

► **PS1**

**POWER FOR PROFESSIONALS**  
International Magazine  
For Promotional Products  
**FEBRUARY 2012**  
Volume 51

# JOURNAL



**Angelika Neiber  
Penta**  
“I Want To Make  
The Difference”



**Astrid de Boer**  
**Riverside**  
Promotional Pro-  
ducts On The Move

**50. PSI 2012**  
Facts And Impressions

**Product Guide**  
Hobbies, Handicrafts,  
BBQ, Spring Awakening

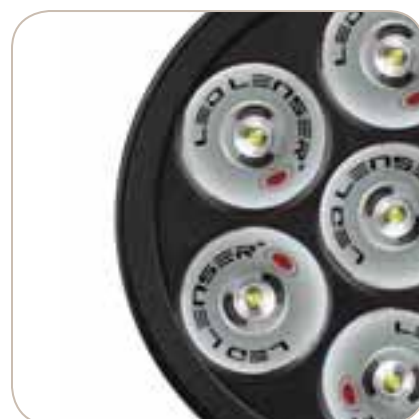
**EPPA/BWL Business Survey**  
Subdued Expectations

**iSi Deutschland GmbH**  
Kitchen Accessories With  
Brand-Name Status



**TRADEMARK PIRACY**

**TRADEMARK RIGHTS  
IN CHINA**



# Zwei starke Marken unter einem Dach

Gerne senden wir Ihnen unseren neuen Katalog zu.

## EDITORIAL

# STRIDING FORWARD

**T**he new year of 2012 got off to a good start with a very good PSI. The first months of 2012 will therefore be spent digesting and dealing with the impressions and orders from the PSI. It remains to be seen whether the overall European economy is intact enough to absorb the impressive promotional products on display at the PSI. The chances do not look bad. Although growth is set to slow in France and Germany, there is as yet no talk of stagnation. Countries such as Italy and Spain are expected to get back on their feet when they get out of the European headlines, although insiders say that the economies of these countries are suffering systemic damage which is not likely to be overcome very soon. In general, though, the sky over Europe has brightened somewhat.

And the promotional product business is working to improve itself, too, constantly trying to enhance its opportunities in competition with other advertising tools. In Germany, PSI and associations have agreed to a code of conduct which more than 300 members have already signed. A code of conduct is only the first step, of course, but it is a step in the right direction. The EPPA is also pursuing this path at the European level, and 2012 is going to be a very important year because we want to take coordinated joint action.

A big step forward was also the presentation at the PSI of the first scientifically sound study of the effect of promotional products (full report in the next issue). The powerful effect of this advertising instrument has never before been so compellingly presented – and from one of the most renowned institutes, as well. The results of this study provide potent arguments for members of associations and of the PSI in competition with other means of advertising – and also in competition with colleagues who are not organized. Another important fact is that these findings are not limited to just one market. Their basic assertion applies to all of Europe, perhaps even to marketing people around the world.

However, there is one important point in which we must go yet further: we must make it clear to business people and politicians in all countries of Europe how important promotional products are. Compliance regulations must not cause the death of a highly effective advertising tool. After all, some companies are already starting to forbid their employees to accept any promotional product – even a pen with a brand name on it. This is something we have to prevent.

Keeping this in mind and wishing you all the best



Manfred Schlösser  
Editor-in-Chief PSI Journal



Manfred Schlösser



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## HANDY MESSAGES

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We have devoted the second edition this year to the products that facilitate daily work or provide welcome assistance during leisure activities. The following principle especially applies for these products: Quality coupled with an adequate design achieves the highest impact. Form your own impression of the promotional bestsellers, which are complemented by product ideas about "Spring awakening".



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## PSI TRADE FAIR CELEBRATED A MILESTONE ANNIVERSARY 8



50 years ago, the first PSI Trade Fair opened its doors. Back then, it was still considered an experiment with an uncertain outcome. But in just a few years, it rose to become Europe's number one fair for promotional products. The product show underlined its exceptional status again this year. A new record number of exhibitors, innovative product ideas from inventors and many new services made the PSI fair a special event. We recorded some impressions of the 50th PSI 2012 for you.

## BUSINESS SURVEY, AUTUMN 2011: SUBDUED EXPECTATIONS 62



The most recent business survey commissioned by the German association of promotional product suppliers, the Bundesverband Werbearbeitellieferanten (BWL), reflects the current business situation and the expected economic cycle. Suppliers and distributors still see the situation as positive, yet both groups are reserved with regard to the future.

## RIVERSIDE: PROMOTIONAL PRODUCTS ON THE MOVE 84



For the past five years, Riverside has been selling products for sport, fitness and wellness as a partner of the promotional product industry. The specialization in these contemporary areas corresponds to the basic intention of the company: to offer promotional products which are not only effective but also make a difference.

## ANGELIKA NEIBER: "I WANT TO MAKE THE DIFFERENCE" 94



From the very outset, simply selling products was not enough for Angelika Neiber. So in the past 15 years she has built up Penta, a company that offers customers a broad portfolio of services for fostering business relations. Meanwhile, she has specialized in the field of customer-oriented premium marketing and is successful with tailor-made premium schemes. With her own concept for premium programmes based on points connected with web shops, Neiber is breaking new ground – and has convinced more and more customers.



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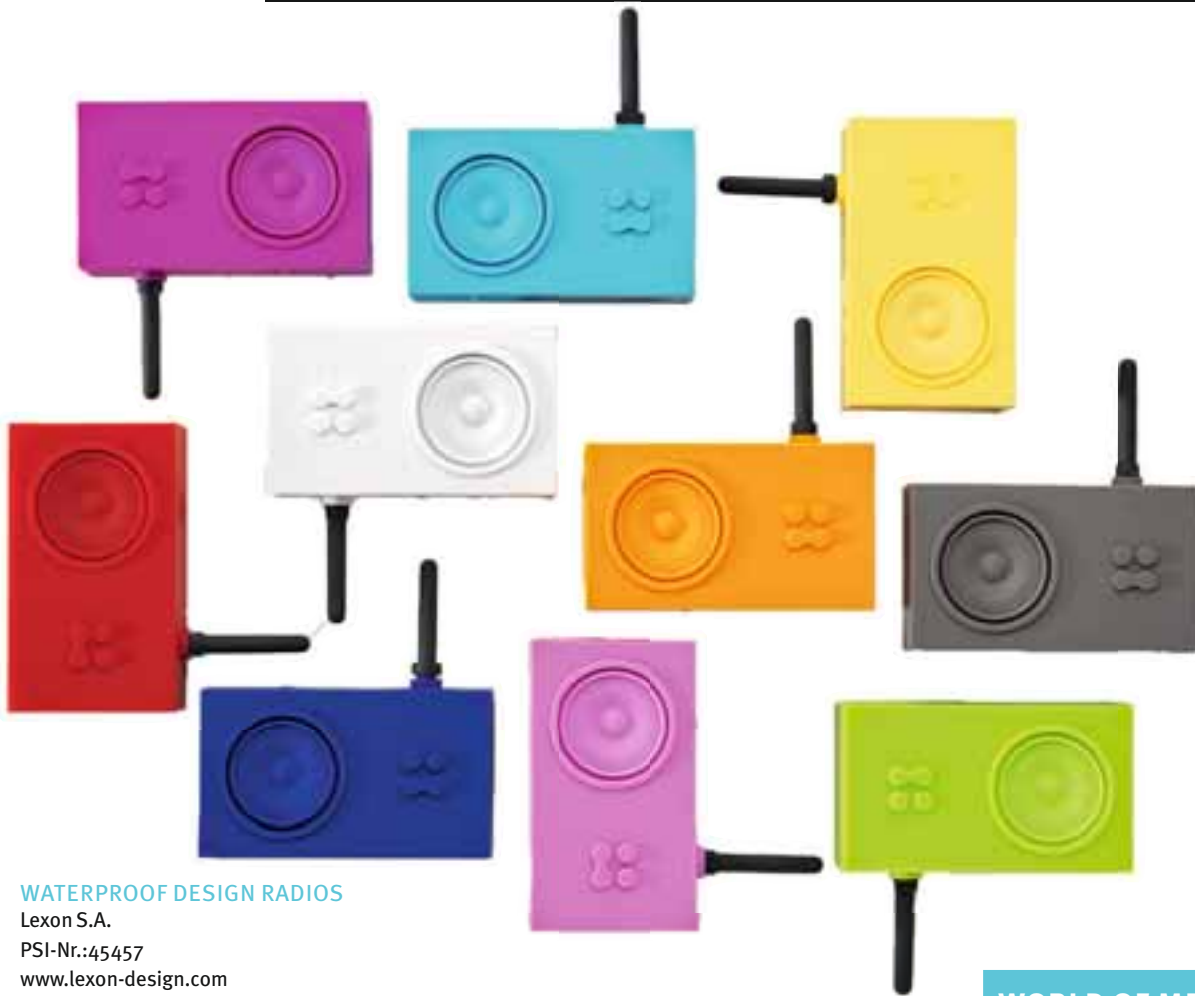


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#### WORLD OF MELODIES

A dancing class without music? A leisurely evening without Bach and Co.? For many, this is inconceivable. Music is part of their everyday lives. Jazz, pop and rock music have people singing, dancing and laughing. It is commonly known why people love to listen to music. "With music everything is easier" as the saying goes. And indeed, melodies and rhythms have a positive influence on our emotional life. That's what the psychologist Marcel Zentner managed to prove in different studies. But not every music type influences one's mood in the same way. Compared to jazz, rock/pop, techno and Latino/salsa, classical music offers the greatest potential to create calming, meditative and sensual emotional states. People who want to put themselves into an activating and euphoric emotional state through music, however, are well advised to listen to techno and Latin American music. For the intimate moments of the day, the industry provides a wide selection of attractive products.



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## FLEECE

Die super-flauschige **Ladies' Structure Fleece Hoody (JN 563)** darf in keinem gut sortierten Kleiderschrank fehlen. Die modische Highloft-Fleece-Jacke überzeugt durch sehr angenehmen Tragekomfort dank pflegeleichtem Anti-Pilling Highloft-Fleece. Kontrastfarbige Einfassbänder an Saum, Ärmeln und Kapuze sorgen für noch mehr Pep. Mehr Fleece Highlights zum reinkuscheln in unserem **Compendium 2012** ab Seite 36.



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**CLOTHES MAKE THE MAN**

Always look good. A wish that keeps nagging us and brings the fashion industry record sales. Year after year, the textile industry presents the newest collections to meet the demand for fresh fabrics and colours. It has long been the case that only a fraction of the clothing is produced in Germany. In contrast, we read the words "Made in China" on more and more labels of T-shirts, shirts, blouses and trousers. China appears to be becoming less important as a clothing supplier. More and more fashion companies are shifting their production to Bangladesh, according to a recent study by the consulting firm McKinsey & Company. Purchasing managers in Europe and the US were surveyed for the study. In their opinion, Bangladesh is one of the main alternatives to manufacturing in China: 86 per cent of respondents stated in the study their intention to relocate a portion of their clothing purchases from China to other Asian countries in the next five years. According to the forecast of the McKinsey experts, especially Bangladesh will emerge as the winner of this development, followed by Vietnam and Indonesia. But enough of statistics. Take a look now at the brand new range of high-quality textiles of the industry. It will be worth it.

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## 50TH PSI TRADE SHOW 2012

# YOUNG, INNOVATIVE, EFFECTIVE

On its 50th birthday, the PSI trade show showed, once again, that experience, professionalism and creativity are the best recipe for success: the anniversary event of Europe's leading trade show for the promotional product industry, which was staged in an area of over 35,000 square metres in halls 9 to 13 of Düsseldorf Exhibition Centre from 11 to 13 January, was presented in a fresh, innovative and effective way. The trade show had a record 993 exhibitors and achieved one of the best results in its history with 16,167 visitors.

**I**n the 50 years of its existence, the PSI has not only grown in numbers but has also been constantly improving and adapting to the needs of the promotional product sector which it has played a decisive role in shaping. What started out in Bad Soden in 1963 as a presentation of goods on the legendary trestle tables is today a professionally organized, international in-

dustry platform which, with 993 exhibitors, achieved an increase of 16 per cent compared to the previous year, making this anniversary year an all-time record. With this impressive presence, the industry is demonstrating that it is looking forward to the new business year with confidence, despite the euro crisis. On the visitors' side, it seems that the current economic situation is caus-

ing them to be more restrained: with 16,167 visitors, the results of the previous year were not quite matched. Industry in the crisis-affected euro countries is showing some hesitancy in implementing promotional measures and the sector is feeling the effects of this, as judged by PSI Managing Director Michael Freter in his statement at the opening of the anniversary trade show.





From left: Manfred Parteina (ZAW), Michael Freter (PSI), Timothy Andrews (ASI), Patrick Politze (GWW), Walter Jung.



For the opening, Freter also welcomed Walter Jung, founder of the PSI and the trade show. Timothy Andrews, President and CEO of ASI (Advertising Specialty Institute), had also travelled over from the USA to be there.

#### PROMOTIONAL PRODUCT MARKET REMAINS STABLE

With a volume of 3.46 billion euros, the German promotional product market is proving to be relatively stable, according to one of the results of the current industry monitor of the GWW (Gesamtverband der Werbeartikelwirtschaft – General Association of the Promotional Product Industry – in Germany), which is presented every year at the PSI. This means an increase of 16 per cent within the last two years, GWW Chairman of the Board Patrick Politze explained. That even puts expenditure on promotional products above expenditure on radio or online advertising. Medium-sized companies, in particular, increased their use of promotional products last year. In other words, promotion-

al products have impressively established their ranking as the third-strongest form of advertising as measured by the advertising revenues. For three quarters of all companies, the promotional product will continue to be a constant in the future, too, as the industry monitor further showed.

#### EFFECTIVENESS STUDY PRESENTED

Promotional products are thus among the most efficient advertising media. This was also the conclusion drawn by the recent, first empirical study on a Europe-wide scale on the advertising effectiveness of promotional products, which was carried out by the Mannheim market research institute DIMA and presented within the context of the press conference on the opening day of the PSI. Central to the study were the reach of promotional products, their power of communication and the demands placed on these products. 94 per cent of the representative 2,000 people surveyed, aged 14 and over, stated that they had one or more promotional products. Three quar-

ters of these promotional products have been in the possession of the recipient for more than six months, and more than a third for already more than two years. Nine out of ten of those surveyed use the promotional products they had received at least once a day. Promotional products therefore reach 88 per cent of the population. This means promotional products have a significantly greater reach than forms of advertising in the mass media, such as on the radio or television. "The advertising effectiveness study has shown that promotional products are among the most cost-effective advertising media there are," said Patrick Politze, commenting on the findings which can be interpreted as additional evidence for the enormous potential effectiveness that promotional products have. For the first time, the advertising effectiveness study has provided significant media data on promotional products. It thereby constitutes a milestone by which it is possible to make comparisons with other forms



of advertising. (Details on the results of the study can be read in the March edition of the PSI Journal.)

#### PROVEN EFFICIENCY

The outstanding effect of promotional products can, therefore, now also be proven. This marks a very decisive step on the way to putting the promotional product on an equal footing with other advertising media. This central demand has not only concerned the industry more intensively over the last decade, it has repeatedly been an issue in the more than 50 years of PSI history. Whenever politicians threatened to lower or even abolish the limit for tax deductibility altogether, the PSI, along with the associations, was at the fore, representing the interests of the promotional product industry to those politicians in charge. In order to support the brand development of the promotional product sector, PSI joined the ZAW (Zentralverband

der deutschen Werbewirtschaft – Central Association of the German Advertising Industry) in 2009. This was an important step in improving the perception of promotional products as advertising media, especially as more attention is still paid to classic forms of advertising in the consciousness of advertising companies and the advertising industry.

#### DEMAND FOR THE VALUE LIMIT TO BE ABOLISHED

Against this background, the ZAW's CEO Manfred Parteina called for the value limit of 35 euros, up to which promotional products are tax deductible in Germany, to be abolished. "This is an anachronistic barrier in an area of communication that is so important in competition between companies. The limit ought to be abolished." He argued in favour of the removal of "this boundary created in an armchair decision", saying that it could also be done in incre-

ments. At the same time, the ZAW announced that the industry turnover of the promotional product industry would, in future, also be included in the ZAW statistics on

the advertising market. This turnover had not previously been taken into consideration. "The high investment volume of the promotional product industry will be positioned there accordingly. We are working towards being able to launch the statistical series publicly in 2013," says Manfred Parteina. The total advertising investment in Germany for the recently ended year of 2011 amounts to 29.8 billion euros; the ZAW estimates growth to be a good one per cent.

