Wels and 18 September in Vienna. <

# Were there specific goals you want to achieve with the marke[ding] in Vienna?

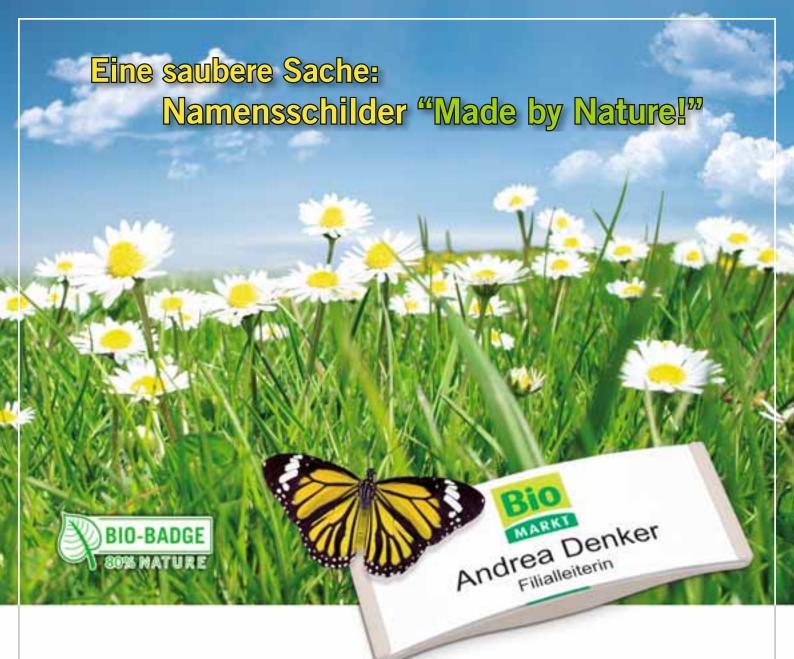
I hope that the marke[ding] gets well established in Vienna. It is intended to become a fixed institution which keeps on developing.

#### Do you see a product trend in the Austrian promotional product industry at present?

The textile sector has developed well, in keeping with tradition. However, what is even clearer than a product trend is the tendency toward quality and brand names. Labels are once again more in demand. Due to the recession, the last two years were not very friendly to brand-name products. Now they are again on the upswing, as are high-quality products.

# What is the current situation of the industry here in Austria?

The current situation in the industry here is very good. Now that the weaker period is past, the industry is heading for a record year in 2011.



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#### 8TH PROMOTIONAL PRODUCT DAY IN HEILBRONN

# SUCCESSFUL FINAL SPURT EXPECTED

On 15 September 2011 the German-based agency xmedia welcomed visitors to its 8th Promotional Product Day. The inhouse fair was held on their own premises for the first time. A small but select group of exhibitors presented the wide possibilities of promotional products.

w and proven, standard and design products, inexpensive give-aways and high-quality gifts – something for every taste and budget could be found at the 8th Promotional Product Day of xmedia GmbH in Heilbronn. The favourable response from visitors showed that the timing and dura-

tion of the event of half a day (1:00 pm to 6:00 pm) was the right choice. The new presentation venue – the offices of xmedia – was generally well received. The guests, each of whom took the newly printed xmedia Christmas catalogue home, came from industry, trade, services, publishing and craft and accepted the various invitations sent by mail, e-mail and through the internet. As a bonus, each visitor received a fair discount of three per cent for the products ordered. The event was rounded off by a tasty buffet. A confident Ralf Stegmann, CEO of xmedia, took positive stock. "The inquiries suggest there will be a successful final spurt in 2011 and a good start to the coming year. Of course we are also planning a Promotional Product Day in Heilbronn in September 2012."

#### **POSITIVE RESPONSE**

The exhibitors were also very satisfied. "We have been coming to Heilbronn for many years. There is never a dull moment and the visitors are always interested," says Ralf Wahner from PF Concept. The writing instrument specialist Klio Eterna from Wolfach in the Black Forest brought along a novelty pen that aroused great interest as it is printable all round. Leopold Vienna presented all the wonderful things connected to bar, wine, barbecue, kitchen and tea and coffee. Under the motto "silver combines", visitors were able to admire the quality products of the company Zilverstad. The frequently visited stand of Herzog Products GmbH from Keltern, which specializes in electronic design products, allowed Nico Bortone to look forward with optimism: "The visitors were highly interested in our products and our brand. We received a number of inquiries and are expecting a good post-fair business."

#### HIGH-QUALITY BARGAINS

For the very first time, small appliances from BaByliss were exhibited at the xmedia in-house fair. BaByliss is particularly well known among hairdressing professionals. Their products are ideally suited as high-quality customer gifts or for reward systems. Last but not least, the latest Philips Saeco coffee machines were on show. Xmedia presented many other products in collaboration with its partners. The bargain market was also very popular. It was possible to purchase individual items from reputable manufacturers at discounted prices. *www.x-media.net* < KeyRefinder® alles kommt zurück

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Sie kennen den bewährten KeyRefinder? Die Auflage unseres Werbemittels, das verlorene Schlüssel zum Eigentümer zurückbringt, hat die 4 Millionen überschritten. Das hat uns motiviert, eine zweite, neue Produkt-Welt aufzubauen. Jetzt gibt es den KeyRefinder auch für alle Gegenstände, die der Finder nicht einfach in den Briefkasten werfen kann. Wir nennen unser Update für Taschen, Koffer, Handys und Co. **Web 2.0 System**, denn das Verlorene findet jetzt sein Zuhause über das Internet.





Art. Nr. 7530 4er Aufkleber-Set "Hood" für Handys, Notebooks etc., individuelle Gestaltung



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#### TOP DISPLAY - COOL & TRENDY

# "ICE AGE" IN HAMBURG

For some it was the summer finale, for others the beginning of winter. But for every visitor there were plenty of amazing discoveries to be made. Following SpringLights in spring, the successful in-house events of the German company top display continued on 7 September 2011 with Ice Age.

he basic conceptual idea of "Ice Age - cool & trendy" ran like a thread from the invitation card and the arrangement and presentation of the premises to the products. "We certainly hit the bull's eye with the date and the theme of the event," says the managing director of Hamburg's promotional product agency, top display International GmbH, Hans Daub. "We

gave 98 participants from 76 companies comprehensive advice for the Christmas trade and showcased our new product ideas for 2012."

#### SUCCESSFUL CONSULTATIONS

In several offices and in the well-stocked showroom at top display, twelve top promotional product manufacturers presented ideas, selected products and practical



product applications on that day. The personally invited customers were given the opportunity to discuss their specific requirements in a relaxed atmosphere so as to enable the consultant to make an offer. The consultations with the visitors who had travelled from Hamburg, Schleswig-Holstein, Bremen or Lower Saxony lasted just 90 minutes on average.

#### TOP DISPLAY JOINS DIE6

"We also used this event to inform our customers of top display's decision to join DIE6," said authorized signatory Gordon Daub, head of marketing and sales. "We are a group of 15 competent full-service promotional product agencies in Germany and Austria. Our customers will benefit from this step in two different ways in the future – through fresh ideas and an expanded advisory service – by increasing our pool of qualified suppliers to ensure even more diversity."

#### INTENSIVE CUSTOMER CONTACT

The suppliers' assessment of the "Ice Age" was unanimous: In their opinion, the quality and quantity of the talks substantiated the top display concept of intensive and personal contact with customers. With their advice and the quality of their products, they contributed to the joint success of the event. *www.top-display.de* <







# PRODUCTS FOR HER, HIM AND BEST AGERS EXCLUSIVE DESIGNS FOR LADIES AND GENTLEMEN

Women and men – especially those who are already "in their prime" - represent a significant, steadily growing target group of the consumer society. The promotional product industry also has exclusive products at the ready for such consumers.

he population of people aged over 50 is steadily increasing. Advertising experts created the German pseudo-Anglicism best ager for this target group. In English, one usually speaks of over 50s. Although a uniform definition of the term has been lacking so far, a group of people of middle age is usually understood. Now, however, mere membership in a particular age group doesn't necessarily mean a person is a best ager. More often specific needs and characteristics are the decisive factors. Marketing managers and operators of portals have slowly been addressing the various needs of the over-50s in Germany. The US and Britain, however, were pioneers here. In research and marketing, there is now often a differentiation between youngsters, mid agers, best agers and seniors. The best agers are considered to be affluent, consumption-oriented, quality-conscious and they boast a significant sales potential. The creations of the industry offer the promotional products trade numerous new ideas for the ladies and gentlemen of the Generation 50 plus, without neglecting the younger ones in their basketful of dreams.



#### WHAT MORE COULD YOU WANT?

A n elaborate tool set that looks like a book: whether just a screw is loose or you need to measure something, this set is perfect and practical for anyone who can fix nearly everything. The 22- piece tool set being sold by the company elasto form contains a cutter knife, pliers, 4 plug inserts, various standard screwdrivers, 9 bits for the screwdriver, and a tape measure. Its one-of-a-kind packaging makes the set look good when it is stored in a book shelf and it will always be within reach when you need it. Upgrading using screen printing gives this versatile product a personal touch.

41369 • elasto form KG • Tel +49 9661 890-0 mail@elasto-form.de • www.elasto-form.de

### **GET INSIDE AND FEEL GOOD**

Level he cockpit spray from Clean Promotion helps remove the dust on a car's cockpit surface areas that are made out of plastic. It can also clean and maintain all other plastic surfaces in a car; it is also antistatic and water repellent. The spray comes in either a 500 millilitre bottle or a small and practical 50 millilitre spray bottle, which can fit inside any glove compartment and be used whenever it is needed. Advertising messages can be placed anywhere on the label that goes around it. Clean Promotion also has a wide array of products on offer from their cleaner segment.

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





### **FIT AT EVERY TURN**

W ith the product Fitty No1G from the company Kasper und Richter, it is now possible to reliably calculate the number of steps a person has taken regardless of where it is worn on their body. This is possible thanks to the innovative 3D-motion G sensor technology used in the device. This gadget, which can be used as part of health and prevention campaigns, is flat and has a sporty and attractive design. It has several functions which include counting steps, calories, and kilometres, and it can display training times and the current time. It also has a memory capacity of seven days. **40043** • Kasper und Richter GmbH & Co. KG • Tel +49 9131 50655-0 info@kasper-richter.de • www.kasper-richter.de

## SAFE AND DRY TO YOUR DESTINATION

The DUO Safebrella from the company Fare Guenther Fassbender offers effective protection for people who need to use a walking aid in rainy weather. The DUO Safebrella is an elegant umbrella and cane in one, which can be easily separated from each other with just the press of a button. The umbrella offers reliable protection from the rain and the separate cane makes it a safe way to walk around. When the rain has passed, the cane can be pushed back inside the umbrella stick and it will automatically lock into place. The special aluminium tubes and the rubber edge of the umbrella and cane ensure stability. DUO Safebrella is available with two adjustable heights for the cane and in two different umbrella sizes.

43144 • Fare Guenther Fassbender GmbH • Tel +49 2191 60915-0 info@fare.de • www.fare.de

-Advert-



# **FEEL THE LATEST TRENDS!**

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



#### **IN THE NAME OF BEAUTY**

The cosmetic brush called platinum from the company Barbara Hofmann Cosmetic-Pinsel is made out of very durable, synthetic and long-lasting toray hair that has very fine tips. The brush neither loses its shape nor individual strains of hair and it has several advantages over brushes made from natural hair. Its hairs don't tangle, they don't absorb moisture because of their smooth surface, and they disperse all of the makeup to be applied without any waste. Toray hair is also very hygienic and is perfect for people with animal hair allergies because it is not made from animal hair. The parts of the brush that are made out of beech wood can come in any pantone colour. Upon request, the brush can have an imprint placed on it and can also come in a variety of different packaging.

48350 • Barbara Hofmann Cosmetic-Pinsel GmbH • Tel +49 6661 96320 info@barbarahofmann.com • www.barbarahofmann.de







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BWL

Nr. 102/06



www.khkgmbh.com



## A SUCCESSFUL TAKE-OFF

A dvertising experts will be taking off in a special and original way with the pen holder that has the shape of an airplane trolley and they will be landing lightly while they are at the centre of attention. Whoever books the frequent flyer bonus from Mini Trolley will receive a high quality product made out of shiny chromed metal with matt black sides, which is always ready when they need it and which will surely help new ideas take off. The Mini Trolley from Troika is a symbol for a globally connected business as well as a practical aid for everyday use.

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

# **TOP-NOTCH TOOLS**

When it comes to unique product designs, stainless steel is the ultimate material to be used. Wera stainless steel tools have an attractive design and many uses. Their screwdriver with a laser tip head makes a screw head immovable. The offset screwdriver has Hex Plus, which thanks to its special geometrical design has the advantage of preventing screw heads from being improperly screwed in. This is something that often occurs when using L-keys to screw something in place. The Rapidaptor holder with the quick rotating sleeve ensures that bits can be quickly changed and the holder safely guided when a screw is being tightened. The Wera stainless steel case with the code 05071118001 includes a quick changing holder – the Rapidaptor, and six screwdrivers. Each case also has nine L-keys and bits for all of the most important assembly tools for screws and nuts.

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





# AN UMBRELLA IN A TUBE

iding inside the premium design tube from Brain Promotion is the smallest umbrella in the Solinger product line. It comes without an annoying cover and has been specially developed for advertising. The tube serves as a stable umbrella handle and has 260 square centimetres available where permanent advertising can be placed. This way an advertising message can stay in sight even when it is raining. The umbrella only makes an appearance when it is needed: with a simple hand grip it unfolds into its full size and the tube, which can be printed on with either screen printing or all-around printing, turns into a practical grab handle. **40585 • Brain Promotion GmbH & Co. KG • Tel +49 212 393-0** info@brain-promotion.de • www.brain-promotion.de



# **CLEVERLY-DESIGNED**

Leverly-designed, lockable case "mikii" from Neth Schäflein's DNS Designteam, which has been nominated for the German Design Award 2012, is both a smart and safe way to protect your trousers, bags and mobile phone. The innovative key case comes in anthracite, white, orange and blue and is a new interpretation of the old fashioned key cover. It can hold up to five different keys and the mykii can be used as a custom-made advertising medium for orders of 250 units or more. Advertising can be placed on the case by doming on the push button or on the back of the product. Because the keys fall from their case by using the push button, you can open the lock using just one hand. By pulling on the string the keys are conveniently and safely placed back inside again.