#### INTERNATIONAL PSI NETWORK

The development of the PSI trade fair has been a process in which, to this day, the tried and tested has been carefully combined with the new. With experience, professionalism grew, and the PSI member companies have made a significant contribution to this. At the same time, the trade fair cannot be separated from the PSI as an organization, which, right from the be-





gining, has never just been an event organizer but also a point of contact, a platform and, increasingly in recent decades, an industry network that spans the world.

The growing internationality of PSI is also reflected in the trade fair: today almost 60 per cent of the visitors and roughly half of the exhibitors are from abroad. This is a development that PSI founder Walter Jung had in his sights right from the start. It was also, undoubtedly, one of the reasons for moving the steadily growing trade show away from the Taunus to the Rhenish trade show city of Düsseldorf in 1967. In the meantime, PSI has gained great significance as an international meeting point and never have so many industry associations been present as at the anniversary trade fair: around 30 associations from 20 countries were represented, and they are also increasingly organizing joint stands in order to enable their members to enter the market more easily. As new associations, PSI welcomed the recently founded CGASA – Corporate Gifts Association of Southern Africa and the Ukrainian association UWEU

– The Ukrainian Watches & Clocks' Manufacturing and Trade Enterprises Union. A total of 23 national and international association meetings took place in connection with the PSI – a further indication of the relevance of the PSI as the hub of the European industry.

#### AN INNOVATION OFFENSIVE IN HALLE 13

The PSI has rarely presented itself as innovative as at the 50th PSI. Leading the way here was the great innovation offensive in the newly arranged HALLE 13. In an area of around 2,000 square metres, the hall demonstrated a completely new concept: inventors, start-up enterprises and creative companies were to be found here and, with THE WALL, a completely new kind of product presentation. With the Meet and Greet Forum, a newly designed platform was created in which short talks on various topics relevant to the industry were held by experts every day

around midday. For example, Lutz Gathmann, member of the PSI Design Forum, along with Martin Mündlein from the PSI partner Inter-tek, presented the value chain of the promotional product, taking aspects such as a quality and product safety into consideration. Representatives of customs and the German Trademarks and Patent Office and designers from the PSI Design Service provided information on any questions related to product development and product protection. At the PSI stand, you could find out about all the services of the PSI and try out the new mobile PSI Product Finder on the iPad. Overall, there was a great atmosphere of expectation to be felt in HALLE 13, full of vigour, ingenuity and a bold approach to the future. Perhaps it felt a bit like that in the early years of the PSI when something completely new had just begun into which people could put all of their energy and imagination. For the PSI and the entire industry, we hope that this great atmosphere will continue and bear fruit. <





## HALLE 13, A FOCAL POINT OF INNOVATION

# RESOURCEFUL MINDS AND INNOVATIONS

Inventors and their products are what have always left their mark by making our lives easier. The PSI brought their potential to Düsseldorf for the 50th edition of the industry's leading trade show. A concept for success.

In HALLE 13 of this year's PSI at the Düsseldorf fairgrounds, the blue signs saying "Inventor" immediately caught the eye of all passersby. For the first time, the PSI team had brought these creative minds to the industry's leading trade fair and created a new "home" for them with start-up companies and innovators in HALLE 13. They had 2000 square metres of floor space to present fresh ideas, fascinating inventions and new products ready for mass production. If you had gone exploring here, you would have seen some amazing things.

### NEW POTENTIAL FOR THE PROMOTIONAL PRODUCT MARKET

A pen that gives off scent or a 3D clock that fits into every corner – the range of innovations on offer from manufacturers turned out to be refreshing and "simply something different for a change". Thus the creative minds of the industry captured the spirit of our kind of business, which draws its life from new ideas, inspiration and stimulation. "Companies can get a glimpse of new developments right here," said inventor Bruno Gruber from

the Technisches Entwicklungsbüro, and explained further, "In the past, it was certainly a bit of a problem finding a place where 'new developments' could get a foot in the door. And here is just where the PSI got to work creating a platform for innovations in HALLE 13. The offerings at the centre for new promotional product developments went far beyond a simple product presentation.

### HALLE 13 – MORE THAN JUST A PRODUCT SHOW

Hence visitors encountered not only inventors and companies from the "Forum of Young and Innovative Companies" in HALLE 13, but also a display of new products called THE WALL. They strolled up and down in front of the roughly 100 metre long wall to view the products of select exhibitors in the integrated windows. But the exploration did not end here for many of the visitors to HALLE 13. They made another stop at the Meet & Greet Area. In this special area, the PSI Design Team, the customs authority, the Plagiarius Museum and other specialists provided a host of interesting people to talk to. The specialists made their combined knowledge related to the value added chain of a promotional prod-



uct available to all visitors. Moreover, national and international speakers supplied information relevant to the industry each day in this special area. The brief talks treated such topics as the Code of Conduct, for instance, or distributor qualification in the promotional product industry. A job centre rounded off the services to be found at the Meet & Greet Area.

#### SUCCESSFUL CONCEPT

The PSI brought competent partners on board for its large-scale “HALLE 13” project. To present all the more in the way of innovative products, the PSI cooperated with the iENA, the leading trade fair for ideas, inventions and new products. However, other institutions also helped, such as the Federal Ministry of Business and Technology with its programme to promote young companies. Not only exhibi-

tors and visitors were heard to acclaim the huge efforts put into “HALLE 13” as a success. The best measure of the pro-

ject’s success was the unbroken stream of visitors it attracted on all three days of the trade show. <



#### GERHARD MEYER, MY KÄFER GMBH

I welcome the PSI’s cooperation with the iENA inventor fair. By joining forces, it is possible to get ahead faster and easier with half the effort. I have had good talks here at the fair and received many interesting responses to my product. Of course, I was especially pleased with the feedback from the PSI’s Genius Award inventor’s prize. I would like to thank the trade fair team for the good organization and candid cooperation.

#### JÜRGEN FREIGEGER, EUROPROTEC GMBH

It is difficult for inventors to get a foothold in markets. The PSI Trade Fair is a good opportunity to socialize and establish contact with networks. I have already recommended the fair and would like to see the new concept continued next year.



#### GOTTFRIED WOLF, WOLF INNOVATIVE PRODUKTE

Many inventors have products that would be of interest to this business. That is why I think it was good that the PSI decided to bring inventors to the fair. My room corner clock has already attracted a great deal of interest. This is probably because it is something entirely new in the clock sector. Moreover, the product has a high recall value and its large face offers lots of room for advertising.





A party feeling at its best was offered at the PSI Night of the anniversary trade fair until the early hours of the morning in Düsseldorf.

## PSI NIGHT 2012

# FULMINANT ANNIVERSARY PARTY

It was an anniversary party with a difference: The PSI Night 2012 proved to be an ideal setting for the presentation of two industry awards received by worthy winners. Around 1,500 guests celebrated 50 wonderful trade-show years in high spirits until the early hours of the morning in Düsseldorf.

The atmosphere could not have been better. The impressively popular Düsseldorf location called "Nachtresidenz", the scene of the PSI Night for the first time last year, provided an exclusive setting once again for a celebration that will long be remembered. Thus, the PSI Night became the culmination of the successful first day of the trade-show anniversary. From the word go, the guests streamed into the lounges and the grand ballroom of the for-

mer cinema which has been one of the most impressive club addresses in Germany since its transformation.

### WINNERS WORTHY OF AN AWARD

The roughly 1,500 guests who had accepted the invitation of the PSI filled the rooms of the party temple and experienced an extraordinary evening. The highlight of the moving evening was the presentation of two industry awards initiated by PSI, the PSI – Campaign of the Year Award and the

Genius Award. The award-winning campaigns and products were representative of an industry that continually creates high-impact innovations with creativity, inspiration and entrepreneurial ingenuity, which have long since become an indispensable medium in the marketing of advertising companies (see adjacent review).

### DANCING LATE INTO THE NIGHT

Fulminant sounds were provided by the band Live House. With their vocal and in-





With their vocal and instrumental skills, the band Live House produced a sound which no one in the hall could resist.



The happy winners with their magnificent awards pose for the winners' photo.

strumental skills, they produced a sound which no one in the hall could resist and they filled the large dance floor in no time. The musically impressive performance by the group was accompanied by a professional light show. On the wall behind the stage, impressions of the first day of the trade fair alternated in metre-high projections. The DJ performance with the right feel for fervent dance music was also perfect. There was also no shortage of refreshments for the revellers. Once again mixers from Crow'n'Crow served delicious PSI cocktails. The spacious multi-level room with fireplace and comfortable seating also provided ample opportunity for having a chat and networking in a relaxed atmosphere. The first impressions of the trade fair were exchanged over a drink and contacts were made or intensified. <

#### PSI – CAMPAIGN OF THE YEAR AND GENIUS AWARD PRESENTED

The stage of the Düsseldorf Nachtresidenz provided an ideal setting for the presentation of the PSI – Campaign of the Year Award and the Genius Award. Accompanied by a fantastic sound and great stage show, the presentation of the awards became the highlight of the lavish PSI Night. The award-winning advertising campaigns and products of the anniversary trade fair also documented the diversity and spectrum of the industry.

The award for the PSI – Campaign of the Year was won by the supplier and manufacturer of mussel pots, Neamedia, which the restaurant chain for mussel specialties Léon de Bruxelles passed on to their customers. Second place went to a product for the town district campaign “Gräfrather Lichterzauber”. A part of the successful campaign was special illuminated bags from the supplier Jacksono by Jack's Gift Company which produced magical effects. Third place went to gadgets of the Turkish promotional product specialist Promart, whose campaign, in collaboration with Coca-Cola, highlighted the traditional strengths of a promotional product using the resources of the new social media.

For the very first time, the Genius Award was presented for most innovative product of the 50th PSI Trade Fair. Applications were restricted to inventors only. The inaugural winner was Gerhard Mayer, inventor and owner of My Käfer GmbH, with its invention of the same name “My Käfer”, a clever broom handle holder which ensures that a broom leaning against the wall cannot fall over. The creepy-crawly made from PE/TPE can be secured to virtually any surface and thus ensures safety during housework.





Maica: Rita Wilke (2nd from left) and staff.



Karlowsky: "Rock Chef" Stefan Marquard and Managing Director Thomas Karlowsky (from left) flank Michael Freter.



Laurel: Managing Director Manfred Kilgus (2nd from right) and staff.



Daiber: Rolf Daiber.



Wera: Adam Matuschek, Dirk Blasius (from left).

## MILESTONE CORPORATE ANNIVERSARIES AT THE 50TH PSI TRADE SHOW ANNIVERSARY OF ANNIVERSARIES

Not only PSI had reason to celebrate half a century of successful fairs. Also among the exhibitors were numerous companies that could look back on a milestone anniversary, including many companies that have grown with the promotional product network of the PSI, as well as companies whose origins date back much further. Reason enough for PSI Managing Director Michael Freter and Trade Fair Manager Silke Frank to pay all of these loyal members of PSI a spontaneous visit. They expressed their congratulations on behalf of PSI, treating each company celebrating an anniversary to a small souvenir bottle of fine sparkling wine. Sincere thanks were expressed by PSI and its representatives to the following companies: Clipy (25 years), Laurel (60 years), LTP Litschka (20 years), Marbo Werbung Norbert Bokel (40 years), Soccer First (10 years), Wera (75 years), Xindao (25 years), Maica (60 years), Daiber (100 years), Karlowsky (120 years), WIL Langenberg (20 years), Venceremos (20 years). Our series of photos shows a selection of the congratulations at the oldest companys. <



Venceremos: Klaus Gillmann.





**Bon Appétit: Enjoying the culinary delights.**



**Inspirion's Managing Director Sönke Hinrichs thanked the guests for their loyalty.**

## 50TH PSI CUSTOMER RECEPTIONS INSPIRION DISHES UP

**T**he 50th edition of the largest and most important promotional product fair in Europe also offered exhibiting companies an ideal opportunity to meet all customers concentrated in one location within three days. Many exhibitors take this opportunity to meet their business partners again after the fair. As a token of thanks for their clientele, these receptions or parties also offer the ideal opportunity to intensify good business relations even further in a casual setting. Inspirion GmbH from Bremen took the opportunity to invite guests to the imposing ambience of the Rheingold Hall at the Rheinterrassen in Düsseldorf. Inspirion's Managing Director Sönke Hinrichs thanked the guests in his welcome address for their "loyalty and support" and gave a positive review of the previous financial year, promising "exciting prospects" for 2012. Later the large audience of promotional product professionals enjoyed an exquisite buffet with Rhineland specialities. <



**The imposing ambience of the Rheingold Hall at the Rheinterrassen in Düsseldorf.**



## SWITCHER

### A WHALE ON EVERY T-SHIRT

**W**hales to take home – the only place to find this at the fair was the stand of textile specialist Switcher. This company thought up a special surprise for its customers. As if by magic, airbrush artist Götz Richardt created unique, comical drawings on the high-quality T-shirts of the textile manufacturer. One motif that turned up again and again was the Switcher trade mark, a yellow whale. To make the T-shirts as individualized as possible, the artist wove the hobbies and predilections of the visitors to the stand into the T-shirts. This gave rise to extremely humorous creations, such as a whale behind the wheel. Without a doubt, Switcher not only conjured up a smile on its customers' faces, but also created a lasting memory of the 50th PSI Trade Show 2012. <





Look at me!

**Schöner, schneller, weicher:**

**Die fünf Tage rasche Tragetasche**

.....

Für Kunden muss immer alles ganz schnell gehen. Vor allem, wenn es um eine coole Idee für tolle Tragetaschen geht. Mit Bags by Riedle haben Sie da schnell die perfekte Lösung zur Hand. Wenn's sein muss in nur fünf Tagen! So wird Ihr Kunde zum Stammkunden und Sie zum Immer-wieder-Verkäufer. Denn mit uns kommt auch in kürzester Zeit höchste Qualität zum Tragen. Look at me! [www.riedle.de](http://www.riedle.de)



RIEDLE







## TRADEMARK PIRACY

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# ENFORCING TRADEMARK RIGHTS IN CHINA

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China is seen as a country where product piracy is an everyday occurrence. However, trademark rights have become more and more important in China's laws in the past few years. Enforcing trademark rights still requires a great deal of effort, though. Read here how trademark holders can assert their rights.

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**A**s a consequence of implementing the TRIPS Agreement on the protection and enforcement of intellectual property rights in the member states of the WTO, the laws, regulations and regulatory statutes on combating trademark piracy in China were fundamentally changed. There are many ways to curb product piracy. In China, there are three main official possibilities: recourse to the administrative court, penal sanctions and civil action.

## RECOURSE TO THE ADMINISTRATIVE COURT

As a rule, trademark matters are handled by the State Administration of Industry and Commerce (SAIC) and the customs authorities. In China, it is customary to call in the administrative authorities to enforce the intellectual property rights of trademark holders. The administrative authorities can then take official action as called for by Chinese trademark law either on request of the trademark holder or on their own. The authorities are perfectly capable of taking effective, professional action. The advantage of taking administrative action is basically that it is fast, efficient and low in cost action, so that trademark holders generally prefer administrative action to court proceedings. However, there are also some disadvantages, such as the fact that counterfeit goods are not destroyed, but auctioned off or given to charity without indication of the trademark. The administrative authorities can decide whether or not to set a fine, so that administrative action does not

have a great deterrent effect. Moreover, the administrative authorities can only mediate between the two parties to the dispute with regard to the amount of the compensatory damages.

### ACTION TAKEN BY THE ADMINISTRATIVE AUTHORITY FOR TRADE AND INDUSTRY

#### >> Legal basis

Chinese trademark and antimonopoly law gives the administrative authorities extensive powers. For instance, they can quickly carry out raids and confiscate counterfeit goods, receipts, account books and other materials. They can interrogate the counterfeiters and impose fines. The fine is set at three times the value of the counterfeit goods sold or, if there is no definitive proof of sale, at an amount of less than RMB 100,000 (€ 11,000).

#### >> Important questions for legal enforcement

- Is it a matter of illegal production facilities (underground factories) or registered legal entities?
- Is this the first or a repeat legal violation?
- Were several different trademarks counterfeited?
- Have the products already been examined or confiscated by the administration authority or the Public Security Bureau?