46519 • DNS Designteam Neth Schäflein GbR • Tel +49 711 6407186 christine.buschette@dns-design.de • www.dns-design.de

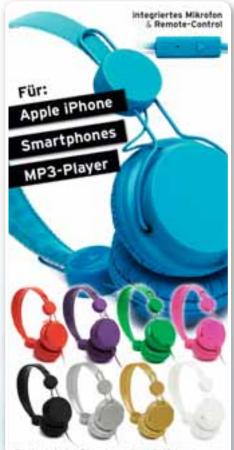


# FLUFFY, COMFORTABLE TEXTILES

L he spa products from Daiber's own brand Myrtle Beach stand for a successful fitness and wellness programme. Besides bathrobes, which are available in different sizes from Myrtle Beach and are listed under the product code MB281, there are also hand towels on offer that are made of terry cloth or micro-fibres. The sauna towels (MB 280) made of fast-drying microfibres, the sport shorts (JN398), top (JN 556) and matching hooded jacket (JN554) for women are all from the Daiber product line James & Nicholson and they all will put you in a good mood when you are playing sport, doing yoga and Pilates.

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





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# **GIVE PROFESSIONAL COOKS A RING**

**S** tiefelmayer Contento's small colourful silicon rings called "loop" are ideal for using as trivets. When placed next to each another they fit under pots, pans or napkin holders of any size and shape. Loop has a diameter of 6.3 centimetres and the product's body is 1.5 centimetres thick. It is heat resistant up to 250 degrees Celsius, absolutely slip proof and dishwasher safe. Six loops come in one package.

45280 • Stiefelmayer Contento GmbH & Co. KG • Tel +49 9342 9615-0 info@contento.com • www.contento.com

# **CHIP IN AND GO**

**S** hopping Girl is the name of an attractively designed keychain from Troika. In line with its name the keychain is branded with the wording "Shopping Girl" and it comes with an integrated chip for shopping carts that is magnetic on the back. This product has a shiny chrome-plated appearance, comes in red and is made of metal.

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



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### New sales office opened in France!

**Giving Europe France** 3, rue de Dublin FR-67300 Schiltigheim T+33 88 87 10 53 F +33 88 04 42 58 E info@givingeurope.fr



# STRONG BEYOND MEASURE

W ho hasn't had a nail or screw fall down behind a heater or cupboard? This problem can be easily solved with the magnetic angle bracket on the folding yardstick from the company meterex, because it has a retention force of up to 2.5 kilograms. It enables many metal parts to be retrieved quickly and safely. The magnet can even pick up a size 40 wrench or heavy pipe wrench out of shafts, engine compartments or other areas that are difficult to reach from a depth of up to two metres. The yardstick with the unique magnetic angle bracket can be upgraded with individual designs so that you can leave a long-lasting impression with your customers. In Switzerland this magnetic angle bracket took gold when it won the PromoFritz Prize for the best promotional product of the year.

41836 • meterex – Karl Kuntze GmbH & Co. • Tel +49 2173 9988690 meterex@meterex.com • www.meterex.com

# **A ROBUST SAFE FOR CARDS**

he acm card holder from the company acm Europe is a practical safety compartment for credit cards which can hold up to six cards the size of a credit card. Each card has its special place and can be removed with a simple movement of your finger. The premium acm card holder, which is has 72 individual parts, is robust and perfect for everyday activities. The manufacturer claims that even if it were to fall down and be run over by a car the cards would still be intact. It also has room for cash in the built-in money clip located on the back. The patented "Card-at-a-push-of-a-button" principal is a real innovation and makes this card holder a modern alternative to classic wallets.

47288 • acm europe GmbH • Tel +49 7661 907705 info@my-acm.eu • www.my-acm.eu





# FLUFFY TEXTILES FOR EVERY AGE GROUP

Extile promotional products in a wide variety of designs to be used in bathrooms and kitchens, for sports and on the beach, can be had from the Italian textile specialist Emmebiesse. Sports and beach fashions, as well as textile bathroom accessories, are in stock, both in cotton as well as various composites or as velour, with the designs optionally printed or woven. Customers are also spoilt for choice when it comes to the design, size or desired colour. Along with the many standard designs, custom-made products can also be supplied.

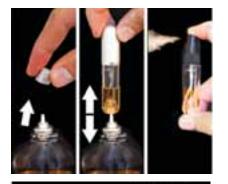
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# **REFRESHMENT ON THE ROAD**

Travalo is the name of the clever solution considered to be a "must-have" for both women and men who travel a great deal. Travalo, distributed in Europe exclusively by the Dutch Interall Group, is a mini travel refillable spray atomizer bottle which users can fill in a matter of just a few seconds – thanks to its worldwide patented Easy-Fill System – with refreshing deodorant, for instance, or perfume. In contrast to a large glass bottle of perfume or aftershave, you can also take Travalo on flights in your carry-on luggage. **41727 • Interall Group B.V. • Tel +31 20 5203850 info@interall.nl • www.interallgroup.com** 

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# **CAPTIVATING ADVERTISING PRESENCE**

**G** enuine eye-catchers that are at the same time attention-getting promotional products are among the strongest sellers from e!xact Internationale Werbemittel, such as the high-quality, plush-covered metal handcuffs. These handcuffs, which are furnished with a safety lock and a pair of keys, come in a variety of different versions, including one with a tiger skin look. This guarantees a captivating advertising presence.

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







Telefon: +49-6126/9511-75 eMail: rubiks@e-xact.de



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# THIRST IN MODERATION

A nyone who drives their car to a get-together in a tavern would do well to refrain entirely from imbibing alcoholic beverages. It takes little or no time to down two glasses of brew, for instance, and it's hard to tell how much alcohol is in your blood. Now Ceotra is offering all those who want to pass any unexpected traffic check an extremely accurate, compact alcohol tester to help them hold on to their driver's licence. This little device very accurately shows especially the lower blood alcohol levels from 0 to 0.08 per cent on its digitally animated display. The device's technology is based on an industrially tested gas sensor similar to those used by the traffic police. The alcohol tester detects the alcohol level from the user's breath.

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

# **EVERYTHING A WOMAN NEEDS**

w omen will thrill at the new, up-to-date accessories from Mid Ocean. Item Number MO7581, for instance, conceals a relaxation set consisting of eye mask with gel, bath salts in an aluminium box and lavender-scented body lotion, all packed in a transparent PVC cosmetic bag. A practical neoprene case (MO7614) for wet areas can also be had to accommodate, for instance, a bath set comprising a natural sponge and a mesh sponge, if desired. This set can, of course, also be carried in the transparent PVC bag with a slide closure. Finally, Mid Ocean's program also includes an attractive heart-shaped handbag butler for women who place particular importance on jewellery and design.

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# LOW IN PRICE YET ATTRACTIVE

**D** ubai-based Jasani L.L.C. is one of the established suppliers of promotional products in the Middle East, with enough warehouse capacity for more than 1,000 different products. Among Jasani's current highlights is a set consisting of an attractive credit and business card box along with a high-quality writing utensil. PSI promotional products distributors can get the series at the exclusive price of only US\$ 3.50 ex warehouse in Dubai.

47258 • Jasani L.L.C. • Tel +9714 2672560 sales@jasani.ae • www.giftsnpromotions.com

# **SECURE AROUND THE CLOCK**

• or all those who have more than one watch, Inspirion has a spacious, up-to-date way to store them: the Geneva watch case. It has six compartments with enough room for an equal number of watches, and is lined with velvet suede on the inside. On the outside, this convincing case has a magnetic lock, decorative saddle stitching and an ornamental clasp. The glass window in the cover of the jewellery case, which is found in Inspirion's current Christmas Special Catalogue, lets see you the elegant timepieces around the clock.

42907 • Inspirion GmbH • Tel +49 421 5227-0 info@inspirion.eu • www.inspirion.eu

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# **PROFESSIONAL BUSINESS PERFORMANCE**

**E** or people in the prime of life, Mid Ocean has attractive products in store with a character all their own. For one thing, there is item number MO7450, a ballpoint pen with glossy chrome finish and three genuine Swarovski crystals on the clip, packed in a polyurethane leather box with a magnetic lock which can be opened from either side. Men will also be delighted with the following offerings: an imitation leather document folder with a 120-page notepad along with a ballpoint pen (KC6856), as well as the document and laptop bag with a leather zipper and inside compartments for sheets of paper, calling cards, notes and USB sticks. It comes with a 24-sheet notepad.

42042 • Mid Ocean Germany GmbH • Tel +49 261 92840 sales.deutschland@midoceanbrands.com • www.midoceanbrands.com



# **MUST-HAVE FOR MEN**

Let he new accessories for men from Mid Ocean are just the thing for a manly, self-assured fashion statement. The practical toiletry bag, which hangs by rubber bands and can be ordered under item number MO7651, for instance, is ideal for trips. Another indispensable business accessory is the high-quality nappa leather wallet (AR1758) furnished with elegant metal trim. Also available, for instance, are high-quality MP3 speakers with rechargeable batteries, connecting cables, 2GB memory card and bicycle mount, as well as a new generation of car-shaped wireless PC mice with a range of up to 15 metres (MO7641).

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# **SCARVES FOR EVERY OUTFIT**

**E** urostyle has a large selection of scarves, shawls and pashminas in impulsive, expressive and invigorating colours on offer. The Bayreuth-based company's wide-ranging mix of different styles and materials has ideas to go with any outfit. The products can be turned into effective advertising vehicles by sewing in labels with a company logo or customized embroidery. The current Eurostyle collection ranges from fine solids to lustrous natural colours up to summery tones for every taste.

41857 • Eurostyle – Emil Kreher GmbH & Co. • Tel +49 921 789520 info@eurostyle.eu • www.eurostyle.eu

# **VERSATILE GRAIN PILLOW**

A fter just a few minutes in the microwave or oven, the grain cushion from mbw with a standard case made of natural-coloured 100 per cent cotton provided with a standard brown print is an ecological heat source that radiates a pleasant, long-lasting warmth. Ideal for the back, abdomen and cold feet. After a short time in the freezer or freezer compartment, the grain pillow is also suitable as an effective cooling pad. The loose filling of approximately 1.3 kilograms of cleaned and dusted corn adapts well to different body zones and spreads a pleasant coolness. Upon request, additional pillow colours are available. The cushions are packed individually in a sturdy cardboard box and shipped with instructions for use. The imprint is placed on the cotton fabric. The standard pillow offers a print area of 6 x 2 centimetres. In addition, special designs, colours and prints are possible.



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



# FINE LEATHER SERIES

he combi wallet and cosmetic case in the Club and Club Special collections from Eurostyle prove that this German-based company is a qualified leather specialist with a good sense of what is aesthetically pleasing and well suited to daily use. The collection of these two series made of finest Pelli cow nappa in glove-soft quality also includes a knife in a case with an upright belt loop. In addition, the product range of this leather goods manufacturer contains four different sets consisting of wallet and business card case or turning leather belt and combi wallet, business card case or knife case. The belt buckle can easily be turned so that the belt can be worn with the brown or black side out.

41857 • Eurostyle – Emil Kreher GmbH & Co. • Tel +49 921 789520 info@eurostyle.eu • www.eurostyle.eu



# **ALLES FEST IM GRIFF**

Der Moneyclip, unsere Universalklammer, wurde entwickelt aus der Notwendigkeit des Gebrauchs. Es gibt keinen Besseren. Der Clip ist aus einem Material das dauerhaft federt und klemmt und den Magnetstreifen bei den Kreditkarten weder beschädigt noch entwertet, klemmfähig bis 10 mm. In verschiedenen Oberflächenausführungen erhältlich, gelasert oder im Tampondruck mit entsprechendem Logo eignet sich die Klammer als dauerhafter **Gebrauchswerbeträger**. Mit ihrem PDF-, Tiff-, Eps- oder AI-Format erhalten Sie einen kostenlosen Entwurf. Der genehmigte Entwurf wird kurzfristig mit Musterschutz und Kundenschutz angefertigt. 48219 · Memory-Clip world wide GmbH & Co. KG · Tel+49 7082 414094 info@memory-Clip.com · www.memory-clip.com



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### WERA WERK - HERMANN WERNER GMBH & CO. KG

# THINK TANK FOR ASSEMBLY TOOLS FOR SCREWS AND NUTS

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 German-based company has grown into a successful corporation recognized all over the world, whose products are distinguished by two major hallmarks: quality and innovation.

Q uality and innovation are the two components which essentially characterize the history of this company specializing in assembly tools for screws and nuts. Characteristic for the impressive development of this Wuppertal manufacturer is the imaginative products which keep delivering astounding results under the premise of unconditional quality. These are products which conform to Wera's conception of itself and meet the highest demands. In other words, "Tools that are fun

to use and last a lifetime," as Marketing Director Detlef Seyfarth puts it. Instead of counting on diversification, Wera concentrates purposely on developing and producing ergonomic, long-lasting tools for professionals and do-it-yourself enthusiasts, ranging from screwdrivers to ratchet wrenches and bits up to offset screwdrivers and torque wrenches.

### RAPID RISE

"We always try to be an innovator that makes the users of our products happy. And so far, we have always been successful at it," emphasizes Adam Matuschek, in charge of Sales Support in Europe at Wera. The company's tools are held in high esteem in countries on every continent. One key to the company's success is undoubtedly the fact that Wera has always been and still is a family business. Founded as Hermann Werner KG in 1936, when it traded in tools, it was destroyed during the Second World War and started from scratch again in 1945. The driving force behind this was Heinz



Amtenbrink, son-in-law of the Werner family. The company now concentrated on manufacturing screwdrivers. In 1951 the names Werner and Amtenbrink were combined to form Wera, which was followed by a rapid rise. Production of screwdriver bits, that is, bits for power screwdrivers, began in 1963. In 1968, the Kraftform screwdriver handle was introduced, which has since won national and international acclaim. The "handle formed by the hand" was developed together with the Fraunhofer Institute and still acts as a trade mark of the product range, whose entire depth and breadth today covers 4,000 different tools.

### CONTINUITY A FACTOR OF SUCCESS

Being a family business also enables Wera to aim all its decisions at the long term. This continuity is clearly seen in the fact that many members of the workforce at its Wuppertal headquarters have been with the company for a long time. "The people are proud to work for Wera and remain true to the company. This is good for motivation. Of course, it also allows for a great deal of expertise to accumulate over time," says Detlef Seyfarth. The team spirit this creates is inspiring. "Product ideas come from very different departments because Wera employees identify with the products and give thought to them," and Seyfarth continues by saying that this is a factor that has helped make the company a successful international corporation located in various countries. And it is also one reason why Wera has always been and still is considered by the trade to be a synonym of high-quality assembly tools for screws and nuts.

### ONGOING INNOVATIVE POWER

The foundation and goal of the company's business incentive is its constant search for innovations. To this end, Wera's product developers work closely together with professional users to keep coming up with surprising products that give users solutions to specific problems. One very successful example is the "Zyklop" ratchet, a five-in-one combination tool with impressively high speed. Wera was awarded the well-known Red Dot design prize for the Zyklop in 2010. "The innovation process at Wera is organized systematically. Supported by the most modern software, the individual steps in development are always clearly structured and aimed at success. Thus the process goes from idea management, which includes the latest creative

# Werkzeug aus Ideen



"You should only make something new if you can make something better." Taking this proverb by Adolf Loos to heart has helped make Wera one of the leading manufacturers of assembly tools for screws and nuts. The current Managing Director Martin Strauch is still putting his trust in the continuity of a family business.



The characteristic, unmistakable Kraftform screwdriver handle has the most ergonomic design possible and also serves as Wera's trade mark so to speak, anchored in the company's logo.

techniques, to building prototypes, up to user-oriented training programs for all employees and partners in sales. We enable users to participate in the development of new products in professionally conducted groups in order to give them the greatest possible benefit. In addition, the Werarium in Wuppertal is a training and competence centre for users and the trade which is unique in the industry," explains Detlef Seyfarth.

### TRADEMARKED QUALITY

All Wera products fulfil the high standards of quality the company sets for itself with

regard to the three factors of ergonomics, safety and productivity. The tools do more than merely comply with all facets of legal requirements, and are designed to be extremely precise even when used constantly. The roughly seven million screwdrivers and 70 million bits currently produced each year are all subject to stringent quality control. This quality is also guaranteed by a global trademark rights strategy. "With more than 300 trade mark rights," says Seyfarth, "Wera is seen as an innovation leader in the segment comprising assembly tools for screws and nuts. Thanks to



our international market surveillance, we can take immediate steps in the event of a violation of trademark rights. Imitations are then removed from the market immediately and the stocks as well as the means of production are destroyed without delay."

### CONGENIAL ADVERTISING PARTNER

Wera is also a congenial partner to the promotional products industry. Tools from Wera make ideal advertising premiums and signalize such values as quality, safety, precision, inventiveness or originality. "Every workman or handyman appreciates superior tools that are also versatile. Our makes are valuable and useful, and look good, too. Moreover, the trend in promotional products is moving away from the price and shifting toward quality. Wera quality tools offer not only functionality and all the fun of using them, but also the status of an established brand," is how Adam Matuschek outlines the arguments in favour of using Wera tools as promotional products. Matuschek is the personal contact for promotional products distributors, for whom Wera currently has a dedicated brochure featuring 19 select products.

### CONTACT

Wera Werk – Hermann Werner GmbH & Co. KG Korzerter Str. 21–25 D-42349 Wuppertal matuschek@wera.de *www.wera.de* 

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### ZIPON DEUTSCHLAND

# TEXTILE FINISHERS OF THE HIGHEST STANDARD

It all began in 1995 in a garage in Germany, when two enterprising young entrepreneurs realised a notion: Finishing under the premises of quality and innovation. Uncompromisingly they pursued their course and, with zipOn, have found success as a finishing operation that is as versatile as it is future-oriented.

he stages along the way of zipOn's astonishing development can be quickly mapped out: from the garage the path continued to a basement party room. Then the company headquarters switched to a former farm in Herne, where there was finally enough space available to expand successively and broaden the range of of-

ferings. Since 2008 the company headquarters have been located in a former colliery area converted into a business park in Castrop-Rauxel between Bochum and Dortmund. Conveniently located close to transport links, the new site including showroom and impressive reception rooms meets the high demands of the all-round finishers. The company's founders and managing directors, Dipl.-Kfm. Mark Busche and Thomas Drees, work there together with a team of now 20 employees to produce standard textiles for promotional use – with an eye to both diversity and high quality. In 2010 they were privileged to gain the experienced embroidery



expert Frank Eschle as head of marketing for their company. Eschle had previously been employed for more than 10 years at the company Kettler Textilkonfektion in Wuppertal.

### FINISHING TO THE POWER OF FOUR

First of all the specialisation focused on the zipOn<sup>®</sup>, the product that gave the company its name and a trendy accessory that one can use to transform any zipper, any button or any loop into an appealing promotional surface. However, the spectrum of use for zipOn is not limited to straightforward label presentation: zipOn is also optimally suitable for mailings and can be used as an easy to wear team identification or access control at incentives etc.

The range was then supplemented with stichOn<sup>®</sup>, a branded modern piece of embroidery that is able to realise the customer's specifications professionally in terms of quality, adherence to deadlines, logistics and service and is tailored to fit the needs of the promotional product trade. The third component in the business concept of the Castrop-Rauxel entrepreneurs is labelOn<sup>®</sup>, woven labels that considerably enhance the product's value at rela-

tively low costs. In the process standard goods can be transformed easily into CIsuited textiles by means of switching the label. The standard textile thus becomes a sort of brand. The major benefit with this is that the labels can be used for various textile products and can be delivered later regardless of piece numbers. The zipOn performances are rounded off by the latest service: laserOn<sup>®</sup>. Even during the economic slump in 2009 an investment was made in a machine, unique in Germany, that opens new doors for textile finishing. In an unconventional manner, the zipOn<sup>®</sup>-LaserTrain 5.1 combines embroidery and laser engraving on textiles. "The most outlandish applications can be created using this machine, logos, filigree motifs and pictures can be depicted accurately. Promotional clothing thus becomes a sophisti-





cated, high-quality fashion item. Precision, flexibility, top quality and individuality are at the forefront. The combination of laser and embroidery presents the industry with an incomparable opportunity, and without expensive, lengthy special production – genuine added value. Just 50 pieces ordered and we're talking business," says Mark Busche, outlining the benefits of the new technology.

### TOP QUALITY MADE IN GERMANY

ZipOn thus offers a comprehensive portfolio, perfectly balanced to the needs of the promotional product trade when it comes to finishing techniques. "As a result we are able to substitute cost-intensive and budget-swallowing special productions with budget-suited, risk-free and fast custom finishing. The most important factor: fast, reliable and flexible, in top quality made in Germany," says Thomas Drees. Only the best materials are used for the finishing, embroidery programs are created externally by professional punchers and production is fully focused on flexibility. With all these assets, zipOn has positioned itself quite deliberately in the high-quality range. Customers appreciate the work done by zipOn, which includes a thorough advisory service: "We don't just accept orders, but support our customers with ideas and know-how, meaning: what can best be realised how, in what size using which materials," explains Mark Busche. "Additionally, on request we will also set up presentations for our customers' customers here on our site," continues Busche. "All in all, performances that are worth their price and for which our customers are also happy to pay, because they know that they're in good hands with us," adds Thomas Drees.

### KEEPING UP WITH TRENDS

The quality work delivered by zipOn is in demand. "In the corporate fashion market, a really clear trend for high quality textiles is becoming apparent. Manufacturers such as Texet and New Wave, with whom we also collaborate, are now offering an incredible spectrum of premium textiles. Customers are becoming more sophisticated with their demands. In order to meet this trend/market, design-oriented finishers with the latest equipment are required. Small basement embroiderers and backyard printers are becoming obsolete here, as they are unable to render the service to customers with their manpower, price and staff structure and know-how in the textile market," believes Mark Busche, underlining the clear, high-claim philosophy pursued by zipOn: "Selling at mark-up was yesterday. Trendy, high-quality and often technical textiles as well need a trained expert workforce, both in sales and in creative and technical realisation during finishing." Thomas Drees continues with more details: "The focus in the range for promotional textiles today lies in trendier textiles in current and seasonal colours. There's a reason why branded product suppliers are now also getting involved in this megamarket." The team from zipOn is attempting to integrate trends, from Milan or Paris for example, into the world of promotional textiles "to a balanced degree" by conducting research on location. "This market can only be opened up by composing the more modern textiles using the latest finishing techniques from zipOn. Promotional textiles are not going to supersede Haute couture, but they are picking up the mainstream trend and are thus meeting the demands of industry customers also in terms of availability, as NOS (never out of stock) products," says Thomas Drees, who was employed in the fashion industry for a long time. www.zip-on.com <



### SOPHISTICATED, STYLISH, TRENDY SCHOOL CLOTHING

For a number of years zipOn has been working together with companies that distribute school clothing. "School clothing is now a highly contested and difficult market. There is often no relation between notions of price and schools' idea of the service required. Added to



this are suppliers that are happy to drive sales at the cost of their margin in order to force their textiles into the market, to the discontent of all involved," says Mark Busche. "From the start zipOn has played no part in this and has continually pointed out to its customers that it offers a proper price/performance ratio and a standardised range of product and service. Experience has shown that zipOn customers who insist on

high-quality goods with high-quality finishing have generally done better and have been able to retain their customers long-term. Meanwhile the market has developed in such a way that even unusual realisations and a standardised range work. Not with all schools, of course - but the tendency is there. The initial disinclination against 'school uniform' has given way to general acceptance of 'school clothing' with all its advantages, while the use of modern finishing techniques is being advanced into the foreground and thus current fashion trends are now also finally coming into use in school clothing." Today, for its customers that support schools and universities, zipOn produces textiles using the latest and most complex finishing options such as textile lasers, 3D embroidery and laser applications and combinations of these à la Sansibar or La Martina. Likewise, zipOn ensures that the textiles get their own school / uni label, collar and zipper so that the textiles are also accepted as really belonging to the school. Thomas Drees: "Universities are exactly where the merchandising approach is the right angle. Cool designs and a polished product are in demand here. There are no points to be scored here without an online shop with short delivery times, a proper after-sales service. The product, though, is not only the textile, but the product



also includes marketing. It is a similar picture with schools. Collective orders and production/ delivery times of two or more weeks have become impossible. If you want to be successful, go with the times. Customers are used to receiving goods immediately when they feel the impulse to buy. And this is where customers have to be met halfway. ZipOn is set up for this and will deliver the renowned top quality regardless of supply times."





# ANDREA AND JOCHEN LUTZ

# HATS OFF TO HAT'S COMPANY

Based in the Swabian Alps in southern Germany, Andrea Lutz together with her husband Jochen Lutz is trying to make the world more colourful by selling caps and textiles. Despite having no prior knowledge of the industry, the managing director ventured into the promotional product industry with the founding of Hat's Company. What began as a small company has blossomed into a medium-sized company with offices in China, USA, Italy and Switzerland.

t was a small culture shock when I moved to the Swabian Alps in southern Germany because I am from the federal state of North Rhine Westphalia, and I still have not completely overcome the shock." Andrea Lutz, Managing Director of Hat's Com-

pany, laughs when she thinks back to the early days after her arrival in the small town of Albstadt. Andrea Lutz and her husband Jochen Lutz have dedicated themselves to producing and refining caps and textiles for the past 20 years in Albstadt. Albstadt is a town nestled amidst fields and forests and it is located about 50 kilometres south of the city of Tübingen. The town with about 50,000 inhabitants, which also happens to be Jochen Lutz's hometown, is located in the heart of the Swabian Alps. It was once known for being in the heartland of Germany's textile industry. After German Reunification in the early nineties, Albstadt experienced a period of radical change as many companies moved their production facilities to Eastern Europe. However some textile finishers have remained. Albstadt still has a good infrastructure and valuable know-how at its disposal. In the past few years the small quiet town has grown into a small city. Knitting mills, printing plants and stitching companies are still operating in the town, making it an ideal location for refining promotional products.

### WITH THEIR HEART AND SOUL IN ALBSTADT

How did the two of them get started in the promotional product industry? The couple explains that it was actually a mixture of coincidence and destiny. As the son of a promotional product distributor, Jochen Lutz walked around the PSI trade fair even as a child. Andrea Lutz completed her A levels in Mönchengladbach and then went to university in Passau. She studied law and specialized in criminal law. Her career as a lawyer was basically set in stone but then Andrea Lutz met her husband in Passau where he was studying business administration at the time. After taking the first state exam in law, she decided to put her further studies on hold in order to give the promotional product industry a try. This was not an easy step to take, as she didn't have any prior knowledge of the industry and was entering unchartered territory. Although Albstadt has its charm, the Lutzes wanted more. Besides having their main headquarters located in the Swabian Alps, they gradually opened sales offices in the USA, China, Italy and Switzerland. And every visitor to their website probably has to smirk when they see that the company's headquarters is in this small city instead of one of the metropolises where their branch offices are located. Andrea and Jochen Lutz attach great importance to the fact that the heart and soul of the company lies in the Swabian Alps and that all the strings of the business are pulled from here.