- Are there specimens or photos of the counterfeit goods?
- Was it possible to ascertain the quantity, quality and price of the counterfeit goods?
- Does the storage facility for the illegal goods still exist?

#### ACTIONS TAKEN BY CUSTOMS

Since April 2004, it is no longer absolutely necessary for a trademark right to be registered with the central customs administration in Beijing for customs to take action. The advantage of registering the trademark with customs, however, is that customs can on their own hold back goods which allegedly violate trademark rights and confiscate them at the request of the trademark holder. Precautionary measures must be taken to ensure that this remains a possibility. The trademark must be registered with the central customs authority in Beijing. If a trademark is violated, customs will temporarily hold on to the suspicious goods and notify the trademark holder in writing. In order to uphold the confiscation, the trademark holder must submit a written application to customs and stand security of RMB 100,000 (€ 11,000). In addition, the trademark holder must assume the costs of storing the counterfeit goods. The customs officials can examine and render an expert opinion on the goods. If the customs officials confirm that the goods are counterfeit, they will keep them. Senders and recipients of the counterfeit goods are punished according to the provisions on tariff protection for intellectual property. In serious cases, the Public Security Bureau takes over the further procedure. If the customs officials cannot establish a legal violation, the trademark holder is notified and can file a petition to have the court impound the goods. According to the customs regulations for intellectual

property, trademark holders can assert a claim for damages against the violators and conclude a settlement agreement with them.

#### LEGAL ACTION

According to the Chinese trademark law, trademark violators are prosecuted under the Chinese penal code. Owing to increased publicity, penal sanctions are theoretically considered to be the best action to take against trademark violations. In practice, however, criminal proceedings are lengthy and expensive. The following are key elements of trademark violations in the Chinese criminal code.

##### >> Counterfeiting registered trademarks (§ 213)

A person who uses a trademark identical to a registered trademark for the same product category without the consent of the holder may be sentenced to fixed-term imprisonment of not more

than three years or imprisonment on remand. At the same time or independently, violators in serious cases may have to pay a fine and in especially serious cases may have to serve a term of imprisonment of three to seven years and pay a fine as well.

##### >> Sale of counterfeit registered trademarks (§ 214)

A person who knowingly sells goods with counterfeit (protected) trademarks may be sentenced to fixed-term imprisonment of not more than three years or imprisonment on remand. At the same time or independently, a fine may be levied if the amount by value of the goods sold is relatively high. If the value of the goods is high, the violator may be sentenced to three to seven years in prison and have to pay a fine as well.

#### CIVIL ACTION AGAINST MARKET MANAGERS

In China in the past few years, the legal question of prosecuting market managers has gained in importance. The goal is to make market managers jointly liable for the sale of counterfeit goods. This is intended to ensure that market managers help improve the house rules of market management and thus prevent sales of counterfeit products. There are a few steps you must take before civil action can be taken against market managers.

- Conduct a market study containing the names of traders and information on counterfeit products
- Acquire the first notarized document (confirmation of traders' counterfeit goods)
- Confirm the legal violation by having an attorney send a letter to the market manager
- Acquire the second notarized document (confirmation of joint liability of the market manager in the event of legal violations)
- Identify the traders who have repeatedly sold counterfeit products
- Initiate civil proceedings against market managers and traders who have repeatedly violated the law
- Ensure payment of a portion of the damage compensation to offset legal costs with the aid of the court

### >> Illegal manufacture or illegal trade with registered trademarks (§ 215)

A person who counterfeits products or without authorization accepts liability for goods bearing the protected trademark of another person, or sells goods with a protected trademark which were counterfeited or manufactured without authorization, may be sentenced to fixed-term imprisonment of not more than three years or public surveillance. At the same time or independently, the violator may in serious cases have to pay a fine. In especially serious cases, a violator may be sentenced to fixed-term imprisonment of three to seven years and have to pay a fine as well.



### COURT INTERPRETATIONS

Between 2004 and 2007, the Supreme People's Procuratorate and the Supreme People's Court issued new regulations regarding criminal prosecution of violations of intellectual property rights. For instance, counterfeiting registered trademarks will not be criminally prosecuted until the value of the counterfeit goods exceeds RMB 50,000 (€ 5,500) or the profit from trade with counterfeit products exceeds RMB 30,000 (€ 3,400). In 2011, the regulations for combating the ever more frequent violations of intellectual property rights were amended. Accordingly, criminal prosecution will only be undertaken if, within a period of two years, no administrative action was taken and repeated cases of counterfeiting occurred. According to Chinese criminal law, it is not legally necessary for the holder of the rights to be represented by an attorney. The District Attorney's Office will prosecute criminals on its own. However, it has proved advisable in practice for the holder of the rights to take an active part in the proceedings through an attorney. This shows that the holder of the rights is interested in actively protecting those rights. This also increases the probability that the judge will give the case more attention if it is being handled by an attorney. The attorney prepares and files the suit. He also familiarizes himself with the court documents and represents the holder of the rights during the proceedings. In addition, the attorney takes care of interrogating the defendant and asks the court for a stringent criminal prosecution.

### CIVIL ACTION

Chinese trademark law enables the holder to demand refrainment by way of an injunction and to take steps to secure evidence.

#### >> Refrainment (§ 57 of the Trademark Law)

If the registered holder can prove that another's actions are or will soon be violating the registered trademark, and that these actions could cause harm to the holder's legal interests which would be difficult to repair, the holder can appeal to the People's Court to take action before proceedings commence.

#### >> Preservation of evidence (§ 58 of the Trademark Law)

In order to prevent illegal actions, the trademark holder can apply to the People's Court for preservation of evidence before proceedings commence if evidence could disappear or be difficult to obtain later.

### CHOOSING TO PROSECUTE UNDER CRIMINAL LAW

When choosing how to prosecute under criminal law to assert industrial property rights, the following aspects should be taken into account.

- Ensure efficient division of costs and information among various trademark holders
- Be able to choose the damage compensation to be expected
- If possible, choose an attorney with close contacts to the implementing authorities (for example, court, public security bureau)
- Have the holder of the rights apply for private prosecution proceedings





#### LIABILITY OF MARKET MANAGERS

In China in the past few years, the legal question of prosecuting not only manufacturers and distributors, but also market managers has gained in importance. Market managers rent the market halls or stands and lease them out to traders, while the remaining portions of the market halls or stands are occupied by individual owners. Various courts have decided in recent years in favour of trademark holders and against the market managers in order to inhibit the sale of counterfeit goods.

#### LEGAL POSSIBILITIES

In 2005, the Second Intermediate People's Court in Beijing decided in favour of the plaintiff Louis Vuitton against the market manager of the Beijing Silk Street Clothing Market Co., Ltd. The court reasoned that the market manager was obligated to stop the legal violation of registered trademarks at the market in due time. The Supreme People's Court of the People's Republic of China referred to this case as one of the top ten cases of rights violations in China in 2005. In similar cases, the Beijing court decided that the market managers had to terminate and eliminate the manufacture and sale of counterfeit goods at the market. In the future, moreover, the market managers are supposed to check carefully and ensure that the traders have a valid certificate for

the goods being sold. In the event of trademark violations, the market managers are expected to prevent the illegal activities effectively and in due time, and take steps to prevent repeat violations. The cases showed that if the market managers do not effectively prevent violations in due time, they are making management errors and traders can continue violating trademarks. That is why the court decided that the market managers also have the legal possibility of holding traders liable for the sale of counterfeit goods.

#### CIVIL LIABILITY

In 2011, the Supreme People's Court of Beijing once again ruled in favour of the plaintiff Louis Vuitton against the market manager of a Beijing shopping centre and one of the traders selling products there for dealing in counterfeit goods. Since 2004, all clothing markets and traders in Beijing are being informed by the Beijing SAIC that they need the consent of

Louis Vuitton to use the "LV" logo on clothing. The Supreme People's Court decided that the market manager had failed to live up to his legal responsibility and had thereby enabled the co-defendant trader to violate the Louis Vuitton trademark. Therefore, the Supreme People's Court of Beijing imposed civil liability on the market manager for the trademark violations perpetrated by the trader. In doing so, the Court used the regulation of the Beijing SAIC of 2004 prohibiting the sale of counterfeit goods as the legal basis for holding the market manager liable. In cases involving co-defendants, the Pudong District People's Court of Shanghai sentenced the market manager and the trader responsible for the repeat violations, each according to his responsibility. The trader was held liable for providing compensation for the sale of the counterfeit goods. The co-defendant market manager was sentenced to assume liability for enabling the trader to sell the counterfeit goods. As a consequence of this court ruling, it is even easier to justify the liability of the market manager for the sale of counterfeit goods than that of the trader. In similar cases, moreover, market managers and traders have had to provide multiple compensation if a trader was guilty of repeated violations. This decision made civil action against counterfeiting more attractive for trademark holders.

### PROBLEMS IN THE ARGUMENTATION

In other cases, on the other hand, courts have ruled in favour of the defendant market managers. The justification involved problems with the argumentation or a failure to prove that market managers and traders collaborated. In one case, the market manager had had the traders sign house rules of market management in which they confirmed that they would not violate the intellectual property of third parties. After the market manager had received a warning, he had the traders sign a sworn statement. According to the court, the market manager had thus infallibly exercised his legal responsibility, so that he could not be held liable for the trader's repeated legal violations. The Chinese court rulings described here show that there is as yet no uniform court opinion on the liability of market managers for legal violations in China. The jurisdiction of the Beijing court enjoys the best reputation among Chinese courts and is therefore especially significant for further legal developments in China.

### TRADEMARK RIGHTS IN CHINA

China has become aware of the importance of intellectual property rights and has implemented a modern yet at the same time quite complicated system to protect such rights. The above-mentioned official, penal and civil actions can be undertaken by Chinese and foreign companies if they suspect trademark violations. Foreign companies should also aggressively assert their portfolio of property rights in China. Setbacks may occasionally occur, but you should remind yourself that not all suits are successful in European courts, either. In this connection, it is advisable to have yourself represented by an adept Chinese attorney with practical experience in order to be sure of effectively asserting your intellectual property rights in China.

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## INTERNET

**CHINESE SOON DOMINANT LANGUAGE?**

English is still the “official language” on the internet. A recent press release of the news agency presstext, however, reports it could be replaced by Chinese in the future. According to the report, Chinese is being increasingly used on the internet. The 536 million English-speakers are still the largest group of netizens, but the faster-growing community of users with Chinese as their native language already amounts to 509 million people. In addition, as the most populous country in the world, China still has a large pool of offline inhabitants. Thus, with the increasing number of internet users around the world, the dominance of English-speaking users is diminishing. <

## ADVERTISING MARKET

**ZENITH PREDICTS STRONG YEAR IN 2012**

The global advertising market is expected to gain further momentum in 2012. Major events such as the European Football Championship, the Olympic Games and the US presidential elections will spur the global advertising market and more than offset the debt crisis in the euro zone. This is predicted by Zenith Optimedia in the latest study “Advertising Expenditure Forecast”. The experts of the media agency group expect a worldwide increase in advertising investments of 4.7 per cent (2011: 3.5 per cent) in the coming year. In addition to the quadrennial events, the recovery of Japan after the earthquake this spring will have a positive impact on the advertising market. Together they are likely to bring US \$ seven billion in additional advertising into the market. Zenith Optimedia predicts a global advertising growth of 5.2 per cent for the year 2013. <

**REACH REGISTRATION DEADLINE 2013****COMPANIES RECEIVE SUPPORT**

The next registration deadline of the European chemicals regulation REACH is not far away. By 1 June 2013, all pre-registered substances which are produced in the EU or imported in a tonnage range of <1000 t/year to >100 t/year must be registered.



As REACH registrations are not only technically complex but also time-consuming, companies should now start with the preparation. This is recommended by the magazine Unternehmen & Industrie. The European Commission and the European Chemicals Agency ECHA offers a number of aids for companies affected. For instance, companies can find a navigator at <http://echa.europa.eu> with which they can find out their obligations under REACH and how they can fulfil them. In addition, the European Chemicals Agency provides an overview of the regulations as well as useful guidelines on its website. Furthermore, in each EU member state helpdesks offer advice to companies about their obligations, especially with regard to registration, and how to fulfil them within the scope of REACH. <

**DRESS CODE****THE PERFECTLY DRESSED SALESPERSON**

It has long been known that the appearance of the salesperson has a significant effect on the customer. But which attire does a successful salesperson wear? This topic was recently addressed in a study carried out by the consulting firm Pawlik Sales Consultants. Around 2,000 customers in various industries participated in the study,



providing information about business attire. According to the study, the perfectly dressed salesperson wears an anthracite-coloured suit, a bright plain-coloured shirt and a plain-coloured tie. Classic low shoes and a few discreet accessories complement the outfit. Especially important is a neat overall impression, starting

with the shoes, the fit of the suit and the hairstyle. Only when all aspects of the external appearance fit together does the basis for a foundation of trust between customer and salesperson exist, according to the results of the study. <

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## PWC WORLD BANK STUDY

## TAX BURDEN FALLS WORLDWIDE

The tax burden on small and medium-size enterprises has decreased worldwide. During the past six years, companies in 123 of a total of 183 countries benefited from lower tax rates, a simplification of the tax system and less bureaucracy. These are the findings of the latest study, "Paying Taxes 2012", carried out by the auditing and consultancy firm PricewaterhouseCoopers (PwC), the World Bank and the International Finance Corporation



(IFC). According to the study, the share of all taxes and duties on corporate profits (total tax rate) in 2010 fell to a global average 44.8 per cent. In addition, in 2010/2011, 33 countries worldwide made paying tax easier. No less than 23 countries introduced online systems for tax returns or tax payment for companies or expanded existing systems with new features. "It is up to governments to further simplify the tax system to improve the investment climate and thus create more growth and prosperity. Lower taxes and less bureaucracy make it easier for companies to focus on their core business and growth strategies" says Professor Dr Dieter Endres, tax expert and board member at PwC. <

## REACH

## EU BANS CADMIUM IN JEWELLERY AND PVC

The existing restrictions applicable to cadmium in the European chemicals regulation REACH have been significantly tightened. This was announced by the German Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU). According to the new regulation, since 10 January 2012 jewellery (including costume jewellery) with metal parts containing more than 0.01 per cent cadmium by mass may no longer be placed on the market. An exception exists for jewellery which at that time had already been placed on the market or is older than 50 years (exception applies to antiques). Brazing alloys (with few exceptions such as aviation and space travel applications) may also no longer be used or placed on the market as of this date if the concentration of cadmium is more than

0.01 per cent by mass. The new regulations also prohibit cadmium in any type of plastic, whereby there is an exception for the reuse of PVC waste with low cadmium content (exception applies to recycling) for a number of construction products. Such construction products must bear the label "Contains recycled PVC" or a pictogram. In the past, cases of very high levels of cadmium had been found in jewellery, especially in imported costume jewellery. The heavy metal is considered carcinogenic and toxic. <



## COSMETIC PRODUCTS

## LACK OF AWARENESS OF BRAND PIRACY

When it comes to jewellery, watches and clothes, consumers are cautious when they suspect brand and product piracy. In the cosmetics sector, however, most consumers lack awareness of this problem. This is shown by a study carried out by TNS Infratest and the German VKE-Kosmetikverband. When asked about the types of products that are particularly affected by brand and product piracy, 80 per cent of respondents mentioned the clothing sector. More than three quarters see the categories of jewellery and watches as being particularly vulnerable. In contrast, only 36 per cent mentioned cosmetics and beauty care products when asked about counterfeit brand products. <

# SWEET EASTER 2012

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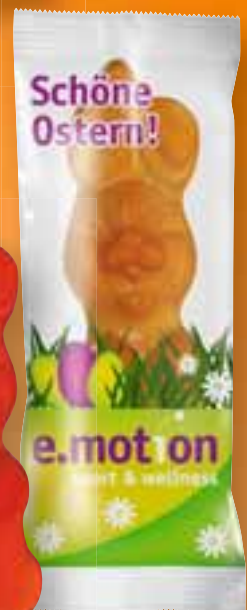


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## HOBBIES, HANDICRAFTS, BBQ

# HANDY MESSAGES

The topic of this section looks at tasks which primarily require the use of our hands. And thus the senses with which we most directly perceive three-dimensional advertising: all in all, therefore, products which convey “handy” messages.