### **KEEPING AN EYE ON THE GOAL**

The Lutzes started off working with just each other but over the years other employees joined their team as the network in Albstadt continued to expand. Today the assignment of responsibilities among the staff is clearly defined. Mrs. Lutz often travels in order to maintain customer relations. and oversee the different branch offices in Atlanta, Hong Kong, Rome and Zürich, while she is always looking to make new contacts and coming up with new ideas that she can bring home. Jochen Lutz is the stabilizing element in the company; he holds down the fort so to say and takes care of the commercial responsibilities. On the weekend both of the Lutzes strive to find a balance between their private and professional lives: Mr. Lutz spends the weekends playing sports, while Andrea Lutz is happy spending time outdoors or reading a good book. When their two sons were still young, Jochen Lutz spent every weekend on the football pitch. According to Andrea Lutz, finding a balance between their professional and private lives is not easy, but it is not impossible either. Anyone who knows her knows that this woman can overcome any obstacle. Her demeanour leaves no doubt that she is always focused on her goals, regardless of whether they are business-related or personal. When we asked her about how she spends her free time she talked about politics. She was active in parents associations at the state level for many years. And she is still an active member of the conservative CDU party. She likes to burn off steam by being active in local politics and she stresses that she also uses it as an opportunity to make new business contacts. It is pretty hard to separate your job from your free-time when you work in a family business.

### HARD WORK AND DEDICATION

In the beginning the Hat's Company product line included only caps and hats. As baseball caps became increasingly more popular - especially when they were refined- the Lutzes commissioned local knitting factories and printers. Flexibility is especially important for a small business,









# ANDREA LUTZ

What was your first thought this morning? First a cup of coffee, then the day can begin.

When was your day a good day? When I was able to perform the tasks assigned to me.

What puts you in high spirits? An (unexpected) smile.

And what drives you nuts? Injustice.

How can you forget time? Reading a good book.

A four-week forced holiday? Where would you go? Vancouver – a vibrant metropolis with nature in abundance nearby.

What do you like to spend money on? Books.

**Do you allow yourself to be seduced by advertisements?** Yes, most definitely.

When is a promotional product a good promotional product? When it creates lasting memories.

**The best promotional product that you ever received?** A flashlight because then I can see in the dark like justitia.

What annoys you about promotional products? Unreliability, also in the relationship between business partners. which is the reason why they acquired their own special silkscreen printing machine for caps relatively soon thereafter even though they didn't have much prior knowledge as to how it works. The results were impressive, so the Lutzes decided to buy a knitting machine as well. As the years passed by their product line has grown: in addition to caps, the Hat's Company has also had textiles in their product range for several years, thus enabling their customers to get everything they need from one source.

### EXPLORING NEW PATHS WITH THEIR OWN BRAND

The goals of the Lutzes have grown just like their company has. In 2004 the Hat's Company founded their own brand Hilton Head. They came up with the name for the premium line while they were on a family holiday on the island of Hilton Head in South Carolina. Within a few years the Lutzes put together an impressive assortment of caps that are usually special editions sold under this name. Having their own brand meant taking another step toward becoming more independent but it also meant that the company was facing new challenges, many of which were placed on Andrea Lutz's shoulders. She paid the price in 2008 and decided to take a short leave of absence for three months. It was a difficult time for the family and the company but fortunately she was able to regain her strength. This difficult period brought her closer to God and showed her how important it is to be able to rely on family and business partners. Reliability and trustworthiness are not only highly esteemed within the company but the Lutzes also place great value on interpersonal relationships when dealing with customers and business partners.

### IN UNKNOWN TERRITORY

This year Hat's Company is celebrating its twentieth anniversary. But Andrea Lutz assures us that the company is not finished growing. The plan includes new innovations which are always under the premise of selling products that can be individually designed even for small orders. There are also other new projects in other countries which are being developed. At the moment Andrea Lutz is trying to break into the market in the United Arab Emirates. It is not an easy endeavour for a business woman to get a foot in the door in a predominantly male-dominated world. But Andrea Lutz has proven her resilience more than once during her career. A tough business attitude coupled with high esteem for interpersonal relationships seem to be her recipe for success. It is a bit like the situation with promotional products. Andrea Lutz sums it up best by saying, "Whoever wants to be successful must come up with products that not only have a practical advantage but also an emotional benefit. This is true regardless of whether it's about having a successful business relationship or a good promotional product." <





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# **INNOVATIVE PROMOTIONAL PRODUCTS**



# HAUTE COUTURE AT AN ATTRACTIVE PRICE

Lektronica SM-Handels GmbH, a leading European supplier of lighters based in the German town of Greven, has been manufacturing and importing all kinds of lighters for more than 25 years under the registered trademark Tom. The company relies uncompromisingly on quality and function, combined with innovation and safety. With their model EB-30, Electronica is now offering a completely new design in the area of refillable electronic lighters. This world first rounds off the extensive portfolio of innovative electronic lighters. With a print area of 12 x 50 millimetres, the EB-30 offers the perfect advertising space for a lasting message and positive image transfer. Thus Electronica has redefined an advertising classic with an optimal price-performance ratio. The EB-30 meets the highest quality standards as production is ISO certified. Free samples can be requested. Short delivery times at the turn of the year are also not a problem, says the Greven-based company.

44127 • Elektronica SM-Handels GmbH • Tel +49 2571 57890-0 info@elektronica.de • www.elektronica.de

# **SUNSHINE ON THE CUP**

Let he assortment of cups from Senator has a new glowing addition. The Classic Colour model is now also available in bright sunshine yellow and puts people in a good mood at the breakfast table. The current range of colours including orange, red, blue, mocha, lime and black together with the new colour combination of yellow and white (inner side) highlights the modern appearance of the series. Thanks to its classical shape, its capacity of 0.3 litres and its robustness, the cup is absolutely suitable for everyday use and offers a number of finishing possibilities with its straightforward design. Printed images are possible even in the interior of the cup and those who choose the Logo 4U process receive cups that are provided with an advertising message by means of sand blasting. The relief-like motif provides an interesting contrast to the colour of the cup.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010 info@senatorpromotion.com • www.senatorpromotion.com





# **INDIVIDUAL ADVENT CALENDAR**

**C** ustomised calendars from Kalfany Süße Werbung appeal to the recipient in a very personal way. The possibility of complete individualization creates unique calendars which also come with particularly high-quality fillings. The special value of this Advent calendar is highlighted by sweet surprises from Lindt & Sprüngli or Kraft Foods. Alternatively, the manufacturer also offers the possibility to fill the calendar with energizing Dextro Energy tablets. Not only the customised calendar, but also the additionally available standard calendars with five different attractive designs can be filled. Space for a distinctive advertising message is also included. All versions are glued three times and have a sturdy deep-drawn part.

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



# **SOLAR CAROUSEL FOR HOBBYISTS**

he new solar carousel from Jamara, available as a complete wooden kit, can be placed on the desk or on the counter at the POS. The individual component parts are produced using the laser cutting process and can be assembled into a nostalgic carousel in just a few simple steps. To keep things moving, a small but very efficient built-in solar cell that works with little light ensures that the figures revolve even in enclosed spaces. Customer requests relating to the individual components can even be taken into account with low order quantities, according to Jamara.

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



# **HARDER THAN STEEL**

he Bit-Checks from Wera in Wuppertal, Germany quickly let you see the tools on hand. You immediately see which bits you need, while those already used are simply put back into the assortment and thus do not get lost. Sorting them in this way by size and output enables rapid access to the bits. Thanks to Bit-Checks' single-handed opening mechanism, they are very easy to take out: just activate the slide and the Check automatically opens. The diamond-coated bits contain tiny particles of diamond on the tool's tip which literally bite into the screw without damaging it. This ensures that they fit tightly and do not exasperatingly slip out of the screw. The Bit-Check can easily be carried in a trouser pocket. **48078 • Wera Werk Hermann Werner GmbH & Co. KG • Tel +49 202 4045144** matuschek@wera.de • www.wera.de



WWW.SAMESAMERAL CONTROL IN



# **IT'S NOW TIME TO PLAN GOALS**

**E** ootball fans who want to get ready for the football games at the EUFA EURO 2012 in Poland and Ukraine have a perfect helper with the new match schedule poster from Stiefel Eurocart. The poster is available in the format 66 x 89 centimetres as of January 2012 and combines geographical maps including information with the complete match schedule, as well as a lot of additional important information about the competition. All venues are highlighted in a physical map of Poland and Ukraine. In addition, the results can be recorded on a well-arranged match schedule. A political map of Europe showing the locations of all participating countries and an information section with data on competition records and on the winners of previous championships complete this poster. The schedule is available in German and English.

43567 • Stiefel Digitalprint GmbH • Tel +49 8456 924300 info@stiefel-online.de • www.stiefel-online.de

# **ELEGANT OPTICS FOR ENJOYING TEA**

**G** reen Light Promotion Products has found a way to successfully combine the enjoyment of tea in a traditional manner with a modern look using their new stand-up bags. The bags come in an elegant aluminium look and are a real eye-catcher on the table. The content is certainly no less impressive. Fine classic teas such as green tea, black tea, rooibos, herbal and fruit teas are combined with fine spices and ingredients in a modern and extravagant way. This creates a very unusual way to enjoy tea for a long time thanks to the reclosable aroma seal. The stand-up bags can be combined with a greeting display with either a Christmas message or a customized advertising message.

46307 • Green Light ProMotion Products • Tel +49 40 8195160 info@green-light.de • www.green-light.de

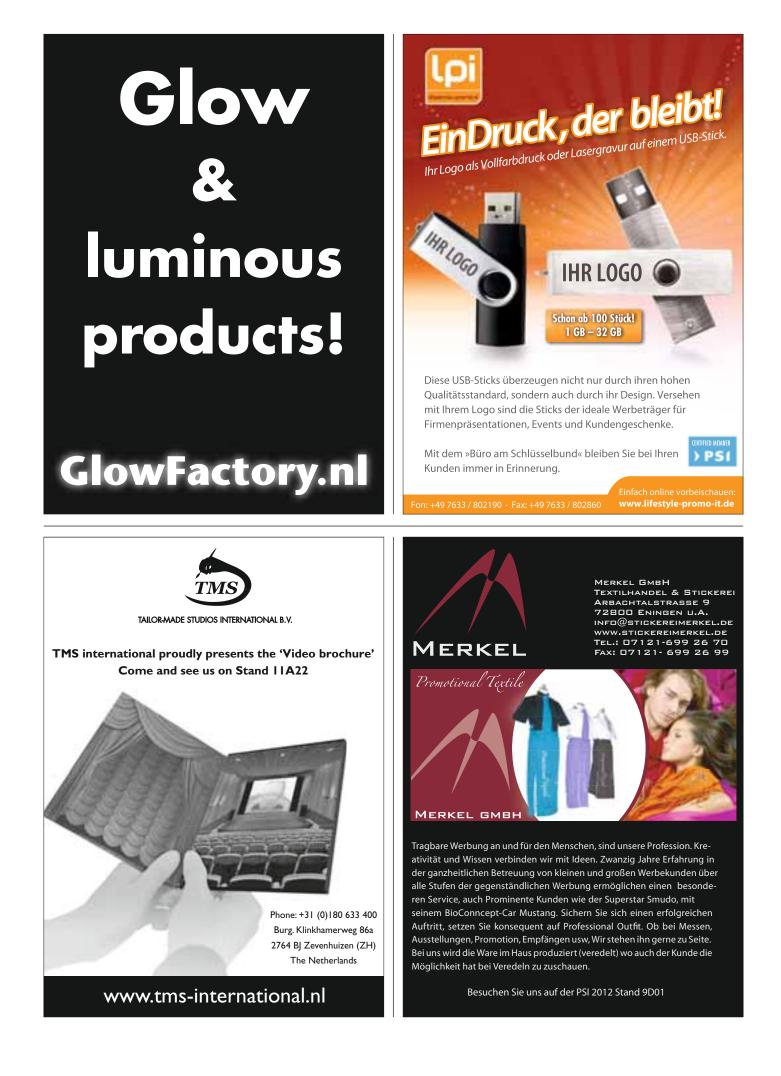




# **PERSONAL GREETINGS**

M KM media now offers truly unique Christmas greeting cards with an individual image personalization. A personalized copy is printed for each recipient of this greeting card in which the recipient is addressed by his/her name. This Christmas message can be combined in a very special way with a logo imprint or a text of the customer's choice. The customer supplies a list of names of recipients, which are then printed one by one on the cards. MKM media offers a neutral consultant box with 20 sample cards to promotional product distributors who give advice to their clients on site. The box can be ordered at no expense.

47798 • MKM media Verlags- und Medienproduktionsges. mbH & Co. KG • Tel +49 33203 305060 mueller@mkm-media.de • www.bildpersonalisierung.com





# **STAMP WITH WAVE**

• o celebrate its 50th anniversary, heri is making waves in the writing instrument market. The new stamp pen Diagonal Wave combines a striking gripping surface with an aesthetic wave design with a secondary function as an address stamp. As with all other heri models, the stamp mechanism is made of sturdy metal. The pen is available in the colours white, black and bordeaux, each with an integrated foam-rubber stamp pad, which ensures a stamp life of approximately 5,000 operations. heri is offering the new worldwide online coupon with QR code for ordering the individual stamp plate for the Diagonal Wave.

41016 • heri Geräte-Produktions GmbH • Tel +49 7725 939312 mail@heri.de • www.heri.de • www.rigoni.com

# CUBE – CHRISTMAS TREE

W ith the Happy Cube from Happy byba, the traditional Christmas greeting becomes an invitation to play a creative game. The puzzle-like interior parts of the special Christmas tree turn into a cube with some skill and ability and then form the basis for individual advertising messages or greetings. The Happy Cube is available in almost any colour and can be adapted on request to the respective corporate design of the advertising company. This is also even possible with the shape of the mailing card: product contours or logos can be created. The promotional material is made of lightweight EVA foam.

42765 • Happy bvba, Gerdi Loots • Tel +32 3 3800650 info@happy.be • www.happy.be





# **CHARMING BOTTLE OPENER**

bottle opener with a very special wow factor is offered by Take-2Design with its new Chapeau! Unlike traditional bottle openers for bottles with crown caps, this model even cuts a fine figure in delicate feminine hands and goes easy on the fingernails. Whether at a big party or an evening watching football or a girls' night: The casual appearance of the inconspicuous stainless steel bottle opener meets any challenge at a summer BBQ or in the snow bar in winter. With one hand clamped sensitively on the bottle, Chapeau! snaps in on both sides under the bottle cap and remains readily in this position until the cap lifts up from the bottle with astonishing ease by applying just the right amount of pressure on the lever.

44574 • Take2 Designagentur GmbH & Co. KG • Tel +49 8031 233970 info@take2-design.de • www.take2-design.de



# **THE BRAND THAT PULLS**

W ith the new Zip Buddy from Vela, each pull of a zip automatically leads to an advertising contact. The extra versatile pull tab for zip fasteners on backpacks, suitcases, sports bags, trousers, jackets, trolleys, tents and much more can be designed in individual colours and is currently available in round and square shapes. Just like the Buddy, the two scarves can be designed in individual colours. Starting from 1,000 pieces, texts can even be woven on both sides of the scarves. Even broken zip pull tabs can be replaced by the Zip Buddy: A click of the attached snap hook and the full function is restored.

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# KLEINE VERSTÄRKER – GROSSE WIRKUNG!



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# **TELEPHONE CALLS OF A VERY PERSONAL NATURE**

**S** weet Concepts is leaving behind the uniform design of many mobile telephones with its new series of quotomized and the series of an element of the series of a series of a series of the series of with its new series of customized cell phones, USB sticks, e-book readers and covers for iPhone and iPad. The telephones are fully functional, and have all major features, such as SMS, automatic call answering, redialling and an internal memory for 100 numbers. They come with a battery charger and operating instructions. Along with a broad range of standard designs, there are licensed motifs from the Hello Kitty or SpongeBob series. As an alternative, the manufacturer will also, of course, tailor cell phones to customer specifications for orders of 300 or more. 46111 • Sweet Concepts • Tel +44 207 2587343

sales@sweetconcepts.com • www.sweetconcepts.com

# NEW LIFE FOR PET

erler GmbH is bringing recycled PET bottles back to life by turning them into carrying bags and backpacks. These high-gloss bags come in a variety of sizes, in both vertical and horizontal format. Moreover, there is another bag on offer which becomes an easy-to-carry backpack simply by undoing two snaps. What makes these bags so special is that they can be printed on all four sides, thus opening up many more design possibilities. This is aided by the surface, which enables detailed photo printing of buildings or products. Along with the eco-friendly aspect, Kerler also has SMEs in mind with this product, because the bags can be tailored to customer specifications for orders of 1,000 or more.

47270 • Kerler GmbH • Tel +49 7563 91000 post@kerler.de • www.kerler.de





# **KIDSWEAR FOR LITTLE ATHLETES**

hen it comes to the outfit, children have a mind of their own. That is why Daiber offers numerous special products for children. Their own-brand James & Nicholson offers hip designs from T-shirts and sweatshirts to trendy softshell jackets. With its Teamsport range, Daiber makes training for the little athletes even more fun. To make sure that success is not neglected, sports clubs and teams can find everything here they need. The range includes shirts, pants, tracksuits and much more. Portfolio offers functional outfits and accessories for virtually every sport for teams and individual athletes. An overview of the variety can be found in the catalogue "Compilation 2011" as well as in the current flyer "From Casual Running to High Performance".

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# Seit 25 Jahren gemeinsam für den Werbeartikel

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B esides 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
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47670	Abanicos Jose Blay S.A.	9E03		and Importers of promotional gif	
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47701 50978 47722 44920 42819 50062 48136 44487 46660 41826 47107 48392 42562 47712 41734 46535 47097 46519 40723 43461	Culto GmbH12M45Cumulus53 LTD.13B16aCup Concept Mehrwegsysteme GmbH12G39CURLY & SMOOTH Handels GmbH12B48/12B54Gustav Daiber GmbH12D14/12G25bdedica Dr. Harnisch Verlagsgesellschaft mbH 9004Deheck Destillerie & Likörmanufaktur GbR12B21Demapen srl.9L18DEONET GmbH91D151Diarpell s.r.l INTEMPO10K44Die Olive - und mehr GmbH & Co. KG13B06dietronic Computer-Service Ralf Dietrich10D14di-media C. Daum e.K.9E32Giuseppe Di Natale S.p.A.Arti Grafiche CartotecnicaArti Grafiche Cartotecnica11G34/11H33DIPLOMAT Eine Marke der helit10F74EMBALAJES PUBLICITARIOS NT12D19DNS Designteam Neth Schäflein GbRwaterbelt/nautiloop/mykii/bandua11F14DOM POLYMER-TECHNIK GMBH9L52DOPAN S.A.11C53
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47414	Driinn Ltd.	11A30
48122 46947	Dubi's Promotionartikel Service DVN Druck- & Verlagshaus	11C65
	Neckartailfingen GmbH	13B05
47313	Eagle Products Textil GmbH	11M52
46313	ear bag GmbH	9K08
46391 41430	EASY - Haushaltsprodukte Inh. Jochen Peterei Eckenfelder GmbH & Co. KG 11D24	4/11E29
47503		/12M11
48395	ECUMENICUS di Secchi Sergio	11F15
41870	edding International GmbH	11G39
48339	Efbe Elektrogeräte GmbH	12L54
41387	EHRENBERG GmbH	9F04a
48023	Eichsfelder Technik eitech GmbH	9M41
48318 41369	EKV GmbH elasto form KG 11F54	13F10 1/11G73
44127		2/12K01
45340	Elliot GmbH	12M48
47985	Ellipse Cz s.r.o.	11E52
47987	EL PETAQUERO SL	10D22
42625	EMBAGS Hamburg GmbH	9N49
42200	e+m Holzprodukte GmbH & Co. KG	11A54
45997	emotion factory GmbH	12B30
47403 47737	Ender Tekstil Sanayi Ve Ticaret Ltd STI ENDULZARTE, S.L.	9D28 11K68
50180	eppa - European Promotional	11K00
50100		3/11K51
50979	Erfinderbüro Merdowig	13C11
42480	ERGA Srl	10C02
48003	ESBIT Compagnie GmbH	11G37
41768	ESC - Europa-Siebdruckmaschinen	
40604		H03 TF
$40684 \\ 47057$	ESKESEN A/S ETITECNIC.	11G14 11L64
47128	E.T. Technologies Deutschland GmbH	10C49
46030	European Sourcing SARL	10C19
41137		)4/9B03
41857	EURÔSTYLE- Emil Kreher GmbH & Co.KG	
		l/11D41
45339	Everts Pol Sp.z.o.o.	9E27
46537	Exner Fashion GmbH Mode mit System	10A04
48186 50145	Expand International Deutschland GmbH Expo Reclam	9 <mark>E10</mark> 12L22
46163	ExpoGraf CardKeep International AB	9D03
47750	Fabryka Zapalek Czechowice S.A.	10D61
48067	FAHŘER Inh. Joachim Leffler	13G11
48399	Faktor zwei Computer+Systeme GmbH	12N44
42720	Falk & Ross Group Europe GmbH	1400(4
43144	10B64/10C73, 10C53 FARE - GUENTHER FASSBENDER GmbH	3/10C61
10111		12G25a
47960	Feniks Sp. z.o.o.	9N38
47973	Ferdinand Bethäuser GmbH & Co. KG	11M03
47123	Fides Druck und Medien Inh. Peter Krammel	
46874	Cokoladovny Fikar s.r.o.	9L14
48372	fine Swiss Metals AG	13C05
47964 41002	First Editions Ltd. Alfred Fischer	10A03 9E18
48315	fischertechnik GmbH	9A35
48158	Flameclub Europe BV	12B47
44389	Floringo GmbH	10C22
47628	Framsohn Frottier GmbH	9L02
47348	Maurizio Franco	11B42
$47463 \\ 41853$	Francos GmbH Image-Cosmetics & More Frank Bürsten GmbH Bürstenfabrik	12G02 9N42
47595	freie-produktioner Münster/	71142
47070	Osnabrück GmbH & Co.KG	11K44
48408	Ernst Freihoff Papierwarenvertriebsges. mbH	
42743	Fruit of the Loom / Russell Europe 10D44	4/10E43
48355	GAMA PROMOSYON ÜRÜNLERI IMALAT	0.5.0.5
17600	SAN. ve TIC. LTD.STI	9E07
47699	Garlando GmbH Gecko Europe S A	11E46 10K50
47833 47147	Gecko Europe S.A. Gehring GmbH	10K50 12K46
41615		12R40
48400	germanmade. GmbH	13C07
47324	Get Impressed srl	11F34
46306	GEZI Druck GmbH	9001
45737		)/12G37
46847	Gizben Advertising and Publicity Veritas Printing Center	9B32
	, entras i mung center	1002

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48303	GLOBOS FESTIVAL, S.A.	9L33	48038
43242	Göckener GmbH	10D27	46793
40969	Jakob Göschl GmbH	10K22	
44530	Frottierweberei W.F. Gözze GmbH		44659
	Produktion Werk II Werbemittel-Vertri		
44615	Golfball Bussjäger Hans Bussjäger	10G53	44898
47707	Goprom Handelsgesellschaft mbH	9D50/9E49	46271
46517	Gorenler A.S.	9D02	48193
46895	Gottschalk V.O.F.	11B52	46924
43808 48266	Goudsmit Magnetic Design B.V. Gourmet Leon Feinkostmanufaktur	10K63	42907 41727
40200	Christian Hiort	9H42	44894
47197	GPE A. Ardenghi srl	9H04 TF	43540
47265	GRASPO CZ, a.s.	11G04	48403
48410	GRAUPNER GmbH & Co. KG	12C51	46999
48277	Green Earth Products Inh. Helga No	ederhoed	45893
		11A42/11B41	42567
42134	GREVO Imagetextilien GmbH	9M36	46848
42972	Grüner Laser Products GmbH & Co	. KG 11M53	47410
43990	Guidetti Carlo Ombrellificio di	0540/0047	44613
41048	Eredi Guidetti S.N.C.	9F18/9G17 9D32	48347
46944	Gutter GmbH & Co. KG Gutting Pfalznudel GmbH Entwicklu		47446 47696
40744	Herstellung von Logonudeln	9A27	47258
43116	Karl Habmann GmbH	10F13	48291
45107	Franz Hagemann GmbH & Co. KG	10A69	46742
45666	Halfar System GmbH Rucksäcke un		48143
	Taschen	12D14/12G25	46672
50980	Hallbauer Spieleverlag	13B15	41990
43628	HAMA GmbH & Co. KG	10G62	41170
46496	HAN-Bürogeräte GmbH & Co. KG	9C22	41545
45383	Hanesbrands Europe GmbH	10D24/10E27	47998
48397	HanSen Kunsthandwerk GmbH	13B02	48245
$42765 \\ 44954$	HAPPY byba	11A14 11F43	48180 46091
46932	happyROSS GmbH HASGÜL TEKSTIL PROMOSYON Ü		40091
40752	SAN. VE DIS. TIC. LTD. STI.	11G20/11H29	46232
42688	HAT's Company GmbH & Co.	11020,11112,	47464
	Warenvertriebs KG	9A42	40043
47570	Hauser GmbH	9A31	44401
48028	Haveco BV	12M25	48148
41756	HAWECO Import GmbH	11A34/11B33	47413
48313	Headwear PL Sp. z.o.o. Sp. J.	11C73	47270 48417
47511	Hegenberg Trendcenter Inh. Carsten Hegenberg	9M17	46131
41877	Helios Dr. Bulle GmbH & Co. KG	12H46	43737
44145	helo ® Heckelmann Holz und Kuns		43358
	GmbH + Co. KG	9K21	40823
41583	HEPLA-Kunststofftechnik		
	GmbH & Co KG	11A02/11D01	48108
46706	Herbalind GmbH	13A02	41614
$41275 \\ 41016$	C. Jul. Herbertz GmbH Heri Geräte-Produktions GmbH	10H41 12G14/12G26a	41794
48362	Hersol Willy Herbertz e.K.	12014/12020a 13G13	417.74
45918	Herzog Products GmbH	10H61	47607
45053	Hesas Hediyelik Esya San. Ve Tic. A		41119
48183	High Profile Plastic Parts Ltd.	9M09	44071
45818	Golfvertrieb Hilbrand	10H20	42087
42919	Siegfried Hintz - MAG-LITE Genera		47639
	Alleinvertrieb Deutschland	11D44/11F51	43572
47225	Hirsch Liquid Ideas GmbH	9F13	47941
48407	Hispánica de Globos	11G35	17100
43891 41118	HNC Import-Export + Vertriebs AG HOECHSTMASS Balzer GmbH	11H66 11A61	47406 46770
45973	Hörsteler Interior Design GmbH	9K14	46591
44372	HOGRI Honer & Grimm GmbH & Co		47203
43576	HOLTSCH Medizinprodukte GmbH	10D53	45352
47614	Hong Fang CZ Group S.R.O.	10A14	41027
47801	House of Kids s.p.r.l. FLASHMAT	9049	46887
46953	H&S KOZMETIK SABUN TEKSTIL		48152
44346	SAN. TIC. LTD. STI.	9B45 9N24	46922
47349	Hummel Germany GmbH Hypon BV	12C55	40922
48297	iClaw Innovations- & Vertriebs Gmb		45736
45302	ICO JSC	9D39	47953
48090	Idepa - Industria de Passamanarias		46523
48229	IF Solutions Ltd.	12B53a	44473
45054	ISTANBUL KALEM LTD.	9E09	42438
46028	IMAGE GmbH	12D47	47073
$47996 \\ 44740$	iMi Partner A.S. Impliva B.V.	10A28 10C75	47977 41248
11/10	шрита Б.т.	10070	+1240