**T**hey are closely linked; they sometimes even merge into one another: the topics of hobbies, handicrafts and BBQ cover work and leisure. And the associated products fulfil very specific functions. They are of good quality and are constantly used. The promotional product industry offers a variety of high-quality, highly attractive products that facilitate daily work or are readily used in leisure activities. An advertising message accompanying the appropriate tool or accessory is a permanent companion. The better, the more beautiful the product, the more often it is used. Especially when it is a necessity for professional trades and popular activities such as hobbies and BBQ, one thing is clear: quality coupled with an appropriate design works. The products shown on the following pages all have the makings of becoming compelling promotional evergreens. Because they come from “good hands” – and are also intended for such.





## XXL POWER

The Kraftform XXL set from Wera provides the user with a range of the most frequently used screw drivers for his DIY workshop. The range comprises of two screw drivers, two VDE screw drivers which have each been tested at 10,000 Volts, as well as a circuit tester. The screw chisels which can also be used to chisel, mortice or hammer, as well as the screwdrivers have a Kraftform handle, which is highly ergonomic and provides a high working speed, even for longer periods of work, as a result of the combination of hard and soft zones. Two racks for tidy storage are also included in delivery.

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

## THE PERFECT BBQ WITHOUT ANY PARTY POOPERS

Who is going to clean the grill after a summer BBQ party? This question has ruined the mood for some barbecue fans in the past. But this doesn't have to be the case because Clean Promotion, the specialist for cleaning supplies, is selling a grill cleaner that removes stains, grease and burned food from a grill in no time at all. It is very simple and easy to use, making tedious scrubbing a thing of the past. Clean Promotion also has on offer cleaning detergents for plastic garden furniture, algae and moss removers as well as special cleaning agents for caravans and convertibles in its product line.

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



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www.hoechstmass.com





## ALWAYS HANDY

**T**he magnetic tool box that has recently been added to Goudsmit Magnetic Design's product line is a great place to store screws, screw nuts, screw wrenches and other tools so that they are always at hand when you need them. It can be held in place on nearly any kind of metal thanks to its powerful, double-sided magnets. It can even be placed in an overhead position, which will be useful when doing repairs under a car. It has a rubber cuff that prevents scratching surfaces. Advertising can be placed on the box by means of engraving or placing a sticker on it. Its measurements are 240 x 140 x 42 millimetres.

43808 • Goudsmit Magnetic Design B.V. • Tel +31 40 2212475

design@goudsmit-magnetics.nl • www.goudsmit-design.com

## THIS MAKES A BBQ FUN

**W**ho hasn't had the experience where your guests have arrived, the salads are all ready and the drinks are perfectly chilled, but the grill is taking its sweet time getting hot because the charcoal won't burn completely. Now there is a solution to this problem, which can be ordered exclusively from Kandinsky: the Looftlighter. The device produces heat of up to 600 degrees Celsius, the perfect temperature for igniting the right kind of blaze that you need. What is more, it will make the grilling process considerably safer. Then your grilling fun can begin in just a few minutes with no hassle. More information can be obtained at [www.looft-shop.de](http://www.looft-shop.de).

46232 • Kandinsky Deutschland GmbH • Tel +49 211 7705770

info@kandinsky.de • www.kandinsky.de



## ADVERTISE IN A FUN WAY

**S**team will start spewing from the garden with the new G Start Set from Piko. Fitting for the new spring and garden season, the model railroad manufacturer with a long-standing tradition is presenting a weather-proof garden railroad for everyone who likes to have their model train set a bit larger in size. Setting up a railroad in your garden for the first time can be easily done with the starter set (track width = 4.5 centimetres). Of course the impressive model trains can also be used inside, for example as decoration for a shop window. The very robust materials and varnish ensure that you can still have fun with it for years to come. The set can be ordered under the product name "Freight train BR 80" and it includes the steam engine BR 80, two bulk freight wagons, a 120 centimetre long circular track, a transformer, a hand-held controlling device as well as a connection terminal.

45291 • Piko Spielwaren GmbH • Tel +49 3675 897228

p.unbehaun@piko.de • www.piko.de

-Advert-



**IntracoTrading**<sup>bv</sup>

[www.intraco.nl](http://www.intraco.nl)







## A REAL MULTI-TALENT

**O**ne of the products on offer at Spranz GmbH is a stick lighter that not only has an unusual style but is also out of the ordinary with its built-in cap lifter. But that is not everything: It also has an LED and a magnet for attaching it to a refrigerator which turns the lighter into a real multi-talent. There is a large space available for advertising messages and it comes in a wooden casket with a metal name plate. The product fulfils all ISO safety standards and has a child-proof lock. Batteries are included and it also comes filled with lighter fluid.

41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de

## A CLEAR VIEW – HIGH SAFETY

**W**hen it comes to protecting your eyes, great care should be taken when selecting the right kind of safety goggles. The company Kasper & Richter GmbH is now offering a brand new model that comes in two different styles: one with a clear lens and one with a silver coloured reflective lens. The goggles are very comfortable to wear (soft on the outside – hard on the inside) as well as ear straps that can be adjusted both in length and in tilt. The goggles will also really impress you with these other features that it has: It protects the eyes from mechanical risks; it prevents you from being poked in the eye; it offers sun protection from UV400 rays; and improves seeing visual contrasts.

40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550

info@kasper-richter.de • www.kasper-richter.com



## SEASONED DREAMS

**T**here may still be some time until the start of the next grilling season, but you can already start dreaming about the tasty delights hot off the grill. The company Plantanas has already been thinking a lot about BBQ steaks, sausages and spare ribs and has come up with another 20 new seasoning flavours for the BBQ season which they are adding to their assortment of over 300 seasoning flavours. Their assortment includes a wide array of top quality flavours, including everything from pineapple curry and a cinnamon-plum mix to individual spices and seasoning salt. All products are free of glutamate and flavour enhancers.

47992 • Plantanas Group GmbH • Tel +49 7306 926230

info@plantanas.de • www.werben-mit-tee.de

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## BARBECUE PLEASURE

**W**ith the portable collapsible grill called Summer Evening from Inspirion, you will be well prepared for spur-of-the-moment grilling parties. The handy metal grill can be opened and closed very quickly. It is very comfortable to carry because when it is closed it has a depth of only 2.5 centimetres and it weighs only three kilograms. It also has ventilation holes on the sides which guarantee that the right grilling temperature will be quickly reached. The three-part grill rack can also be folded so that potatoes in aluminium foil can be heated in the flames.

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

## TREND-SETTING

**T**he functional, well thought-out compass Smart Guide from Troika belongs in the hands of men and women who always need to know the direction of where they are going. The durable casing made out of matt chromed cast metal ensures that it has a very long product life, which in turn guarantees that an advertising message will stay in sight for a very long time. The glass on the cover makes finding exact directions easier. It comes inside a protective microfiber case which is placed inside an elegant gift box.

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



## EVERYTHING IS BETTER WITH MUSIC

**O**ccupational physicians have known for a long time that music in the office can increase productivity and motivation. The company Hugo Brennenstuhl GmbH has come up with a great way to put this discovery into practice – a cable drum with a built-in radio. This product makes sure that there is always the right kind of sound available when you are working or during your free time. Its built-in safety mechanism which protects against overheating and the control light also ensure that the product is safe to use.

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

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## AN ELEGANT APPEARANCE

**S**pices will always remain something precious, which is why the containers in which we keep them should be equally special. ADV PAX Lutec presents a modern variation on the theme “spice tin“, which has been developed in collaboration with the company f.e.b. The shape chosen was that of a lipstick. The distinctive tin comes either with a lid or a sprinkle insert. As a special feature, its bottom has an integrated window, which turns the contents into an eye catcher. With this spice tin, you’ll be ready for your next BBQ.

46850 • ADV Pax Lutec Vertriebs GmbH • Tel +49 7123 380070  
info@adv-pax.de • www.adv-pax.de

## THE PERFECT ALL-ROUNDER

**T**he Neocountry series from Carl Mertens is a true all-rounder for indoors and outdoors. With this product range, the cutlery specialist from Solingen for the first time offers a complete line of accessories for tableware to be used outdoors. The individual pieces of the set, which is made from top-quality stainless steel and which includes a wooden block, comes with a practical handle. The neat basket for utensils, which can be used to carry sauces and dressings to the table, is an optional extra. The Neocountry serving tray for the presentation of the barbequed food, cheese and bread, is both attractively shaped and practical.

47676 • Carl Mertens Besteckfabrik GmbH • Tel +49 212 2422517  
info@carl-mertens.com • www.carl-mertens.com



## LIGHTING EVERY NOOK AND CRANNY

**T**he LED torch Reflect from Topico lights any dark area. If necessary, its telescopic neck can be extended, lighting every corner. Fully extended, this lamp is 55 centimetres long. Additionally, it features a 360 degrees rotatable head, which can light even the trickiest spaces, for instance behind the cupboard or inside the engine compartment. Three white LEDs provide plenty of light.

44327 • Topico Handels-GmbH & Co. KG • Tel +49 421 6965470  
sales@topico.de • www.topico.de



## ENERGY FOR THE ROAD

**S**ounds familiar? You're out and about and the battery of your mobile or your laptop needs charging and you left the lead for your charger at home. What do you do? Well, with the Brand Charger 2/2S, you will never have this problem in the first place. This handy adapter for the cigarette lighter or a socket in your car, which comes with plugs, is able to provide energy for your mobile phone, MP3 player, GPS system or your notebook. And that's not everything: your customised corporate logo will light up every time the BrandCharger is in use. This makes your advertising message visible – clearly and for a long time. And there's even more to it than that: this BrandCharger is able to play a jingle for up to 12 seconds.

48361 • BrandCharger Europe VOF • Tel +31 10 4434352  
info@brandcharger.eu • www.brandcharger.eu



## A CHOICE GIFT

**A**re there any presents left for the gourmet who has everything? Peugeot has developed an interesting answer to this question: the new, five-piece gift box from Elis sense. The high-quality carton contains everything you need for perfect grinding: a pepper mill, an Elis sense salt mill complete with six batteries, an Alpha cruet set and one refill for salt and pepper, as well as a dispenser. This classy grinder duo is equipped with the U'Select Fineness Gradation Technology, which is patented by Peugeot. An LED underneath the grinder will facilitate exact dosing. The supplier of this gift box is PSP Deutschland GmbH.

48500 • PSP Deutschland GmbH • Tel +49 2556 902110  
pspdeutschland@psp-peugeot.com www.psp-peugeot.de

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## TOP MODEL WITH AN ADDITIONAL FUNCTION

**A**gda GmbH has added another function to its top model, the Agda 250. The previous advantages of the spring hinge have now been combined with a newly developed "fine" 90 degrees graduation. In practice, this means that there is always a right angle available for marking. The manufacturer is able to offer all the regular printing methods for attaching advertising messages. Samples can be provided upon request.

42860 • Adga Adolf Gampper GmbH • Tel +49 7903 1500  
info@adga.de • www.adga.de



## THE JOY OF CUTTING

**T**he Cutting Box from Ideenreich is more than just a cutting board. The "secret" is integrated drawers, which are positioned beneath the work surface on two levels. This means that this is a space saving system, which can be used in the kitchen as well as during a barbecue. Both sides of this bamboo cutting board, which is sturdy and three-layered, can be used. The board is available with or without a juice groove. The drawer system is made of stainless steel. Among other accolades, this patented product was awarded the BBQ Award.

48502 • Ideenreich • Tel +49 2542 95465349  
info@schneidbox.de • www.schneidbox.de



## FOR A NEW KIND OF BARBEQUE

**T**oday, barbecues are no longer restricted to sausages, minced beef steaks and spare ribs. The true lover of BBQs prefers more sophisticated treats, such as crustaceans, vegetables, exotic fish or tender poultry. This calls for the four-piece barbecue set from Peugeot, which is able to meet the high standards of BBQ gourmets. The set consists of a Peugeot pepper mill with the tried and tested U'Select grinder, a spice tin containing 70g of Malabar pepper, a fire proof Pillivuyt porcelain mould and a Pillivuyt barbecue mitt. Orders should be placed with PSP Deutschland GmbH.

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## NATURALLY SHARP

**T**he new knife range from Flörke GmbH, which goes by the name of “Der scharfe Heinrich” (Sharp Henry) combines the quality of products made in Solingen and the excellent manageability of the handles and an innovative mix of materials (PP, wood fibre and bio plastic). The blade, which is made of stainless steel, is produced by a traditional Solingen knife manufacturer and guarantees excellent cutting properties as a result of its precise hollow grinding. The grain of its handles has been adapted to the looks and the haptics of genuine wood. The bio plastic, which was used to produce these handles, is 100 per cent biodegradable.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373

info@floerke.de • www.floerke.de

## WHAT A CLEVER IDEA

**N**ow you can buy a mobile phone holder from e!xact which is hard to top when it comes to originality. Its inventors affectionately called it Händi Pömpeli. And this is how it works: press the suction cup to the back of the mobile and, hey presto! Your perfect holder is ready. You can also attach an advertising message to the wooden handle and/or the silicone plug.

44457 • e!xact Internationale Werbemittel GmbH • Tel +49 6126 951175

psi@e-xact.de • www.e-xact.de



## PURE NOSTALGIA

**T**hree eminent authorities got together to deliberate: the ingenious, award-winning chef and spice expert Olivier Roellinger from Brittany, the industrial designer Sylvie Amar and Peugeot, the market leader in anything to do with spice mills. The result was a small but sophisticated pepper mill, which they named Le Moulin d'Olivier Roellinger. Its appearance is reminiscent of a coffee grinder of yesteryear; its body is only 13 centimetres high. Inside, there is a perfectly balanced grinder made by Peugeot, which sports the well-known Lion trade mark. This mill will be able to grind almost all spices with precision. This spice mill is supplied by PSP Deutschland GmbH.

48500 • PSP Deutschland GmbH • Tel +49 2556 902110

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## YOU'LL NEVER BURN YOUR FINGERS AGAIN

**W**here are the oven mitts? A question asked every time the pace in the kitchen or behind the barbeque literally hots up. Royal VKB now has an original answer as they now offer an apron with integrated oven mitts. You can even attach a tea towel to its handy buttons. This apron is made of 100 per cent cotton and is therefore machine washable. The packaging consists of a multi-coloured gift box.

48386 • Royal VKB • Tel +31 79 3680580

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## A MOBILE WONDER OF SOUND

The water-proof VHF radio TR-44 from Ceotra is indispensable at the building site, during gardening work, at the summer party, at the pool or the workshop. Just looking at its casing, you can tell that it is able to stand extreme conditions easily. Also, the controls are designed to be extremely large, to make it easy to choose a station even when wearing gloves. This radio works both with batteries and when plugged into the mains. Its operating capacity is said to be 7 Watt RMS.

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

## HYGIENE FIRST

Working with food, no matter whether professionally or at home or on the bar-beque, calls for clean hands. This is where the hand wash gel of Francos comes in. Its antibacterial properties fight germs and viruses, even without the use of soap and water. This gel is simply spread on the palm of your hand and, shortly after the alcohol has evaporated, the substance will show its full effect. At the same time, your skin is moisturised and pampered by nurturing ingredients. The labels of the bottle can be printed in four different colours. The gel is available in different colours and fragrances.

47463 • Francos GmbH • Tel +49 2521 8255112  
info@francos-gmbh.de • www.francos-gmbh.de



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## A TOOLKIT THAT STANDS OUT

**T**ools and toolboxes are two-a-penny, which is why importer HNC AG has developed a number of combinations that are absolutely unique and also extremely useful for the gift recipient. The equipe tool kit by the name of Tramper, for example, with its slot and Phillips screwdriver, saw, knife blade, bottle opener and other practical tools, will be an indispensable aid for leisure pursuits, hobbies, all outdoor activities or in the car. Other tools, such as the nine-part Scout pocketknife or the handy Ladylike set, fall nothing short of the Tramper kit in terms of quality, robustness and value for money.

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

## FUNCTIONALITY MEETS DESIGN

**T**he underlying philosophy of the Schwarzwolf brand is to combine high functionality with bold, modern designs. This has been a full success with the new multitool-mini with the melodious name of Armador, too. The tool consists of ten tools and is stowed in a black nylon pouch. The tools are made of the best stainless steel; the housing consists of aluminium that has been given a non-slip coating. The colours grey, green, orange, red and blue are available; promotional messages are applied via laser. Orders are taken by the company iMi Partner A.S.