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	Dis Tic. Ltd STI	9H02
	INFOPLUS Blindow Namensschilder & Co. KG	10F16/10G15a
	Jaan Ingel AB InnoCard International GmbH	9F12 12L30/12M37
	INOITULOS S.L. INPRO SOLAR SYSTEMS Inh. Georg	10H19 Huber 9003
	Inspirion GmbH INTERALL GROUP B.V.	11D04/11F21 9G02
	Intermed Asia Ltd.	10K02
	Intraco Trading by INVITALIS GmbH	12G04/12G12 11L68
	IN-YO Promosyon Ve Reklam DIS TIC. i.p.a. Sweets GmbH	LTD. STI 9007 11D02/11F01
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	Ipekyolu Kagit San. Tic. A.S.	10E09/10E13
	ISSUETISSUE ® / Consuma-Issuetiss	11F44/11F52
•	IVM SignTex GmbH Jamara e.K.	10A74/10B73 12D05
	JASANI (LLC) JHI HACKEL Industrievertretung Gm	bH 13F08
1 7	JHK Trader S.L. JOMORANI GmbH	9A52 12K01
	Joy Investment S.A.	9C39
	Joytex GmbH & Co. KG JÜSCHA GmbH	11F04 9F50/9G49
	JUNG BONBONFABRIK GmbH & Co KG Jute statt Plastik Rohwedder GbR	12D29/12D37 9M27
	JUTEKO GmbH Jute Trading Limited	10D20 11E66
	Kaai Kalender GmbH	11H76
	Kalfany Süße Werbung GmbH & Co. KG Kandinsky Deutschland GmbH	11D34/11E33 10C21/10C27
	Karlowsky Fashion GmbH KASPER & RICHTER GmbH & Co. KG	12D30 G 10H74
	Georg Kayser KeepMe Promotions Ltd.	12N47/12N53 12D11
	Kelnet	9E28
	Kerler GmbH Keya Europe BVBA	10A73 10K31
	KHK GmbH Kimetec GmbH	12G47 12M53
	Kleen-Tex Industries GmbH Klio-Eterna Schreibgeräte	11L67
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	KM ZÜNDHOLZ INTERNATIONAL	
	Karl Müller GmbH Karl Knauer KG Verpackungen-	9D27
,	Werbemittel Knirps Media GmbH	10E64/10F71 12A40
)	Knops Acryltec Könitz Porzellan GmbH	9027 10C04/10C08
	Kössinger AG Köksal Canta ve Saraciye San. Tic. Ltd. S	9A18/9B17
	KORE S.P.A.	11C17
	KOSMOS Franckh-Kosmos Verlags-GmbH & Co. KG	9D09
)	koziol » ideas for friends « GmbH KREITER GmbH	11G54/11H63 9N35
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	KUM GmbH & Co. KG Kundepflege Wellness & Care GmbH &	9N14 Co. KG 13F18
	Landkaufhaus Mayer GmbH Salzmanufaktur Siegsdorf	11G33a
	Istanbul Tekstil ve Promosyon Ürünleri San. Tic. Ltd. Sti.	9N28
	L.A. Larsen A/S L.A. Larsen AS Laurel Klammern GmbH	10B21 9M13
	The Leather Business John R.P. Thor	p 9D23
	Lecce Pen Company S.p.a. Lediberg GmbH	9E17 11C14/11D29
,	LENIAR Leopold Vienna GmbH	9N34 12L04a
	Leser GmbH	9N07

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44742 46175	Les Parfumables LEUCHTTURM ALBENVERLAG	11A39
45457	GMBH & CO. KG Lexon S.A.	11H13 10C01
44862	Licefa Kunstoffverarbeitung GmbH & Kommanditgesellschaft	10D13
48388	lifestyle + promo it Inh. Oliver Henflir	
47850 43551	LIIX Radfieber - Inh. Marcel Jansen Linden International AB	10E08 10F68
47684	LITEX Promo Sp. z o.o.	101/08 11L19
42487	LM ACCESSOIRES, WERBEMITTEL & EXCLUSIVANFERTIGUNGEN GmbH	Ĵ
47113	Löw Energy System e.K.	13G08
43208 46104	Logolf Line B.V.	10G41 ner 9C42
47400	logolini Präsente Backhaus Fickensch LTP Litschka Toys & Premiums GmbH &	
48100	Lufi Expressz Kft.	12C56
48310	Luminaria Products Europe Ltd.	12D55
46095	Lumitoys - GmbH	9E42
44678	L&D Aromaticos, S.A.U.	9F41
47814 47929	Lupenmaxx GmbH F.P.H. LUX-POL Inh. Ludmila Wolek	11B29 12K54
46414	Lynka Sp. z.o.o.	10D54/10D62
40974	LYRA Johann Froescheis Lyra - Bleist Fabrik GmbH & Co. KG	
47002	MaCookie	9A17
48040	Macseis Corporate Services Ltd.	10D63
49054 41617	Mag Instrument, Inc. MAGNA sweets GmbH	11D44/11F51a 12G45
44833	Mahlwerck Porzellan GmbH	11H03/11H11
43473	MAICA GmbH Textile Werbeträger &	111100/111111
	Sonderanfertigungen	12D13
48283	Maikii s.r.l.	9L13
47808	Perfecto Candle Experts	10E74/10F73
46913 42884	MALGRADO fashion & promotion Gr M.A.P.S. GmbH Mach Art Promotion	bH 10K15a
40755	Marbo-Werbung Norbert Bokel Gmbl	
47735	MARELL - Marek Jindra	11M41
47455	Marines d.o.o.	10C28
41661	Markclip International BV	10G45
46766	Marsanam BV	11M19
45721	MASAS METAL AMBALAJ San. Ve. T	
$43478 \\ 45014$	Masguant, S.L. Master Italia SPA	9K34 10E54/10F61
47938	Matchpoint-Etronics GmbH Elite Tech	
47648	Mattina Display + Werbung GmbH	9L34
47428	maxchoice gmbh & co kg	11C27
46457 46736	MAXEMA Srl.	10C64
40730	maximplus mugs, cup & more Inh. DiplIng. Ilona Wentzlaff	12H48/12K53
47810	Maximex GmbH & Co. KG	10A57
43332	Maximex Import - Export GmbH	11M30
47483	MAXX Promotion Inh. Dagmar Kornh	aas 10E04
42020	MBW Vertriebsges. mbH für Werbear	
46460	und Spielwaren ME AND MY GmbH	12D48 9B50
48018	MEDEURAS GmbH	13G19
47662	medienkraftwerk GmbH	9L03
48405	Medikana Reklam Ve Promosyon Ltd.	
47700 47238	MEDIR.ES - Disponible Publicidad, s. Mega Promosyon Ve Hediyelik Esya S	San.
41009	Ve. Tic. Ltd. Sti. Mellert SLT GmbH & Co. KG	9011 10B18
43570	MEMORY K., S.L.	9D17
46578	Memorysolution GmbH	9M46
48219	Memory-Clip world wide GmbH & Co	KG 12K21
46786	Merkel GmbH	9D01
47158	Merkur Promotion GmbH Messiaen NV	13G09 0E99
45861 41836	meterex - Karl Kuntze (GmbH + Co.)	9E22 10G63
41680	METRICA SPA	9N45
44684	Michelin-Besteck-/Metallwarenfabrik	
41581	michel-toys Handels-GmbH	9G50/9H49
45899	micx-media in concept gmbh & co. kg	
43444	EDWIN MIEG OHG	9C18
47780 47582	Mimaki Europe B.V. Mindtwister AB	9H27 TF 9D09a
47582 48364	MIIIIIWISTEF AB MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI	
44940	MK-Haushaltswaren - RICOLOR Thor	
	Mayr-Kiessling	9F27

PSI NO.	EXHIBITORS HALL/BOOTH
47798	MKM media Verlags- und Medien- produktionsges. mbH & Co. KG 11G17
48035	Möbius + Ruppert KG 9M42
40661	Mohn media Kalender &
	Promotion Service GmbH 11G42
47988	Moosmayr Import Export GmbH 11K66
48393	More Kagit San. Ve Tic. Ltd. Sti. 11K67
48112	MOVA Europe 9K25
46708	moynd GmbH 12K13
41143	MŠA Münchinger GmbH 12N55
47776	MSW Lasertechnik GmbH
	Inh. Mario P. Schlosser 9H14 TF
47925	mt products GmbH 9N50
41702	MÜBOPLAST Müller GmbH 9H50
47774	Müller Werbemittel GbR
	Andreas & Matthias Müller 12H18
47528	Münsterländer Marzipanmanufaktur
	Inh. Wolfgang Köster-Oberbeck 9M14
45974	Multiflower GmbH 10G61
44983	Murat Tekstil 10B22/10B28
47673	myfitmix GmbH - Gesunde Werbung 12N39
45109	F.X. Nachtmann Bleikristallwerke GmbH 10C43
46486	Nath 2004 S.L. 10C15/10C19
47956 48164	NAV Enterprise LLC Cosmos Exports 9C36 NEAMEDIA 11B61
48058	Nemox International s.r.l. 9L04
48038	NEOFLEX Ltd. + Co. KG 9M31
48294	NESA Tekstil San Ve Tic A.S. 10D16
47443	Nestler GmbH Feinkartonagen 9M08
41816	Nestler-matho GmbH & Co. KG 12D02/12G01
45411	Neutral.com Fun Tex Clothing Co. ApS 10F07
42878	Newell Rubbermaid EMEA 10H54/10K61
47736	Newline A/S 9N17
46376	J.G. Niederegger GmbH & Co. KG 10D03/10D07
47254	Nimbus Nordic A/S 10B53, 10B61
45981	NOEX spolka z ograniczona
	odpowiedzialnościa sp.k. 9N08
45393	Nordiska Etikettbolaget AB 9K03a TF
41859	Norwood Europe -
	Bic Graphic Europe S.A 11F20/11G29
46249	Nostalgic Art Merchandising GmbH 9K38
48387	Not-Al Yapiskanli Kagit Baski Ve Prom.
16100	Urunleri San. ve Tic. Ltd. Sti. 11D66
46403	NOTEDECO K. Frasunkiewicz-Jankowiak,
44070	P. Jankowiak Sp. j. 11M29
44879	NOTES GmbH & CO. KG - Niederlassung Quickborn - 10G20
42719	Nürnberger-Spielkarten Verlag GmbH 9B28
48365	Oakthrift Corporation Limited 12M04/12N25 13 BPMA
46731	Offene Systeme Software! Thomas Brecht 11M61
47034	OFFICE COLLECTION SP. Z 0.0. 11G52
43341	Editions OLEFFE S.A. Oleffe Kalender Verlag 12M55
46997	OLE Sports 10A41
46990	OM-AR Tekstil Promosyon TIC. LTD. STI. 11D54
42655	Oppenhejm & Jansson Å/S 9M03
49990	PTE Pavilion, O.P.S. srl 12K29/12K37
48396	Orient & Ornament Inh. Tobias Perlick 13B09
48177	Orientgift Polska Sp. z.o.o. 11L54
50955	Original Icecup 9E04
46305	ORIGINAL LANYARDS sdi publicidade lda 9E08
48203	Özgec Reklam Promosyon Malzemeleri
46769	Imalat Ltd. Sti. 9K53
46763 47984	P & A products BVBA10H16Pack Art Sp. z.o.o.11B65
47984	PackshotCreator Sysnext SARL 12K25
45288	Pacor - Pamero BV 10D04/10D08
47226	PAD'S World S.L. 9F40/9G39
48381	Pamir Havlu Pazarlama San Ve Tic LTD Sti 11G11
50301	PARKER 10H54/10K61
45999	PASSATGUMMI Schreven
	GmbH & Co. KG 12L30/12M37b
47678	Paul Stricker, SA 11D75
48288	PB ADVERTISING AND PRINTING CO. LTD. 9M38/9N37
46454	PDC Europe SPRL 12C54
47418	Peel Appeal GmbH 11B19
44176	The Peppermint Company 10G31
48371	Pfaff - Die Masken Manufactur / Nasenpfeifen
	Inh. Bernd Kaltenbach 13G17
40972	PF Concept International B.V. 10G01/10K13
47732	P.H.U. KODER Waldemar Sikora 9C28
47667	Piel Urbana, S.L. 9D31

PSI NO.	EXHIBITORS	HALL/BOOTH
45291 48070	PIKO Spielwaren GmbH PIM TEKSTIL SANAYI VE	9N04
10070	PROMOSYON LTD	10H44/10K49
45595	PIXIKA SAS	10H26/10K27a
41394	PLANET Schreibgeräte GmbH	12M40
45727	Plastolan GmbH	11A76
40637	Plastoria S.A.	10D32/10E41
41565	KP Plattner GmbH	11A52/11B51
42233	Carl Poellath GmbH & Co. KG	401/40
19195	Münz- und Prägewerk Poligrafica San Faustino S.p.A.	12K40
$43425 \\ 48127$	Polyflame Europe S.A.	9E13 10K14
46070	Zaklad Produkcyjny POLY Malgorzat	a Dorosz 9M39
46557	Power Brands BV	10G49
45970	Present Time B.V.	10K75
48421	Prime Print Group Ltd. 12M04/1	
47577	Printfactory GmbH	11L66
48126	Printfield Sp. z.o.o.	10B16
42332	prodir S.A.	10C74/10E75
46679	Pro Feet GmbH	12L48
47740	X-Tra Projects International Marketi	ing &
	Foreign Trade Ltd.CO.	9F03
47360	PROMAKS CHEMICAL COSMETIC CLEANIN	
	HEALTH PRODUCTS INDUSTRY AND TRADE	
46355	Promidata	13D02
50957	Promocatering	9E40
43550	Promoclip International BV	9M28
48042	THE PROMOLAND s.r.l	11L43
42547	PROMO SEEDS	9L37
43614	PROMO SERPENTIGRAFF, S.A.	9N12
48075	PROMOTION4U	12C04
44722	PROMOTION PETS GmbH	11A13/11A18
43775	promo-watch GmbH	12L14
43952	PSI NL der Reed Exhibitions	49005/49000
50040	Deutschland GmbH	13D05/13E22
50218	PSI Design-Service	H13
49056	PSI 3D-Produktvisualisierung	19455
E0907	Open New Media GmbH	12A55
$50297 \\ 50216$	PSI Ruhezone / PSI Relaxing Zone PSI Media Lounge	12A30 9004
50298	PSI Versandstation	9052
50296		Food Plaza H 10
45582	PSL Europe B.V.	10G44/10H49
42073	Pulma Lederwarenvertriebs GmbH	12A39
48340	Purple Zebra Products Ltd.	11K71
46992	Quatrième Dimension s.a.	10A63
41980	quatron design GmbH	12K30/12L37
42109	Quickbutton Badges AB	9L28
48056	Ral Tekstil Ltd. Sti.	10K76
47458	Volker Rasehorn GmbH & Co.	9C52
41829	Rastal GmbH & Co. KG	11E64
44741	RASTER 9	D10/9G51/9L32
46434	Raxy Line Srl	11F12
48415	Re-Bag/U3 ApS	12A25
47831	Recasens	9N25
46051	Reda a.s.	11E20/11F29
46261	reeko design gmbH & co. kg	10E63
47032	Regatta Professional	10B54/10B62
42130 47182	Regine GmbH Reisenthel Accessoires	12D01
4/102	Inh. Peter Reisenthel	11D42/11E41
48295	Relags GmbH	11D42/11E41 10G19
45612	Remarkable Eco-Friendly trade	11A44/11B43
41976	RESPONSOR Srl	11F63
47065	RESULT CLOTHING	10D31/10D41
48273	Retap ApS	10A43
44411	REXHOLM A/S	10C44/10D43
47620	Rheingold - Comet - Sports GmbH	9M04
41818	Herbert Richter GmbH & Co.	12K55
42084	Gerhard Riegraf GmbH + Co. KG	
	Tresor Verlag	12H40/12K39
41211	rio Ballfabrik e. K. Inh. Gunnar Fuch	
48322	Risi snc	12M39
44508	Ritter-Pen GmbH	11D65/11D73
47232	Ritzer Beteiligungsgesellschaft mbH	
	magic logo	11E65/11E73
41821	Karl Rodewohld KG (GmbH & Co.)	10E02
47847	Rösler Ceramtec GmbH	9B49
48104	Rössler Papier GmbH & Co. KG	9M37
48130 47729	Roland DG Benelux NV	9G18 TF
4/127	Roll-Over sp. z o.o.	9N02