47996 • iMi Partner A.S. • Tel +420 545  
tomas.kaderka@imi.cz • www.imi.cz



## SPICY ADVERTISING

**W**ith the spice packs from emotion factory GmbH, spice will be added to any promotional activity. The transparent bags are filled with dried chili pods, a spice that is indispensable at any grill party or at home in the kitchen. However, other varieties can also be supplied, for example pepper or salt. There is room for the custom promotional message on the fully printable promotional card that is affixed to the top of the bag. The spice pack is thus transformed into the ideal mailing item.

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**I**n partnership with Smartlite, HNC AG has developed probably the world's smallest and brightest working light of its kind. Its technology adopted from aeronautics, featuring the use of high-performance LEDs, enables a light output that achieves approximately five times the power of normal LEDs. This has been awaited not only by professionals, but by all those who need an extremely bright and robust working light for handicrafts or leisure. A compact size – the lamp is only 24 centimetres long – provides precise illumination even in angled areas of machines or under the car hood.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 38160  
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## PRINT IT YOURSELF

**F**rom Goudsmit it is now possible to order a magnetic film that can be printed with the most recent holiday photo, a presentation, or a self-created graphic: it's that easy to print one's own fridge magnets using a PC and inkjet printer. The material is flexible, magnetic on one side and, on the other, provided with a coating that can be printed on. The strong magnetic force means that every promotional message will stay firmly stuck and within sight for a long time.

43808 • Goudsmit Magnetic Design B.V. • Tel +31 40 2212475  
design@goudsmit-magnetics.nl • www.goudsmit-design.com



## PORTABLE OVERALL POCKETS

**F**or manual workers, a folder containing working utensils for taking measurements and to accommodate contracts is indispensable. Under the name of Blaumann, Bühring offers a folder of this type, suitable for an A4 pad, mobile telephone, business cards, writing implements, measuring tape and pocket calculator. The predominant material used is synthetic leather in standard colours; special productions are possible however, and contents can also be custom designed on request. For promotional messages Bühring recommends embossing or printing.

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www.kp-plattner.at



## FIRE AND FLAME

**R**umour has it that there are people who even grill in winter. However, no matter what time of year it is, somehow the fire has to be lit. This is where the BBQ lighters from the brands Zorr and Lux, both featured in the range from KP Plattner, are exactly the right thing. Naturally, candles, cigars, or hearths can also be lit using them. The products meet the highest quality standards, such as ISO 22702 for example, and promotional messages are applied at Plattner.

41565 • KP Plattner GmbH • Tel +43 512 264064  
office@kp-plattner.at • www.kp-plattner.at

## CHARGE AND TELEPHONE

**T**he MiniCharger Max from Intraco is not only practical, but original. This is because it is used not only for charging – iPhones, for example – it also features a telephone handset like in the old times. The clamping of cell phones between head and shoulder is thereby avoided, muscles are protected. Advertising can be applied on request. The MiniCharger is compatible with iPhone, iPad, and iPod Touch.

43540 • Intraco Trading bv • Tel +31 75 6475420  
info@d-vice.info • www.intraco.nl



## POWER LIGHT IN THE KEY

**T**he product range of LED Lenser key lights from Zweibrüder Optoelectronics has been enhanced by the powerful new model LED Lenser P3 AFS P. The key lights achieve up to 75 lumens, a multiple of the luminosity previously possible. They boast innovations which were originally developed for larger, more expensive high-quality flashlights and are now in use worldwide. The key light uses the tried and tested reflector lens of the Advanced Focus System, with a luminous range of up to 120 metres. The design of the light cone is particularly effective. Using the single-handed focusing function Speed Focus enables the lamp head to be moved and the width of the light beam to be adjusted to the respective requirements.


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## OBITUARY

## MOURNING FOR RAIMUND ALT

The employees and management of admixx GmbH and Querplex GmbH are taking leave of their co-founding partner, Managing Director and board member Raimund Alt in silent mourning. He died on 8 December, 2011 after a long, severe illness. His active life was filled with indefatigable, impassioned and very successful work for promotional products as a professional advertising instrument. Raimund Alt was born on 7 March 1956, taking his first step into self-employment with his company Raimund Alt Werbemittel, Munich, in 1984. This company became a GmbH in 1996. In 1993 he founded Digital Advertising GmbH and enabled the development of the first screen saver used for advertising purposes. 1998 saw the founding of Raimund Alt Werbemittel GmbH Stuttgart and in 1999 the IPO of digital advertising AG on the Neuer Markt. In 2001 Raimund Alt Werbemittel merged with Format Werbemittel to become admixx GmbH Munich and Stuttgart. Another merger in 2003 brought digital advertising AG together with Elephant Seven GmbH. Finally, Raimund Alt initiated the management buyout of two sites of Elephant Seven AG, renaming them Querplex GmbH Munich and Nuremberg, Germany in 2005. Moreover, the deceased served from 1989 to 1994 as Member of the Board of the federal association of promotional product consultants and distributors, the Bundesverband der Werbemittel-Berater und -Großhändler. The employees and management of admixx GmbH and Querplex GmbH will always remember him with the deepest respect and gratitude. They will miss him. <



Raimund Alt

## CODE-NO.COM

## KEY ACCOUNT MANAGEMENT STRENGTHENED

Since September 2011, Code-No.com now also supports manufacturers and advertising companies in Austria in addition to the markets in Germany and Switzerland. For this reason, the Frankfurt-

based company has strengthened its team.

Austrian-born Martin Döller has now been appointed Key Account Manager for Code-No.com. The 43-year-old is founder and managing director of Conmark



Martin Döller

Marketing GmbH and has had extensive experience in international sales. Code-No.com GmbH was founded five years ago. With the help of online-based product coding, the company identifies brand products, protects them against theft and returns lost property. <

## SNAP SPORTSWEAR EXPANDS PRODUCT RANGE PRODUCT RANGE TO INCLUDE PUMA BRAND



Snap Sportswear customers and those who want to become customers can now also choose from the Puma product range in the high-quality textile and finishing sector. Snap has particularly expanded and rounded off its selection of products in the sports and functional area. With the inclusion of this additional quality brand in its product portfolio, Snap-Sportswear GmbH remains true to its motto of offering only premium products in a reasonable price segment. [www.snap-sportswear.de](http://www.snap-sportswear.de) <

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PUMA

## AS ADVERTISING SUPPORT WERBETRÄGER VERTRIEBS GMBH NEW HEADQUARTERS

AS Advertising Support Werbeträger Vertriebs GmbH has moved. The specialist for promotional products can now be reached at the following address: AS Advertising Support Werbeträger Vertriebs GmbH  
Meyersweg 13 b  
21521 Dassendorf, Germany  
tel.: +49 4104 9198356  
fax: +49 4104 9198358  
e-mail: [info@as-advertising.de](mailto:info@as-advertising.de) <

## ZWEIBRÜDER OPTOELECTRONICS THE LED EXPERTS COOPERATE WITH LEATHERMAN TOOL GROUP

In future German PSI member Zweibrüder Optoelectronics will be cooperating with the US company Leatherman Tool Group, one of the best-known manufacturers of high-quality multi-function tools. The aim of the cooperation is to use existing resources together "to further expand their global market leadership positions and to allow the two brands Leatherman and Led Lenser to position themselves in the marketplace even better". Zweibrüder will continue to sell its Led Lenser products under its own name worldwide in the future and produce them in China.



Tim Leatherman (left) and Rainer Opolka, Zweibrüder.

Leatherman Tool Group will continue to develop and manufacture its multi-function tools in Portland, USA. Apart from the cooperation, Zweibrüder Optoelectronics made another announcement. According to a press release, the founders and former managing directors of Zweibrüder, Harald and Rainer Opolka, have conferred the management to Sven Objartel, who will manage the business in Germany with his team in the same spirit as the two brothers. However, Rainer Opolka will continue to be responsible for the design and development of Led Lenser products. <

## GWW MEETS WITH TOP GERMAN POLITICIANS A GOOD DAY FOR THE INDUSTRY

It certainly doesn't happen very often that four appointments with four top politicians fall on the same day. Michael Freter, Hans Joachim Evers und Manfred Schlösser were out and about in Berlin in mid-December on behalf of the Association of the German Promotional Product Industry (GWW). The first appointment was an extensive discussion of problems with finance politicians and the Deputy Chairmen of the CDU/CSU Parliamentary Group in the German Bundestag, Dr Michael Meister. The main topics of the discussion were more legal certainty in the assessment of give-aways and valuable items.



Michael Freter, Hans Joachim Evers and Manfred Schlösser met with the Chairman of the CDU/CSU Parliamentary Group in the German Bundestag, Volker Kauder (2nd from left), in Berlin.

This concerned the unpopular obligation to keep records. The idea of the GWW is that a threshold of € 10 would provide relief. The second main point was the uncertainty which is carried into audits by the fact that tax offices often make improper use of § 37 b of the German income tax law (30 per cent consolidation into a lump sum).

### PROMOTING A CUTBACK IN BUREAUCRACY

The appointment with Dr Michael Meister was followed by an appointment with the Chairman of the CDU/CSU Parliamentary Group, Volker Kauder. Then a long and very sophisticated professional discussion with the head of the tax department in the Ministry of Finance, Dr. Albert Peters, in the presence of the heads of two divisions. And topping it all off was an appointment with the spokesman for fiscal policy of the FDP fraction, Dr Volker Wissing. Wissing is also State Chairman of the FDP in the state of Rhineland-Palatinate. Hence he is especially important, because the 10-euro threshold with regard to the topic of the obligation to keep records can only be introduced with the consent of the states (German state tax administration agencies). So it will be necessary to promote this sort of cutback in bureaucracy in all states.

### UNDERSTANDING PROBLEMS

At all the meetings it was clear that the problems of the industry have been understood and put before the relevant committees and other bodies. All in all, the industry representatives were going from door to door and meeting to meeting from 10:00 a.m. to 5:00 p.m. So it was a strenuous day, but a good day for the industry, the GWW and in the end for all those who are fighting for the promotional product industry. After all, how often do we get a chance to present our problems and wishes to such a competent group of finance politicians? Although we must bear in mind that getting these appointments took a lot longer than the day in Berlin. <



## PSI WELCOMES NEW MEMBER

## FELIX SOLICUT GMBH FROM SOLINGEN

**W**e are delighted to briefly introduce a remarkable company which PSI welcomed to its promotional product network as member number 48 284: The origins of the German knife manufacturer Felix Solicut GmbH from the blade city of Solingen go back to 1843. With excellent results in tests conducted by the German consumer research institution Stiftung Warentest and numerous design awards, this traditional company shows that it is in tune with its customers' needs. When it comes to customer-tailored

products, Felix Solicut is the perfect address. For decades, private label business with customers with their own brand has been a key area of activity of the company. Every year millions of knives are sold to customers in this way. Choosing from a wide range of products, the Soling-based company can find the right knife for every customer and every budget, starting from the one-euro knife for promotions up to the VIP gift as a cooking tool of the premium class. Felix Solicut produces its knives entirely in Solingen. The value of their products should not simply be measured by this fact, however. Stiftung Warentest rated chef knives of the First Class series as the best chef's knife ahead of all major brands. Felix

Solicut places great emphasis on a striking product design. Thus gift ideas from Felix Solicut are suitable as particularly beautiful gifts with excellent value and advertising impact on their recipients. The company Heyhome in Solingen coordinates all activities in the advertising sector for Felix Solicut. The owner Kai Berger worked as a key account manager in the industry for several years. [www.felix-solicut.de](http://www.felix-solicut.de); Contact: Felix Solicut GmbH – distribution through; Heyhome, Solingen; contact person: Kai Berger; Tel. +49 212 22662862; [sayhey@heyhome.de](mailto:sayhey@heyhome.de).



## TERMINIC CELEBRATES

## 75 YEARS OF THREE-MONTH WALL CALENDARS

**T**he three-month wall planner, which is now an integral part of every office, was first unveiled in 1937 as a “maritime



calendar”. It was developed by terminic (formerly B. C. Heye) for Unterweser Reederei AG Bremen, Germany which wanted a new kind of calendar that meets the special requirements of shipping. The calendar should support shippers in their long-term planning, be easy and quick to use as well as provide space for “illustrated advertising” of the company. With the development of the first-ever three-month wall calendar 75 years ago, terminic created the foundation for a market in which the wall planner is today offered in many different designs, sizes and qualities – and in which terminic belongs to the leading calendar manufacturers in Europe. What began in 1936 with an order placed by a Bremen shipping company has long since embarked on a triumphant march around the world. Each year, terminic supplies millions of wall planners to almost every country in the world, with calendars offered in a selection of more than 30 standard languages. In the April issue of the PSI Journal, we will be providing an in-depth report on terminic's anniversary.

[www.terminic.eu](http://www.terminic.eu)

[www.competence-in-calendars.com](http://www.competence-in-calendars.com)

## CLIPY – ARTUR BEGIN, S. L.

## CLIPY CELEBRATES SILVER ANNIVERSARY

**T**he Spanish company Clipy is celebrating its 25th anniversary and to mark this occasion it looks back on a successful company history. Since 1987, the Madrid-based company has won the trust of promotional product distributors in 35 countries with its car sun visors. To mark this anniversary, all customers can look forward to various offers and premiums between January and August. Further information is available at: [clipy@clipy.com](mailto:clipy@clipy.com). [www.clipy.com](http://www.clipy.com)



## RÖMERWEIN UND SEKT GMBH WORLD'S FIRST-EVER UNDERWATER WINE TASTING

In the field of culinary products, Römer Präsenste has long made a name for itself. Not only the volume of business but also the usually perfect and fast processing of orders is particularly appreciated by their distributors. But what would reliability be without a high level of creativity and innovation? This creativity has now driven Römer Präsenste together with its sister company to the top. The Römerhof winery, which like Römer Präsenste distribution is managed by Jürgen Römer, sent out invitations to the world's first-ever underwater wine tasting - and they all came: many German Broadcasting Organizations, the German Wine Queen and many other journalists who did not



Water and wine can harmonise in a totally new way. Photo: SWR/  
[www.medien-service-scholer.de](http://www.medien-service-scholer.de)

want to miss this premiere. For those who did not attend this exceptional tasting event, there is a photograph of the procedure at [www.roemerwein.de](http://www.roemerwein.de). The underwater wine tasting was then crowned with a classic wine tasting event above water. Reece Hornibrook, Australian winemaker and responsible for winemaking at the Römerhof winery, led the participants through the tasting event under and above water. It was "really exciting and enlightening" for everyone to experience how the same wine tasted differently in various elements. Entry into the Guinness Book of World Records has already been applied for.  
[www.roemer-praesente.de](http://www.roemer-praesente.de)

## UMA VISUAL MAKES BALLPOINT PENS INTO SOMETHING SPECIAL LASTING IMPRESSION THANKS TO DIGITAL PRINTING

What leaves even more of an impression on customers than high-quality ballpoint pens? The answer is simple: custom-designed ballpoint pens. That is exactly why, as of now, the writing utensil specialist uma has the new finishing technique called Visual in its range. This means that when it comes to design, much more will be possible in the future than just the classic company logo imprint. From product representations and advertising motifs to your own design drafts or even whole image portfolios – uma Visual transforms ballpoint pens into unique marketing media. By means of digital foil transfer printing with a resolution of up to 1,200 dpi, the casing of numerous models of writing utensil can be transformed into a fascinatingly versatile advertising space. For example, several different products can be displayed on one pen. In this way, companies in the creative sector will be able to prove their competence in the future even with a mere ballpoint pen. An equally high recognition effect can be provided for by using a characteristic packaging design. Thanks to the almost unlimited design possibilities, promotional messages with uma Visual have a particularly intensive and eye-catching effect. This is something that the customer can take advantage of from just 1,000 units upwards – even on CI ballpoint pens with PMS special colours. Free product samples can be requested on the internet at [www.uma-pen.com/umavisual](http://www.uma-pen.com/umavisual). As a complementary service, perfect customized ballpoint pen variants can be assembled with the convenient uma product configurator at [www.uma-pen-konfigurator.com](http://www.uma-pen-konfigurator.com).



## TEXET GMBH

### BERND STEGER IS NEW MANAGING DIRECTOR

New Wave Group AB/Sweden has appointed Bernd Steger, 53, Managing Director of Texet GmbH, Visselhövede, Germany. Bernd Steger takes over the reins of the company from Holger Hoffmann, Managing Director of New Wave GmbH, who managed the company during the past few months. Bernd Steger will continue to restructure and expand the core segments of Texet GmbH. He brings many years of success-oriented work experience in a senior position in the retail trade as well as the promotional product trade. "I look forward to the tasks ahead of me at Texet GmbH which has successfully established itself in recent years through a diversified portfolio. On this basis, I would also like to be more present with New Wave GmbH and be successfully proactive in the marketplace", says Bernd Steger.



Bernd Steger

## GEMACO AND JOS! PREMIUMS & GIFTS NOW TOGETHER IN BREDA AS GEMACO BV

A year after the beginning of the cooperation between Gemaco und Jos! Premiums & Gifts BV, both Dutch firms are merging to become Gemaco BV. Since January 2012 all employees of both firms are working at the headquarters in Breda or in the sales office in Amstelveen. The merger gives rise to a strong promotional product partner in the Benelux countries, not only in terms of size, but above all in terms of safety and quality. Roel Weets, managing director of Gemaco in the Netherlands, says: "We are very satisfied with the creative sales-related input of our new colleagues from Jos!

Together we can now work on the further expansion of the impressive list of customers who we can now serve together." Jos Schröer, managing director of Jos! Premiums & Gifts adds: "After a year of intense cooperation it was time to take this step. The market has demanded clarity and requires an increasingly international service. Furthermore, we meet the highest quality standards of a socially responsible firm. We are looking forward to becoming part of the Gemaco Group."

### EFFICIENT ORGANISATION

Gemaco BV is a wholly-owned subsidiary of the internationally operating Gemaco Group. Besides Industrys in Belgium and the Netherlands, the originally Belgian firm also has branches in Germany, France, Hong Kong and Shanghai. Gemaco provides a full range of promotional products and premiums and operates numerous web shops and fulfilment programmes for renowned clients. "The past year was not the best for our industry", says



Frithjof Struye

Olivier Somers, CEO of the Gemaco Group. "Contrary to many other companies though, we have been able to reach our goals. In the Netherlands we have worked to acquire a respectable market share, which we will further expand thanks to the synergies between both firms. The next step will result in an efficient organisation which our clients in all areas will benefit from." Frithjof Struye, managing director of Noveltis, adds: "I am happy that we can expand our activities in the Dutch market. Our clients in the Netherlands, Belgium, France and here in Germany will benefit even more from our internationally oriented group in the future. The market demands globally operating firms which offer everything from one source". Noveltis GmbH is the German subsidiary of the Gemaco Group. [www.noveltis.de](http://www.noveltis.de) – [www.gemaco-group.com](http://www.gemaco-group.com)

## THE HAGEMANN GROUP ROLF JANKA NEW MEMBER OF THE BOARD

About 33 years after the Hagemann Group was founded in Eichenau, Germany by Michael Hagemann, major changes show just how actively they operate there. Back in January 2011, Hagemann GmbH secured the services of Rolf Janka (47), a long-standing business partner, to make a significant contribution to the development of the company. After just one year of being involved in the corporate Group, Gertrude and Michael



Michael und Gertrude Hagemann, Rolf Janka (from left).

Hagemann now report that "the newcomer has become perfectly integrated into the corporate philosophy with ideas and structural changes" and has since been appointed to member of the Board. With effect from 1 January 2012, this change was registered by a notary in the commercial register. With his 20 years of experience in brand management, marketing and sales, Rolf Janka has seized the opportunities offered in a medium-sized company with great dedication and has brought his professional skills into the Hagemann Group so successfully that Gertrude and Michael Hagemann speak of a "pleasure of working together" as well as a "high level of mutual trust".





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At koziol in Erbach, Germany visitors learned about the latest innovations, starting with the promotional products which the companies will be introducing in 2012.

## WELCOME HOME TOUR 2011

# A LOOK BEHIND THE SCENES

When eight of the most innovative promotional product specialists get together, something special can be expected. Under the motto “Welcome Home”, for the second time the eight suppliers invited visitors to look behind the scenes. Trade visitors from all over Germany did not want to miss this opportunity.

**E**ight companies, six events and promotional products in abundance: these are the ingredients of “Welcome Home”. It is based on a sophisticated concept which allows visitors to experience innovations in the vendor’s own backyard to gain a useful insight into the genesis of the high-impact promotional products for their own marketing. The success of the initiators proves them right. Although there was a very positive feedback at the premiere in December 2010, the popularity grew even further in the new edition. “The corporate philosophies of our eight companies fit well

together. The ‘Welcome Home’ events allow our customers a deeper insight into our work and that is very well received” says Gabriele Metzger of Geiger.

### HISTORIC START

The “Welcome Home” Tour 2011 got off to a historical start at koziol in Erbach. Even before the new products of the eight promotional product specialists Daiber, Fare, Geiger, Halfar, Jung, koziol, LM Accessoires und Senator could be examined, the visitors first learned a lot about the history of the host. The path to the exhibitors was initially through the koziol museum.

### PREVIEW OF 2012

After the short excursion into the company’s history, visitors learned about the latest innovations, starting with the promotional products which the companies will be introducing in 2012. In addition to umbrellas with LED light from Fare, there were “Looli Clock” watches as colourful as candy from LM Accessoires, Texmofleece jackets from Daiber and calendars in a trendy woollen felt cover from Geiger to be admired. The colourful presentation offered more new products, such as iPad folders and drinking glasses made of recycled ma-



terial from Senator. Jung Bonbonfabrik and Emotion factory presented their new sleeve procedure which enables borderless labeling. Halfar presented its new felt bag assortment and koziol surprised everyone with its “unplugged” coffee machine which again focuses entirely on filter coffee. This very “homey” type of product showcase also ensured enough time for relaxing as well as intensive discussions between exhibitors and visitors. Numerous custom designs provided the stimuli for creative solutions as suggestions for the day-to-day business of the distributors.

#### QUALITY YOU CAN TOUCH

koziol Managing Director Thorsten Muntermann guided visitors through the so-called “happiness factory”. Here, visitors witnessed how the dishwashing brush Tim is created from simple granules, what “koziolisation” of products means and how snow

gets into a snow globe. For the past 85 years the company has been producing products in the small town of Erbach according to the motto: “Make your world better and yourself happier.” Whether it had anything to do with the location or the good idea of the eight promotional product specialists, it was probably a mixture of both: at the end of the day there were certainly a lot of happy faces.

#### A NEW EDITION IS LIKELY

Further hosts of the second “Welcome Home” presentation series were the textile experts of Gustav Daiber GmbH in Albstadt, the umbrella specialists from Fare in Remscheid and the Senator production facility of the rou bill cup series in Lemgo, where company tours provided fascinating insights into the manufacturing process. At Daiber the visitors observed how textiles are embroidered. And in the in-

house print shop, they were able to take a close look at the various transfer techniques and exchange information with the professionals at Daiber. “I’m pleasantly surprised at how positive the Welcome Home Tour has been received by the customers and how the concept has developed”, says Rolf Daiber. All the owner-managed companies presented their innovations at two unusual locations: at the Theaterfabrik in Munich followed by the Edelfettwerk in Hamburg, culminating in each case in a rollicking “Late Night Party” with live music and a DJ. Thus, a series of events came to an end, appealing to the individual tastes and needs of the participating guests: an event that is likely to become established in the annual promotional product calendar. <



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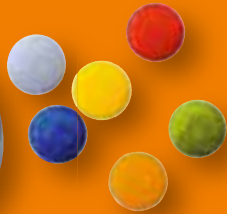
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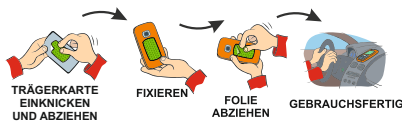
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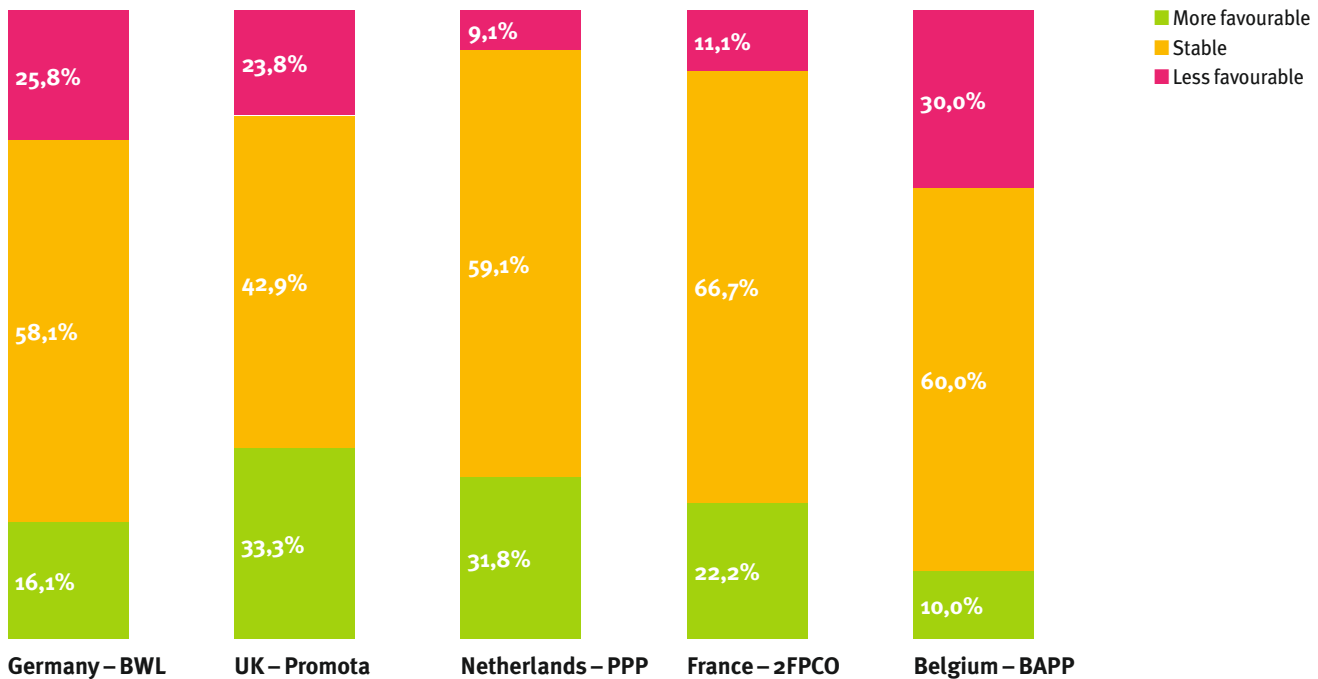
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### BUSINESS SITUATION AND EXPECTATIONS

How does your company expect its situation to change over the next six month?

#### SUPPLIER



Source: Quarterly EPPA Business Survey

### BUSINESS SURVEY, AUTUMN 2011

# SUBDUED EXPECTATIONS

The most recent business survey commissioned by the German association of promotional product suppliers, the Bundesverband Werbeartikellieferanten (BWL), reflects the current business situation and the expected economic cycle. Suppliers and distributors still see the situation as positive, yet both groups are reserved with regard to the future.

**T**he promotional product market is one of those industries whose business cycle is strongly affected by the dynamics of other markets. If the overall economy is doing well, promotional product suppliers and distributors also benefit from it, but if the situation darkens, the promotional prod-

uct industry also suffers. This tendency is also visible in the BWL business survey.

#### CURRENT BUSINESS SITUATION IS STILL GOOD

At present, nine out of ten promotional product suppliers and distributors in Germany still give the current state of their

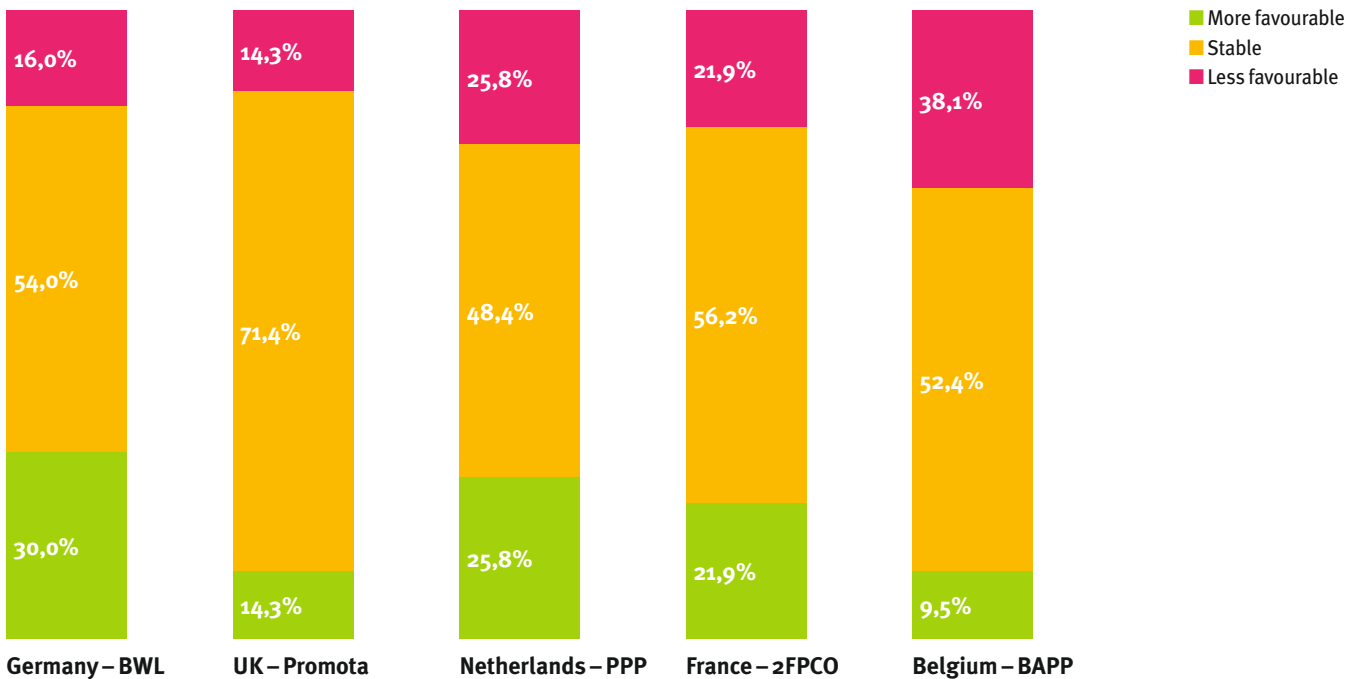
business a mark of good or satisfactory. The economic situation of companies has thus hardly changed in the past twelve months, and can still be judged as positive. Hence the negative mood prevailing throughout the industry at this time last year seems to have vanished. At that time,



## BUSINESS SITUATION AND EXPECTATIONS

How does your company expect its situation to change over the next six month?

### DISTRIBUTOR/RESELLER



Source: Quarterly EPPA Business Survey

nearly every second company judged its business situation to be poor. However, this year companies are less optimistic about the future.

#### LOSSES FEARED

The slowdown predicted by the leading German economic institutes for 2012 have also had an effect on business expectations of companies in the promotional product industry. More than every fifth company is expecting business to worsen in the coming six months. This is the poorest estimate given in the past 24 months. Suppliers see the future more negatively than distributors, since around 26 per cent of the suppliers expect business to slump, as opposed to only 16 per cent of distributors.

#### RESPOND FLEXIBLY

From the point of view of Dr Markus Preißner, scientific manager at the Cologne-based Institut für Handelsforschung (IFH Köln),

a market research institute, and head of the BWL/EPPA business surveys, these results are not surprising. “Promotional product distributors can usually respond more quickly and easily to changeovers at the product and customer levels than suppliers can,” Preißner explains. This expert therefore advises companies in the promotional product industry to observe upstream and downstream markets very carefully and continuously, regardless of their position in the value added chain. “Companies which are aware of developments in the relevant markets and can respond to them flexi-

bly as demanded by the markets will also be successful in the promotional product business in the future.”