PSI NO.	EXHIBITORS HALL/	BOOTH
47430	RO-WE SNC DI Brusaterra Roberto & C. Produzione e vendita articoli pubblicitari	9D14
48386	Royal VKB Koninklijke van Kempen & Begeer BV	11K56
45658	Russell Europe Ltd. 10D1	5/10D19
44170		50/9D49
47489	Safe Pocket®	9H32
48319	same same but Different GmbH	12C49
48107	Sampiyon Sport San ve Tic Ltd Sti 9G	32/9H31
48341 43756	Sampro P.P.H.U. Wojciech Samolyk SAMSONITE René Häusser e.K. 10E76/10G7	10D09
46551	Sanders Imagetools GmbH & Co. KG	12G56
47967	Sanders Magnet Service	12A03
48125	SANIMAR ic ve Dis Tic. Ltd Sti	9B39
46525	Sanjuan Hermanos, S.A.	10F20
48017	Scandinavian Stainless Steel AS	12L26
47763	Scandinavian Unit Inh. Bettina Berg	12K14
47541	Rudolf Schaffer Collection GmbH & Co.KG	9A14
47901	SchiBo GmbH	9D08
47061	August Schmelzer & Sohn GmbH	12A02
43416	SCHNEIDER Schreibgeräte GmbH 12G1	4/12G26
48326	Schöffel & Kujan GmbH	10A07
45805	DropStop <sup>®</sup> Schur Pack Denmark a/s 10C21	/10C27a
48140	Screentex International SA	11L04
46097	José Albero Puerto, S.L Secaneta	11H19
46013	Secil Baski Ltd.	11C44
43799	SEDESMA Manufacturas Metálicas	
	Publicitarias, S.A.	12L02
41650	Selecta Signé B.V.	10K28
40529	Gustav Selter GmbH & Co. KG	9B01
41838	SENATOR GmbH & Co. KGaA	10E24
48404	Senz Umbrellas BV	11C13
45069	Seripafer, S.L.	9B13
47743	SERMA & DNT S.L.	10B03
47803	Expo Box / Messe Trolley Sevdenur	
	Reklam Ltd. Đti.	9M02
48384	Shtox Production UG	11H64
44885	Heinrich Sieber + Co. GmbH + Co. KG	10000
150/0	Taschenfabrik	10B32
47962		′12G26b
48311	sigikid H. Scharrer & koch GmbH & Co. KG	9D22
45300	SINANGIN PRINTING & PACKING	11074
46004	LIMITED COMPANY	11D74
46994	Sinterteknik AB	9A41
$43807 \\ 46405$	SIPEC S.P.A. 12K0 SIPLAST Siegerländer Plastik GmbH	4/12L03 9D42
47466	SKINCOM AG	9D42 9G01
46325		12B20
45567	Slodkie Upominki SND PorzellanManufaktur GmbH	12B20 11D43
47767	SNIPS SRL	11F63
47752	SOCCER FIRST Inh. Axel Fraunholz	10K73a
47760	SÖRTEKS Dis Ticaret Paz. Ltd. Sti.	10K75a 10K15
43917	Sofrie S.A. ADDEX design	10F54
47104	Softreflector LLC	91.42
48323	Software Partner Datenmedien-Service	, 111
	und Vertriebs GmbH	13B18
46518	SOLARES Ith. Ihr. San ve Tic Ltd. Sti.	11F53
48284	Felix Solicut GmbH	10A20
44472	SOL'S SOLOINVEST S.A.S.	
	10C31/10C41, 10C33	
41288	Sompex GmbH & Co. KG	11B54
47677	Sopp Industrie GmbH	9N41
46493	Sphere Time s.a	9C49
47019	SPOLNOTA - Drzewna Spóilzielnia Pracy	12H53
48361	Spotz Global Sourcing VOF	10B19
41462		3/10E07
47608		42/9G41
47909	SPRINTIS Schenk GmbH & Co. KG	11K34
42932	SPS (EU) Ldt t/a Supreme and Product	
44400	Source Select 12M04/12N25	o bpma
44488	S. R. Brothers c/o M & N Group	11104
49097	Sushil M. Motwani	11M24
43836	STABILA Messgeräte Gustav Ullrich GmbH	10B13
43287	Schwan-STABILO Promotion	
41100		50/9L49
41108	STAEDTLER MARS GmbH & Co. KG	12D46
42183	STANDARDGRAPH Zeichentechnik GmbH	9C27
48131	Staro International B.V. Stefania Zaklad Galanterii Skorzanei	11A26
47007 47785	Stefania Zaklad Galanterii Skorzanej Margarete Steiff GmbH	9D40 9F32
11100	margarete stem union	1102

PSI NO.	EXHIBITORS	HALL/BOOTH
44393	Steiner GmbH Spielwarenfabrik	9A40
48328	mentec GmbH STEINHORST®	12M38/12N37
47341	Stelton A/S	11B20/11C19
45341	Stereo Holland-Gebäck GmbH & Co.	
17500	Schokomünzen	9D04
47583	Stickerei Tyburski GmbH & Co. KG	13B21
46816	Stieber Stempelwaren	11B66
43567	Stiefel Eurocart GmbH	9G14 TF
48227	Stilema srl Alessandro Borelli	11L65
45328	Stilolinea Srl	9B04/9C03
45204	Stormtech Europe Ltd.	10A44/10B49
44974	Storm Textil Niels Storm	10E14
47268	Stressplanet - Division of Biblio Produ	cts Ltd. 12B53
43053	SUCCESS - Dr. Rolf Hein GmbH & Co	
	Pustefix - Dr. Rolf Hein GmbH & Co.	
48021	sushi mobile fashion Inh. Yvonne Soc	
41032	Suthor Papierverarbeitung GmbH & G	
11002		12L30/12M37a
47912	SWAROVSKI (DEUTSCHLAND) GMB	
77712	Consumer Goods Business	11H72
1(111		
46111	Sweet Concepts	9H34 11H75
44998	Sweetware GmbH & Co. KG	11H/0
43648	SWITCHER Textil Vertriebs GmbH	N400 44400 50
17700		2/10B44/10B50
47733	SYMPATHIE COMPANY GmbH Porze	
	Glas und Emaille	12L53
44574	Take 2 Designagentur GmbH & Co. K	
48378	T-Banner S.A.	10F64
44186	team-d Import-Export Warenvertriebs	GmbH 10C14
41207	Teca-Print AG	9H28
43817	TechnoTrade Import-Export GmbH	9K41/9K49
48329	Atmosphere brand of Tecnodidattica	SpA 11L15
48409	TEDEXPERT	13A20
45668	Tee Jays A/S	10C54/10C62
48370	Teksan Teneke Kutu Ambalaj San ve tio	
47695	TEKSPA TICARET Inh. Hakan Cakir	11F18
48308	Teks Pro Promosyon Tekstil Ürün Lei	
40300		
11091	Ve Tic Ltd Sti	10F19
41831	teNeues Verlag GmbH + Co. KG	110((11107)
14415	Abt. Verkauf Industrie	11C66/11C74
41647	Tengler Match, eine Abteilung	407770
	der Tengler Druck GmbH	10H53
42735	TEN-PACK GmbH	11B74
46683	Tetribérica, S.A.	9M33
48095	TEXmarket GmbH/Srl	11M23
41875	TFA DOSTMANN GMBH & CO. KG	10K34
48076	The Emotion Company SPRL	11G43
48207	The Gift Groothandel B.V.	12A27
47194	The Glasshouse BV	13B01
46120	The Pen Warehouse A division fo Tar	ncia Ltd. 9C04
46991	Thermopatch Deutschland GmbH	9H18 TF
47957	The Specialists	10G21/10G49
48137	Thoolen Bloembollengeschenken B.V	
50096	TIPP-KICK EDWIN MIEG OHG	9C18
45780	TITAN GmbH	11K15
47186	TLN Trade Company GmbH	13A16
48118	TMS Tailor-made studios Internation	
44104	TM Trend Moden GmbH	10E15/10E19
41783	TOKAI EUROPE GMBH	11L32
44327	TOPICO Handels-GmbH & Co. KG	11C04/11D11
46918	TOPKAPI TESSUTI S.r.1	10E10
46918		10E10 1/12N11 BPMA
47802	Transporting-Ideas GmbH	13H05 0P40
46832	K.Z.W.P. Trefl-Kraków Sp. z o.o.	9B40
48336	TRENDBAGZ GmbH	11K16
44970	TRIGON Deutschland GmbH	10010
15000	(ehemals SEMO Deutschland GmbH)	
47228	Trigon Tekstil San.Ve Dis Ticaret Ltd.	
47969	Trivtec GmbH	13B08
40846	Heinz Tröber GmbH & Co. KG	10E01
46311	TROIKA Germany GmbH	11D76/11F75
46615	Arnaud Bizac S.A. La Truffe Cendrée	10H26/10K27b
48398	Tryumf Sp. z.o.o.	13B13
46265	TŠ COM'PACK	11B44/11C43
47501	T-SHIRTS 4U s.r.o.	10A62
43722	TÜRMAK Makina Sanayi ve Ticaret A	A.S. 9K17
47600	Turkuaz Medikal Kozmetik ve Dis	
	Ticaret Ltd. Sti.	11F73
50289	TVP Textilveredlung & Promotion	
	Verlagshaus Gruber GmbH	9N24
45550		10D32/10E41a

PSI NO.	EXHIBITORS HALL/BOOTH
47795	UC United Competence GmbH 9K42/9L41
50972	Ulrike Bittenbinder / plan-B-office 13A12a
41848	uma Schreibgeräte Ullmann GmbH 12B22/12D25
48084	The Umbrella Company Ltd. 10F72a
47548	Uniform Accessoires Bohemia, s.r.o. 9D13
43856	Unilight B.V. 11F02/11H01
	J
48391	United Animals Trade 13B17
45036	United International B.V. 12B29
47935	United Laboratory Group GmbH 13B19
44597	UNIVERSAL S.p.A. 9C31
46365	Úretici Plastik Ltd Sti. 11F76
46257	Usar Dis Ticaret Ltd. Sti Info United - 10H15
46516	USB-FlashDrive.com Product Expectations Ltd. 9N27
47527	Erich Utsch AG Kennzeichnungs- und
	Registrierungs-Systeme 12N46
42161	VAERST UHREN Inh. Marc Vaerst e.K. 9M50
46964	Van der Basch BV 11G12
47725	Van der Meulen 11B64
47000	VELA Promotion GmbH & Co. KG 11M43
42941	Venceremos GmbH Hersteller von
	Papierartikeln 11B34/11C33
47448	Vermod K.H. Schieber 9N31
42570	Viborg Ballon A/S 9D05
41801	Paul Ă. Henckels Nachf. GmbH & Co. KG
	VICTORINOX 11A04/11C11a
44281	VICTORINOX AG 11A04/11C11
43672	Village Cosmetics GmbH & Co KG
40072	Abt. Sonderproduktion 9L31
17791	
47724	Villeroy + Boch AG Promotions + Incentives
10000	11H34/11K33
47555	Vim Solution GmbH 9C23
47869	VINYA NV 11M65
47241	Viola Folienverarbeitung GmbH 9N18
46622	Viva-Plus Joanna Kowalczyk 9F17
48196	VKF Spritzgusstechnik GmbH 11L52
44685	WAGUS GmbH 9A43
43820	Walomo SAS 9G52
40753	WALTER Medien GmbH Kalenderverlag 11L75
41594	Walz GmbH & Co.KG 12B40
40588	Weidner GmbH 11H16
44546	KV&H Verlag GmbH Harenberg · Heye ·
	Weingarten 12D54
42104	Wellness-Promotion GmbH & Co. KG 12D45
41898	Wenger S.A. Messerfabrik 10G42
48293	Wen Global Solutions 12L46
48078	Wera Werk Hermann Werner GmbH & Co. KG 10B15
47968	Werbekonfekt GmbH 9C40
50971	WERTOBJEKTE.COM LTP Litschka Toys &
	Premiums GmbH & Co. KG 9E45
48373	Westland GmbH 11E54
48375	Wieneke LASERGRAVUR GmbH 11M63
41253	Wild design GmbH 12A09
40450	E. Wilhelm GmbH 10D21
47688	
42955	WIL Langenberg GmbH 11H04/11H12
40653	Michael Wills 9037
42713	Poul Willumsen A/S 9E50/9F49
48066	WIN BENELUX BV MAKITO 11H02
47936	Winning Moves Deutschland GmbH 11K20
50954	Wirtschaftskammer Österreich 12H11/12H13
42394	WÖRTHER GmbH Manufactur
12071	von Schreibgeräten 10A45
50974	WOLF Innovative Produkte H13
46914	WORLDCONNECT AG 12H14
48342	
48382	Wunschhonig e.K. Robert Schuder 13B15a
42772	XINDAO B.V. 12D04/12G11
48187	Yob Golf Limited Company10F72
41823	Zettler Kalender GmbH 11L51
43702	Zilverstad Holland B.V. 12L04
44066	Zippo GmbH 10K04
47457	German's Best Werbezucker und
	mehr GmbH Zuckermaier 12D53
44323	Zweibrüder Optoelectronics GmbH & Co. KG 10K41
11020	

Up-to-Date: 13. Oktober 2011

# UNTIL 13 DECEMBER 2011 PERSONAL ADVICE ON PRODUCTS UNTIL 6 P.M.



**E** or the pre-holiday season the product sourcing team has introduced a "long Thursday". Starting on 13 October, PSI members can benefit from PSI's comprehensive professional and personal advice on products. PSI is offering longer telephone hours to answer enquiries during the Christmas business season. On other workdays the hotline will be operating at its usual hours from 8:30 a.m. to 4:30 p.m. The product sourcing department provides one of PSI's most important services. The Product Sourcing Team is ready to offer expert assistance when members are looking for certain types of promotional products, regardless of whether the queries are made by telephone or by an online product enquiry. The team will find the latest products and suitable suppliers. More than anything, this free service really helps PSI members save time. The Product Sourcing Team can be reached on the following telephone number: +49 211 90191-333.