#### THE BWL BUSINESS SURVEYS

The business surveys initiated by the BWL supply sound information on current and future economic trends in the industry. Along with findings on the current state of business, as well as predictions of upcoming developments, the surveys also examines sales and procurement markets, the willingness to invest, demand for employees and other topics. At present, Belgium, France, UK and the Netherlands are taking part in the international market analyses along with Germany. The IFH carries out the surveys and evaluates the anonymized results. Apart from the national findings, companies which participate also benefit from cross-border comparisons.



## SPRING AWAKENING

# BLOSSOM-FRESH PRODUCTS

As the seasons change, nothing is more fascinating than the transition from winter to spring. A taste of what to expect can be found on the following pages where we present a fine selection of blossom-fresh products from the industry's own garden of ideas.

**T**he waiting time is almost over. As residents of the northern temperate zones, we will soon experience the annual spectacle of spring awakening. Many concepts and customs related to spring, such as the arrival of spring, harbingers of spring, spring weather, spring cleaning, spring fever, spring festivals, but also spring therapy and spring fatigue indicate the great importance that people have always attached to spring, and always will. No other time of year provides more inspiration for songs, music or poems, whether it be folk art or the shaping of composers and writers. Thus, the spring season is also known as the season of creativity. And this is a feature that also incessantly drives the promotional product industry. In the wake of the awakening spring, it gives the advertising industry a lot of budding new product ideas with the desired effect. Browse and see for yourself ...





## ENCHANTING INTERIOR DESIGN

**T**he Esencia Home Fragrance Collection from Carus, the German lifestyle brand from Seidel, is a line of attractive diffusers along with five unique scents. Whether it be the containers, the diffusers or the scents themselves, each element in the collection stands for exclusivity and quality made in Germany. The choice of Esencia room perfumes which, according to Seidel, contain a considerably higher concentration of perfume oil than other customary room scents, include the flowery Cariflora, the slightly sweet, honey and vanilla-scented Estrella and the citrus-based, fresh and modern Vivencia. Also available are Cortesia, an earthy and tangy fragrance based on unusual scents, such as leather, cedar wood and geranium flowers, and Mirada, which has a spicy, exotic feel to it. The Carus Esencia Home diffusers have been designed in such a way that they can be combined with the Carus Candelas, stackable designer tea-light holders.

47753 • Seidel GmbH & Co. KG • Tel +49 642 604209  
pia.meier@seidel.de • www.carus-world.com



## BOMBASTIC GROWTH

**T**he "Seed Bomb" is the new product in emotion factory's product line and it is meant for everyone who wants to make the world a little greener by planting seeds. You don't even really have to plant the seeds or dig in the dirt because the little balls are already made up of seeds, dirt and clay powder. This means that can be placed directly on the ground and will sprout from there. Soon thereafter the roots will begin to grow and flourish. Even just as great is the advertising message that it can come with. A personalised message can be placed on the tab of the bag using digital printing. Each and every bag contains three balls that have either sunflower or wild flower seeds in them. There is a minimum order of 500 units for placing your own design on it.

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

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www.pinsundmehr.de





## PROMISING HARVEST

**S**eeds in little packets, in greetings cards or on door hangers are available from the Hamburg promotional product specialist Green Light ProMotion Products. The folded card has always been ideal as a giveaway with multiple applications, for example as a mailing enclosure or a trade-fair giveaway. One standard is the square greeting card with a bag of sunflower seeds. Among the classics is the little paper package filled with seeds and available in various formats, which has proven its worth for years. And anyone who needs a real door opener can rely on the custom printed door hanger complete with a little package of seeds.

46307 • Green Light ProMotion Products • Tel +49 40 819516-0  
info@green-light.de • www.green-light.de

## EXCLUSIVELY FOR THE LADIES

**G**irls Best Friends – this name is a crystal clear reference to accessories that Troika is warmly recommending to its female clientele: smart key rings made of shiny chrome-plated cast metal where exclusive design is the focus. The key rings are comprised of a metal ring and a chrome-plated butterfly attached to it. Being finished with genuine Swarovski crystals gives them a special touch.

46311 • Troika Germany GmbH • Tel +49 2662 9511-0  
a.bauer@troika.de • www.troika.org



## EASTER IS COMING TO TOWN

**J**ust for the coming spring season, CD-Lux GmbH has a wide range of special presents with which to surprise your customers. The experts in chocolate calendars have an Easter wall calendar with 24 little doors at the ready, with a matching Easter countdown calendar with eight little doors. For ordered quantities of just 100 units upwards, CD-Lux will print colourful motifs on them. Effective immediately, neutral internet and printed brochures for sales support are available from the chocolate experts in Upper Palatinate, Germany.

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

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## Frühjahreskollektion Uhrenverpackungen




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Telefon (+49) 6223 86 65 60 • FAX: (+49) 6223 86 65 6-10 [www.multiflower.de](http://www.multiflower.de)





## VASES BY MAILING

Ideally suited as a mailing enclosure, the vases from team-d are as flat as a piece of paper and customizable in size, shape and design from 10,000 units upwards at a mini-price. The vase is simply filled with warm water to get it into shape. As an inspiration and pricing example, various samples are deliverable from stock. The plastic film can be printed using the 4C offset process, thereby providing the customer with almost unlimited design options. This puts an end to the days when large, bulbous vases filled up your cupboards and when giving a vase as an accompaniment to a bouquet of flowers would break the bank.

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

## GROWING POTENTIAL

Anyone who enjoys cooking with fresh herbs can look forward to the Easy planting herb tin listed in the new Inspirion Promotion Tops Catalogue 2012. Seeds for the culinary herbs basil, oregano and mint are available, supplied in a tin with mineral planting granules. After opening, the contents of the tin are moistened. When watered regularly and placed in a sunny, warm position, the tips of the shoots will begin to appear after just seven to ten days.

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



## FETCH IT FRISBEE!

Elasto formKG has given the frisbee a new feature: the Elastic Flyers are robust frisbees made of special, flexible plastic that not only have good flying qualities but also, manufactured in this new way, can stand up to sharp canine teeth without the dog getting hurt in the process. The advertising message comes into its own, covering the full surface and in optimum photo quality thanks to the IMould finishing.

41369 • elasto form KG • Tel +49 9661 890-0  
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## FLOWERY MESSAGES

**P**lant-It is the name of the new paper idea from Oakthrift in the UK which will amaze any gardening fan: the printable paper is made of recycled paper and contains organic pigments and seeds which, if buried in the ground and regularly supplied with light and moisture, will produce a little sea of flowers. Furthermore, the many innovative ideas from Oakthrift's Home & Garden Division are ideal for anyone wanting to convey the message of a responsible attitude towards the environment. And anyone looking for a promotional umbrella that will not cause problems at the first gust of wind will also find what they are looking for in the Brits' product range.

48365 • Oakthrift Corporation Ltd. • Tel +44 20 83270222  
sales@oakthrift.com • www.oakthrift.com

## AROMATIC MIXTURE

**N**ew from Peugeot, the spice grinder specialist, are manual pepper and salt grinders with new colours that meet high functional and visual standards. Available in four versions and packaged in a gift box, the Tahiti Duo is something very special for aesthetes, gourmets and bon vivants: these grinders, manufactured in genuine beech wood with clearly defined lines, keep adorning themselves anew with the colours of the season. The interior of the seasoning dispensers contains a high-quality grinding mechanism made of a corrosion-free, extremely resilient tool-steel alloy. The grains and peppercorns are not crushed but rather cut extremely finely, releasing their full aroma.

48500 • PSP Deutschland GmbH • Tel +49 2556 902110  
pspdeutschland@psp-peugeot.com • www.psp-peugeot.de



## FRUITY ATMOSPHERE

**N**ew from the Spanish L&D Aromáticos are small air fresheners that are available in the two scents of strawberry and lemon. The products by the name of Little Box Vent are, according to the manufacturer, fitted with a special air flow system whereby the fresh fragrance is distributed through the room more intensively than with most other products in this segment. No liquid is required for this, thereby avoiding the risk of leakages or drips. The fragrance dispenser should last around two months and is filled with a long-lasting scent concentrate.

44678 • L&D Aromáticos • Tel +34 950 624460  
ld-aromaticos@ld-aromaticos.com • www.LD-aromaticos.com





## REACH YOUR DESTINATION

The recreational maps from Publicpress are tailored to the various needs of the respective target groups: they are tear-resistant, wipeable and GPS-specific. With over 500 map titles, the company provides constantly up-to-date coverage of German and also popular European travel destinations. The title and back page can be reprinted in the customer's corporate design and used as advertising space. Maps of almost any region can be produced. In this way, customers can get their hands on a promotional product with regional relevance and a high level of usefulness.

48027 • Publicpress Publikationsgesellschaft mbH • Tel +49 2942 988700  
huewel@publicpress.de • www.publicpress.de



## ALL THE GOODNESS OF JUTE

Jute bags for promotional purposes are in fashion, particularly now when organizations are keen to demonstrate environmental awareness and when the plastic bag has become an out-of-date advertising medium. An attractive, ecological jute carrier bag can be found in the model 1143 from Green Earth Products, a trade-fair bag made of jute in the appropriate format for storing brochures, flyers and many additional trade-fair tools. It can also be promotionally customized, such as with model 1142, the "deluxe" version of the aforementioned jute trade-fair bag. The printed-on logo makes it an eye-catcher. Long, padded cotton straps provide for carrying comfort and an extra bit of charm.

48277 • Green Earth Products • Tel +31 800 3332220  
info@greeneearthproducts.eu • www.greeneearthproducts.eu

-Advert-



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## HAPTIC SURPRISE

**W**ith its Premium Box with soft flocking, Jung Bonbonfabrik also impressed the jury of the Promotional Gift Award and is among the winners of a special award in the category of finishing technology. In addition to the flocking, the tin-plate box can also be customized with pad or digital printing, creating surprising haptic effects. For the Easter business, filling them with six chocolate bunnies or with Gubor chocolate squares or Ritter Sport Chocolate Minis can be recommended.

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

## REFRESHING SHOWER

**W**ith the set called Garden Shower from Kundenpflege, made up of shower gel, body lotion and a bath brush, wellness and well-being can be given as a present. The fresh scent of kiwi vitalizes body and soul after long winter days. The original packaging in a decorative metal watering can and the little hand cultivator make this set a useful gift for anyone who longs for relaxation of a special kind.

46887 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950  
info@kunden-pflege.de • www.kunden-pflege.de



## FAR-SIGHTED ADVERTISING

**E**cological ECO-USB flash drives and ECO-USB cards, whose casing is obtained from sustainably grown and repeatedly reforested maple and bamboo woods, are available from disc on demand in Hamburg, Germany. The memory cards are made of biological, compostable plant material. With the ECO flash drive in

the maple or bamboo versions, with a choice of rounded or square styles, with a memory capacity of up to 32 GB, alongside the ECO-USB card, the Hamburg company has green IT products that can not only be custom designed but also stand for consideration of the future so that generations to come have a chance.

41369 • disc on demand GmbH • Tel +49 40 67587722  
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## DOSES OF ADVERTISING EFFECT

**T**he little XS bags from i.p.a. sweets are designed for use as mailing items or promotional giveaways. Depending on the contents, the effects of the small but excellent little bags are almost breathtaking. With the coloured variant, more details on the contents are not revealed until it is opened. i.p.a. sweets recommends filling it, for example, with its delicious Brain-Power Kerne: the pumpkin seeds are mildly roasted, seasoned with sea salt and therefore also suitable for diabetics. The choice of contents additionally includes sugar-free mint pastilles, chocolate confetti or Salmipa bitter liquorice lozenges, along with many other ideas. For ordered quantities of 1,000 units upwards they can be printed all round, meaning there are no limits to the creativity of the XS bags.

45893 • i.p.a. sweets GmbH • Tel +49 4242 961200

info@ipasweets.de • www.ipasweets.de

## DURABLE AND COMFORTABLE

**T**he Fashion series from Eurostyle distinguishes itself with its durability. It comes in a leather case which can be used as a stylish box for storing jewellery. The passport cases in this series also live up to the premium quality of the series and the bright colours will inspire you to travel more. In addition to the previously mentioned product, anyone who wants to put his USB stick into a soft special leather case can use the USB stick case in the series, which promises the highest level of comfort and which can also be used as an advertising medium.

41857 • Eurostyle – Emil Kreher GmbH & Co. • Tel +49 921 789520

info@eurostyle.eu • www.eurostyle.eu



## EVERYTHING IN A POT

**T**he nature specialists from Multiflower promise a pot full of growth with their latest offspring, a small zinc flower pot that contains a clay pot with a tablet of dirt and seeds. An advertisement is printed on the outside of the banderole label that goes around the pot. The Green planter from Multiflower is an ideal supplement for mailings. The planter contains small custom-made design cards that can have printing placed on either the front or rear and little packets of seeds that can be specially selected by the customer. A personalised design can be created for orders of 500 units or more.

45974 • Multiflower GmbH • Tel +49 6223 866560

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45079 • Emmebiesse S.p.A. • Tel +39 0142 74391

info@emmebiesse.it • www.emmebiesse.com



## CHAMPION OF THE MORNING

Spranz has a new, stylish and large design alarm clock for sale, the Good Times XXL, which has a trendy retro look to it. It is encased in an elegant metal cover and is a real attention getter with its chic black display. Even though the alarm can be really loud, its ticking sound is generally very quiet thanks to its time indicator mechanism.

41462 • Spranz GmbH • Tel +49 261 98488-0

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## FLOWERS AND BEAUTIFUL WORDS

**M**ultiflower has come up with a powerful promotional product for mailings: the flat plant box made out of birch wood. The individual parts can be put together very quickly. The plant box comes with a tablet of dirt and a packet of seeds. How to use the plant box is explained on the back of the package. There is enough space available for placing an advertising imprint on the standard motif of the slipcase. The slipcase can be given a completely custom-made design for orders of 250 units or more.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



## A CULINARY SPRING AWAKENING

**T**he product Iced Tea Control from Finum is a patented ice tea maker that is comprised of a break-proof plastic canister that can hold up to 1.8 litres of liquid, a brewing control-stop filter and an instructions manual. The set comes in a box. Fresh ice tea has always been popular, especially on hot days. The robust canister is filled half full with ice cubes, whereupon the filter is placed on top with the tea placed inside. Then hot water is poured over it and in just a few minutes the tea will have reached the desired strength.

48458 • Finum Riensch & Held GmbH & Co. KG • Tel +49 40 73424-0

kadagies@finum.com • www.finum.com



## LIGHTING FOR THE GARDEN

**A** few hours of light during the day are enough to have Avenue, the newly showcased digital garden thermometer from TFA Dostmann, light up at night. After all, the environmentally friendly device made out of stable and weather proof materials runs on solar energy. The large numbers on the clearly arranged digital display make reading the temperature and time easy even if you are standing far away from it. What is more, the display has three modes: it can show the current temperature alternating with the current time, or it can be set to show only the time or temperature.

41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0

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## A DECORATIVE MOBILE PHONE NEGLIGEE

**T**he Dutch company Intraco Trading is selling “negligees” for Apple accessories, smart phones or iPads bags that have various exceptional designs: the design, which was made by the American design agency Odoyo, turns a protective cover for valuable Apple accessories into real gems that are also unique attention getters from an advertising standpoint. The practical, light and stylish covers come in different designs in terms of the material, colour and patterns.

43540 • Intraco Trading bv • Tel +31 75 6475420  
info@d-vice.info • www.intraco.nl

## THE RAIN CAN COME

**S**ummer and outdoor events may indeed be just around the corner, but even with the best planning you still don't have control over the weather. In the event that your planned outdoor event is under threat of being cancelled, the Austrian company InsideOut can help you out with its practical rain poncho, which also serves as a very effective advertising medium. This trendy product comes in any colour and in a variety of sizes, and you can choose from a wide variety of material thickness and types of materials, regardless of whether an imprint is to be placed on it or not. A number of rain ponchos that don't have an imprint on them are also in stock and are ready for immediate shipment. Its size makes it convenient to take it along in a handbag, in a pocket, in a hiking rucksack, or in the car. One thing is for sure: The time will definitely come when you will be glad that you have it with you.

14468 • InsideOut Handels- und Werbemittelagentur • Tel +43 676 3836252  
krobath@in-side-out.at • www.in-side-out.at



## RADIANTLY BEAUTIFUL

**F**or more than a year the electronic manufacturer Philips, with its promotional product segment, has been collaborating with the Dutch promotional product supplier Intraco Trading. The latest member in Intraco Trading's family of products is the stylish lamp from the successful Living Colours series that is in Philips' Consumer Lighting product line. Without a doubt, the LumiWare Cooler is one of the special highlights of the series; it's an original designer lamp which is now available at Intraco for the promotional product segment.