# PSI NIGHT, 11 JANUARY 2012 PARTY POWER FOR 50TH ANNIVERSARY



List will be celebrated on 11 January 2012 at the PSI Night at the Nachtresidenz in Düsseldorf. Those lucky enough to be there can look forward to a great party. A DJ and a live band will ensure a fantastic atmosphere on the dance floor. The highlight of the evening will be the awarding of the PSI – Campaign of the Year. The award recognizes marketing campaigns that have creatively and successfully promoted a promotional product. For the very first time, PSI will also

be presenting the PSI inventor prize "Genius Award" for the most innova-

tive product at the anniversary fair. Of course there will also be plenty of time for visitors to spend talking and networking at the event. The fireside room at Nachtresidenz in Düsseldorf offers an opportunity to have discussions in a relaxed atmosphere. The event starts at 9 p.m. Admission is free but the number of participants is limited by the space available. Prior registration using the online ticket tool is necessary for visitors, and exhibitors are requested to use the online service manual.



# EXHIBITOR SERVICES FOR THE 50TH PSI 2012 SERVICE CENTRE SIMPLIFIES THE ORGANISATION OF THE FAIR

E xhibitors at the 50th PSI 2012 can now book all services for the anniversary trade fair online for the first time. The recently established service centre makes online reservations possible and can be reached at *www.psimesse.com/servicecenter*. All companies exhibiting at the fair can organise their fair exhibit easily and comfortably. What functions does the tool have? By clicking the button "catalogue tool", suppliers have the opportunity to work on their exhibitor entry in the official fair catalogue as well as their profile entry in the exhibitor list for the 50th PSI Trade Fair 2012. Anyone who clicks the button "service tool" will reach the areas of marketing, organisation, technology, and stand construction. Among other things, marketing services for the 50th PSI 2012 can be booked here, which include things like "smart" services, mailings or print ads in the PSI Journal. Come and take a look at the online service centre for yourself. It will be well worth it.



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# **DO GOOD** ...

And tell everyone about it. New products, new employees, positive developments, whatever you do good for your customers and humanity. In short, everything that is worth communicating to the outside world. This is an essential part of marketing communication and thus an integral part of sales activities at companies.

An important role is played by so-called press releases written periodically by the press departments or press officers of companies to inform journalists about events, results or products and therefore communicate their information to the media to achieve strong coverage at little expense and still maintain editorial neutrality. PR is a powerful tool that positively influences an image and promotes the sales of a company. Granted, not everyone has his own press department or can afford an agency. Writing press releases, however, is also not rocket science and can be learned. And first and foremost, PR is worth it!

This is also demonstrated by examples from other industries: I recently met the head of communication of a medium-sized engineering company at a convention. With 35 employees, he manages an impressive department. Not only press releases are written there, however. This department is responsible for all social media platforms, from Facebook to YouTube. Its communication objective is clear: Image building and lead generation. The number of visitors indicates that these tools are being utilised.

This raises the question of how we communicate in the promotional product industry, and we should be very self-critical. We are also constantly faced with the question of whether we communicate too little, too much or incorrectly. The same question should also be critically asked as far as the work in associations is concerned. There are few associations in Europe which can claim to provide adequate information about their work, despite the fact there would certainly be something positive to report about.

What's the score on companies in our industry? Simply ask the editors of the trade journals. In other sectors, such as in information technology, the editors are overwhelmed with press releases. In the promotional product industry with its diverse product categories and flagship companies, public relations is apparently not part of the daily work. There is no duty to provide information; the editor is the one who has to collect it. This is incomprehensible – we're in the marketing industry!

There are companies, however, that are more successful than others: Do they communicate more and better? They are the promotional product distributors and manufacturers who do good and tell everyone about it! <



» PR is a powerful tool that positively influences an image and promotes the sales of a company. « Best regards,

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

### Geschäftsführer/in Werbeartikel

Als mittelständisches Handelsunternehmen mit Sitz in einer süddeutschen Großstadt sind wir seit über 20 Jahren am Markt. Mit unserem Produktportfolio gehören wir in einem Spezialsegment der Werbeartikel zu den führenden Anbietern in der Region D-A-CH. Basis dieser langjährigen, erfolgreichen Entwicklung bilden die ausgesprochen qualifizierten und hochmotivierten Mitarbeiter in Kombination mit einer stringenten Kundenorientierung sowie die kontinuierlich optimierten Geschäftsprozesse in Richtung Kunden und Lieferanten. Der derzeitige Geschäftsführer der GmbH scheidet altersbedingt mittelfristig aus, wir suchen daher eine(n) entsprechend qualifizierte(n) Nachfolger(in).

Die unternehmerische Verantwortung umfasst:

- Steuern des operativen Tagesgeschäftes
- Pflege der Beziehungen zu Schlüsselkunden und Lieferanten
- Permanentes Anpassen der Organisation insbesondere der Geschäftsprozesse an die Marktbedingungen
- Führen, Betreuen und Entwickeln der 15 Mitarbeiter
- konstruktive Zusammenarbeit mit dem Gesellschafter

Von den Bewerberinnen und Bewerbern erwarten wir

- fundierte Kenntnisse des Werbeartikelmarktes
- mehrjährige Erfahrung als Führungskraft mit vertrieblichem Schwerpunkt, in mittelständischen Unternehmen ähnlicher Größenordnung
- ein sehr hohes Maß an Kunden- bzw. Serviceorientierung
- ausgeprägte soziale Fähigkeiten zur Führung der sehr engagierten und motivierten Mitarbeiter

Der Wechsel in der Geschäftsführung wird mit der notwendigen Umsicht und Sensibilität gestaltet werden, dazu gehört u.a. auch eine entsprechende Einarbeitung sowie die systematische Einführung in das Umfeld des Unternehmens (Kunden, Lieferanten, Banken, WP etc.). Mittelfristig ist auch eine Beteiligung am Unternehmen angedacht.

Bitte senden Sie Ihre Bewerbungsunterlagen unter Chiffre 20111101 an unten stehende Adresse. Wir werden uns umgehend mit Ihnen in Verbindung setzen.

PSI - Promotional Product Service Institute Niederlassung der Reed Exhibitions Deutschland GmbH Chiffre 20111101 Völklinger Straße 4 D-40219 Düsseldorf

Als weltweit führender Hersteller von präzise geschliffenen Kristallen steht SWAROVSKI seit 1895 für innovatives, aber auch klassisches Design sowie für höchste Qualität. Unsere Produktpalette umfasst neben Schmuckstücken, die von den Kollektionen der internationalen Modemacher inspiriert sind, auch zeitlosen Kristallschmuck sowie extravagante Designerstücke, Accessoires und Uhren.

Um unsere anspruchsvollen Umsatz- und Qualitätsziele weiterhin gewährleisten zu können, suchen wir eine überzeugende Persönlichkeit als

# Corporate Gift Sales Manager (m/w) - Home Office

#### Ihre Aufgaben

- In Ihrer Funktion haben Sie Umsatz- und Ergebnisverantwortung für das B2B-Geschäft mit unseren Partnern im gehobenen Segment für Kundenpräsente, Awards und Incentives in ganz Deutschland. Sie berichten direkt an den Multibrand Retail Manager der SWAROVSKI Deutschland GmbH.
- Sie entwickeln und etablieren enge Beziehungen zu unseren wichtigsten Kunden und Partnern und können dabei auf bestehende Geschäftsbeziehungen zurück greifen. Darüber hinaus erkennen Sie Geschäftspotenziale und richten Ihre Aktivitäten zur Zielerreichung effektiv aus.
- Dabei liegt Ihr Fokus auf dem beratenden Verkauf. Mit Kreativität und Überzeugungskraft wählen Sie die richtigen Produkte aus und arbeiten in diesem Zusammenhang eng mit unserem Produktmarketing zusammen.
- Die Entwicklung und Umsetzung zentraler Retail-Marketingstrategien sowie die Steigerung des Markenbewusstseins und -images im B2B-Geschäft bilden den Kern Ihrer Aufgabe.

# Die Anforderungen

- Sie haben ein betriebswirtschaftliches Studium oder eine vergleichbare Ausbildung abgeschlossen und verfügen über mehrere Jahre Berufserfahrung im Corporate Gift Business.
- Dabei verfügen Sie über persönliche Kontakte bei potenziellen B2B Kunden und sind in der Lage strategische Vorgaben in operatives Handeln umzusetzen. Dies wird unterstützt durch Ihre kosten- und ergebnisorientierte Denkweise.
- Ihre Karriere hat sich im B2B-Bereich, im Idealfall im Umgang mit gehobenen Markenartikeln im Fashionbereich, entwickelt.
- Sie bringen gute F\u00e4higkeiten in der Kommunikation, auch in englischer Sprache, der g\u00e4ngigen MS Office Software sowie eine hohe Reisebereitschaft im gesamten Bundesgebiet mit.
- Ihre Kontaktstärke, Eigenmotivation, Kreativität und beratende Fähigkeiten versetzen Sie in die Lage den Brand SWAROVSKI zu leben und unseren Geschäftspartnern mit Überzeugung nahe zu bringen.

#### Unser Angebot

- Wir bieten Ihnen eine anspruchsvolle Vertriebsaufgabe in einem wachstumsstarken, familiengeführten Unternehmen.
- Die Aufgabe ist eine Schlüsselfunktion für unsere B2B-Verkaufsorganisation, mit allen notwendigen Freiheiten ausgestattet, und bietet die Möglichkeit zu eigenverantwortlichem, kreativem und unternehmerischem Handeln.
- Sowohl in Deutschland als auch im internationalen Umfeld der SWAROVSKI Gruppe können sich weitere Karriereoptionen ergeben.
- Die Dotierung der Position ist vom persönlichen Erfolg abhängig und der Verantwortung entsprechend attraktiv.
- Weitere überzeugende Rahmenbedingungen, die Home Office-Ausstattung und ein Firmenfahrzeug (auch zur privaten Nutzung) runden unser Angebot ab.

#### Spricht Sie diese Herausforderung an?

Dann freuen wir uns darauf, Sie kennen zu lernen. Bitte senden Sie Ihre aussagekräftigen Bewerbungsunterlagen (Lebenslauf in deutsch und/oder englisch sowie ein Anschreiben) per E-Mail an munich.de@mercuriurval.com unter Angabe der Kennziffer DE-06887-2488. Bitte beachten Sie, dass wir im ersten Schritt noch keine Zeugnisse oder Referenzen benötigen.

Für erste Fragen steht Ihnen Frau Teresa Fohringer unter der Telefonnummer 089 / 769 000-22 gerne zur Verfügung. Vertraulichkeit sichern wir Ihnen selbstverständlich zu! Weitere Informationen finden Sie auch unter www.swarovski.com

Mercuri Urval GmbH, Management Consulting, Boschetsrieder Str. 69, 81379 München









## THE DO-IT-YOURSELF WAVE

**K** nitting, building and tinkering – do-it-yourself is trendy. And it has been for some time now. The desire for self-expression drives many hobbyists and tinkerers. With your own work you can prove to yourself and to your fellowmen that you have talent. The industry offers the right accessories for the handyman. From gardening equipment to professional tools - with the products of the industry tinkerers and hobbyists are optimally equipped. In addition to the promotional products from the category "Tools and Do-It-Yourself", the December issue of the Product Guide presents trendy products and classics.

Don't forget our cover story "New trade fair products" in the January issue and send your product presentations (image and text) by no later than 7 November 2011 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, E-Mail: hoechemer@edit-line.de.

# **HIGH-QUALITY STAMPING AND WRITING**

eri, the traditional company from the Black Forest, can look back with pride this year on 50 years of stability. What began in 1961 as a one-man operation in a repurposed chicken coop now employs highly motivated employees and is a brand known around the globe. More on the history and the quality products of heri Geräte-Produktions GmbH can be found in the December issue of the PSI Journal.

## **RETAIN CUSTOMERS WITH PRECISION MODELS**

The German-based company LTP Litschka Toys & Premiums GmbH & Co. KG has been supplying customers in the food and consumer goods industries worldwide as a manufacturer of miniature toys for over 20 years. For some time now, it has also been focussing on the promotional products industry as a partner. "Tell me and I hear, show me and I see, let me feel and I will understand!", is how Managing Director Stefan B. Litschka describes the purpose and benefits of haptic promotional products.<

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