43540 • Intraco Trading bv • Tel +31 75 6475420  
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**N**autiloop is the name of the new advertising bag from DNS that has received four design prizes. The bag comes in a wide array of colours and with just a few hand movements this space saver can show its true size. It can be rolled up and then placed back inside its cover as quick as lightning. The advertising bag is a great innovative gift for customers, a practical trade fair bag, and a lovely prize. For orders from as little as 125 units, it can be turned into a custom-made promotional product by means of Pantone C printing. Nautiloop owes its maximum advertising effect to the catchy advertising space that it has. Another eye-catching feature is that it comes with a built-in chip for use with security locks that are commonly found on supermarket carts.

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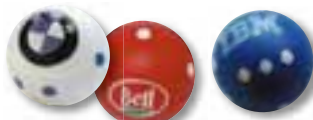
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## RIVERSIDE GMBH & CO. KG

# PROMOTIONAL PRODUCTS ON THE MOVE

For the past five years, Riverside has been selling products for sport, fitness and wellness as a partner of the promotional product industry. The specialization in these contemporary areas corresponds to the basic intention of the company: to offer promotional products which are not only effective but also make a difference.

**F**ounded just five years ago, Riverside is still a relatively young company, but it can boast 20 years of experience in doing business in the promotional product industry. The company founder, Astrid de Boer, has in fact been actively involved for the past two decades. It all began with a trip to Asia as a student learning jour-

nalism, history and politics. In her hotel, she was unable to find a toothbrush among the bathroom accessories. After testing the toiletries in several hotels, including some prestigious ones, with negative results, she came up with the idea of offering the hoteliers personalized toothbrushes. The chamber of commerce

gave her the contact details of a supplier in Hong Kong and before long the first toothbrushes had been sold. Other contacts connected to the subject area were established with the help of friends: They supplied sports bags, exercise balls and similar products to corporate health insurance companies.



#### USEFUL KNOW-HOW

Astrid de Boer gradually built up her own business during her study. A health reform-related budget cut in the public sector prompted her to create a new target group with products for the medical sector. "At the same time, I tried to cover the full range of promotional materials intended specifically for special designs – at the time even through PSI distributors," explains Astrid de Boer. She received several official certifications for the medical products according to DIN, ISO and the Medical Devices Act. She benefited from the knowledge she gained here when she founded Riverside. "We can now pass on this know-how to our customers with our products for sport, fitness and wellness," says de Boer.

#### WITH EXPERTISE, DEDICATION AND HEART

The year 2006 saw the founding of Riverside GmbH & Co. KG, located in idyllic Bad Bentheim near the Dutch border. Astrid de Boer had become acquainted



with Ina Kastorf, a business graduate who had previously worked as a marketing manager. It was quickly agreed that together they should offer the promotional product industry products which "make sense". Astrid de Boer explains: "As a partner for promotional products for sport and fitness, we have made it our mission to offer promotional products that bring



**The two managing directors of Riverside in the garden at the company headquarters in Bad Bentheim: (left to right) Ina Kastorf and Astrid de Boer.**





real benefits by promoting health and well-being. We believe it makes sense that the promotional products are sustainable and make a difference and thus help people to go through life in a healthy and balanced way." Ina Kastorf adds: "Our activities are founded on the basis of humanity and reliability, with openness and with mindfulness." These beliefs shape the team and work at Riverside, where each individual shares responsibility for the economic success of the company. It is certainly noticeable that the people in Bad Bentheim are passionate about their work, and with their competence and commitment they always want to be a "reliable, trustworthy and attentive partner" for their customers. "We do our very best each day to live and implement our phi-

losophy with its content and objectives," emphasizes de Boer.

#### HUMAN VALUES

What makes the use of Riverside products different to other products also goes for Astrid de Boer and Ina Kastorf when dealing with the promotional product trade: "We want our customers to feel comfortable with us," says Astrid de Boer. Personal contact with customers is the be-all and end-all for the two entrepreneurs; service is a large part of their work. That is also why their business partners feel they are in good hands. The human values that the Riverside team lives by create confidence in dealing with customers. Contact to customers came quickly and easily through the PSI and its trade fair where Riverside was represented for

the first time with their own stand in 2007. "It's amazing how quickly we became known through this wonderful network in the promotional products market and how we were able to establish significant contacts," says Ina Kastorf.

#### IMPRESSIVE RANGE

In addition to the winning ways of the Riverside team, it was of course not least of all the company's product range which was able to convince many professional customers in just a short time. The long-standing contacts and experience in the import business stood the young company in good stead. "As we are right behind our products with all our conviction, we can guarantee our customers high-quality merchandise which is constantly quality controlled, beginning with responsible and fair production right up to delivery," emphasizes Astrid de Boer. Riverside supplies direct to the customer, always transparent and free from time-consuming, costly middlemen. Classic standard products of the Riverside range are yoga mats, exercise balls, resistance bands and hedgehog balls. In addition, they develop custom-made solutions jointly with customers, "where not only the quality but also the price is right." Examples include the areas of yoga and Pilates, Small Fitness and tubes, weights and workout, which can be found in the easy-to-read Riverside catalogue. This is specifically downloadable in a neutral form for the trade. In 2012, the range is scheduled to also include sports bags. These bags are made under the quality seal of Fair Plus, and a portion of the sales proceeds will be specifically devoted to promoting children's projects. Well worth the wait! <



#### CONTACT:

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## **SOCCER FIRST DESIGN GROUP**

The team at Soccer First stands for optimal customer service.

### 10 YEARS OF SOCCER FIRST IN NUREMBERG

# DESIGN AND INNOVATION

The German-based ball manufacturer, Soccer First Design Group, can celebrate its 10th anniversary. For the past 10 years now, the company has been producing individually designed balls and selling them to its business partners in the areas of promotional products, German professional football league, the "Bundesliga" merchandising and club sports.

The company founder and owner, Axel Fraunholz, is already very proud: "In the beginning, few people would have thought that the company could even survive a year," said the Nuremberg-based company. Meanwhile, Soccer First has

established itself as one of the leading suppliers of balls in the market.

#### OPTIMAL CUSTOMER SERVICE

"Our most important attributes are quality, good value for money and optimal customer service," explains Fraunholz.

Furthermore, the company places special emphasis on product design and innovation. The 3D presentation of the design allows for a more professional sales offer and facilitates customer decisions. Constant advancements in ball sections and materials support a customer-oriented service.

#### TARGET: TWO-WEEK DELIVERY TIME

"We analyze market trends and act accordingly fast with our innovations. Thus, we can present a novelty at the PSI 2012, namely a quick-delivery programme," announces the owner. This is to allow trading partners to receive balls in a shorter delivery time than before. The aim of the Nuremberg ball specialist is to provide individualized balls within a maximum period of two weeks, even including high-quality silk screening.

#### INDESTRUCTIBLE INDIVIDUALIZATION

"We once completed a job for 500 balls within one week, to the entire satisfaction of our customer. Now we are going to expand this concept even further with regard to the UEFA Euro 2012," adds Fraunholz. And to go even one better, he is currently working with his team on a new idea for refinement: the laser ball (to be seen at the presentation of new products "THE WALL" at the 50th PSI Trade Fair). The advantage: the rapid implementation of an indestructible individualization of footballs – just one more good sales argument that Soccer First can use in the next ten years. [www.soccerfirst.de](http://www.soccerfirst.de)



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## ISI DEUTSCHLAND GMBH

# KITCHEN ACCESSORIES WITH BRAND-NAME STATUS

“Brand-name products are all the fashion,” says Thomas Saatz, Managing Director of iSi Deutschland GmbH. For some time now, the company has also been selling its high-quality kitchen accessories on the promotional products market. Here we present iSi and its portfolio to you.

**I**Si is a special producer and vendor of high-quality, innovative products which are interesting not only because they sell well, but also because of their margin. Headquarters in Vienna, Austria offers the entire world tailored solutions for all applications in which compressed energy in the form of pressurized gas containers is needed, as for instance in the automotive industry, aviation, medicine, etc., and of course for the household and food service sectors.

### RANGE OF QUALITY

Solingen-based iSi Deutschland GmbH is the German distribution subsidiary of the Austrian company, representing it in the German specialized trade, department stores, consumer markets and in the food service business. “Brand-name products are all the fashion. Customers have started refusing cheap goods and are looking for a certain level of value at a reasonable price. Shoppers are again buying high-quality kitchen

accessories to convey a higher status,” says Thomas Saatz, Managing Director of iSi Deutschland GmbH, which is now a member of the PSI offering its range of quality items to the promotional products industry, also with branding. The portfolio in Germany runs from the whips iSi produces both for households and for professional users, and a large number of accessories from the Sodasiphons, stainless steel Pro Tongs, iSi cream, soda and beer car-

The iSi Soda Siphons made of aluminium are experiencing a real renaissance.



The premium range iSi Boroseal with the original Lock & Lock dual-chamber silicone seal.

tridges, which are all produced by iSi, as well, up to the multifunctional Lock & Lock boxes, for which iSi Deutschland GmbH has sole distribution rights for Germany.

#### CONVINCING APPLIANCES

The iSi Gourmet WhipPLUS professional generation (0.25, 0.5 and 1 litre) and iSi Thermo WhipPLUS (0.5 litre) – both of these professional series are made entirely of stainless steel – and the one-litre standard iSi Thermo XPress Whip have already convinced users all over the world because they are so uncomplicated to use, are economical and go easy on foodstuffs. Espumas, soups, sauces, desserts, finger food, cocktails, toppings, cream variations and the like can be prepared with iSi appliances and will then keep for several days in the refrigerator without losing their quality. Recipes for exciting creations are offered both in the iSi recipe booklets as well as on the internet.

#### ISI PRO TONGS

The patented iSi Pro Tongs come in sizes 22, 30 and 40 centimetres and have been certified in accordance with NSF, the high-

est American standard. These robust tongs made of high-quality, high gloss polished stainless steel can be used for cooking, serving and at barbecues.

#### ISI SODA SIPHONS

The iSi Soda Siphons made of aluminium are experiencing a real renaissance. They come in the colours black, red and aluminium, and now in stainless steel, as well. Its combination of classic design and the latest technology makes the iSi Soda Siphon a prestigious yet at the same time environmentally friendly lifestyle item.

#### MULTIFUNCTIONAL

The very broad range of Lock & Lock products (more than 80 different shapes and sizes, from 100 millilitres to 21 litres) keep everything neat and orderly. These boxes are airtight and watertight, and the ideal product for keeping food fresh for a much longer time. Moreover, Lock & Lock keeps the aroma in, so that even strongly aromat-



Thomas Saatz, Managing Director of iSi Deutschland GmbH

ic foods can be kept without objectionable odours.

#### APPETIZING AND DECORATIVE

The specially developed, original Lock & Lock dual-chamber silicone seal ensures that the lid hermetically seals the container. The Lock & Lock lid closes with four patented safety catches and cannot open by itself. The premium range Boroseal models from Lock & Lock come in square, rectangular and round

shapes, and various volumes. Made of high-quality, heat-resistant glass, their bottoms can handle extreme heat as well as sudden cooling. Food prepared in Boroseal can be placed directly on the table without the lid. With its Lock & Lock products, iSi covers a large, medium-priced but high-quality range, especially in the plastics sector. The iSi appliances can be branded for the promotional products sector on orders of 500 or more, and the Lock & Lock multifunctional boxes upon request.

[www.isideutschland.de](http://www.isideutschland.de)

[www.isi-group.com](http://www.isi-group.com)





The new brand image is being supported by the new campaign "Your motif is our motivation" developed by the renowned brand agency Kiesewetter in Freiburg, Germany.



#### EVERY FINISHING TECHNIQUE CAN BE IMPLEMENTED

"Our clients are diverse: from the trade, the advertising industry, associations, medical practices, hotels and schools – everyone has their own ideas and requirements. And we find the right solution for everyone. We visualize the customer's ideas and implement them in any finishing form", says managing director Hans Dieter Bittruff. "We want to show this in our external image." The new brand image is being supported by the new campaign "Your motif is our motivation" developed by the renowned brand agency Kiesewetter in Freiburg, Germany.

#### BUNDLED IDEAS

Whether it be large quantities with a special detail or a specific one-off: The Company's objective was and is to convert normal clothes and work clothes into something completely individual. As a system supplier, spessart – Die Textilveredler bundles the ideas and provides its national and international clients with a complete all-inclusive package. 30 embroidery machines, a fully automated screen printing carousel and a digital printer are in use. At the locations Stockstadt and Schwerin, qualified staff ensure that the customers' ideas are implemented. Spessart – Die Textilveredler also has its own design department, which checks the implementation of the customers' wishes or creates new designs.

#### NEW LOGO

The creativity and authenticity of the company is reflected in its new logo in the artistically stylized form of the woodpecker. This belongs directly to the region Spessart and thus expresses the company's commitment to the region and to the German location. [www.kimmich.de](http://www.kimmich.de)

### EMBROIDERING COMPANY S.K. KIMMICH

# KIMMICH'S NEW CLOTHES

As of 1 November 2011, the embroidering company SK Kimmich is presenting itself in a completely new design. After 65 years, the name, logo and all external communications will be replaced by a modern brand image. As of now the company is called spessart – Die Textilveredler.

The reason for the further development of the brand and the redesign was the process of change that the embroidering company has undergone in recent years: the family-run business started as a pure embroidering company and has developed into an innovative textile finisher with over 100 employees. The old company name was simply too confining.

#### INDIVIDUAL SOLUTIONS FOR

#### PERFECTLY FINISHED TEXTILES

Spessart – Die Textilveredler offers not only traditional embroidery but also all other forms of textile finishing: from flock-

ing emblems to screen printing and transfer printing. Its own collection together with experience in the textile trade and extensive logistics services round off the company's portfolio. Large customers in the industry and the tourism sector throughout Germany have appreciated this for many years. As an innovative textile finisher, the company offers customized solutions for perfectly finished textiles. Whether in small runs or for large orders: complex motifs and elaborate order processing can be implemented in the shortest possible time – and all made in Germany.



# Mag Bag



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**ANGELIKA NEIBER**

## **“I WOULD LIKE TO MAKE A DIFFERENCE”**

Merely selling products was never enough for Angelika Neiber. So she built up the Penta company in the course of more than fifteen years to give customers a broad portfolio of services for managing their business connections. Now she specializes in the field of customer-oriented premium marketing and has enjoyed success with tailored premium systems. Neiber is breaking new ground with her own concept for point-based premium programmes with affiliated web shops – and is managing to convince more and more customers.

**A**ngelika Neiber is one of those women who can be heart and soul a business-woman and a family-oriented mother at the same time. She is completely absorbed in both of these not particularly easy jobs, and seems to move from one world to the other with ease. The fact that her two worlds are located in adjacent houses makes it all a bit easier to organize, yet she still has to put all her energy into both. In recent years, it has helped her that three of her four children are grown up and are striking out on their own, more or less. However, when she started Penta around fifteen years ago, they all still had great need of her. After all, her youngest daughter was only three years old. But she had decided to stand on her own two feet before the family phase, and as soon as the situation permitted, she put her idea into practice.

#### MAKING USE OF HER AFFINITY TO HEALTHCARE

Her father, who died young, was a self-employed businessman, and becoming self-employed was both a goal and a challenge. Angelika Neiber was the youngest of five children growing up in Geinsheim, Hesse – which is still her place of business and residence today – and after finishing school, she first trained as a doctor's assistant, later adding commercial training. After gaining experience in a medical practice and a hospital, she took some time off to care for her family. She did not really plan to start a new career in the promotional product business, it just sort of happened. She first considered starting a consultancy for lifestyle and interior decoration. However, while doing the research intended to help her get into this field, she came into contact with a PSI supplier and saw the whole fascinating world of promotional products open up before her. She was immediately excited by this world, with its wide variety of high-quality brand-name products, witty ideas and so many things that are simply gorgeous. She made use of her previous affinity to healthcare and pharmaceuticals, combining her knowledge of medicine with her new business in promotional products. Because she knew exactly what

would appeal to hospitals and medical practices and what they need, she found her first promotional product customers in this very sector. The constantly growing number of satisfied customers showed that she had a good nose for the promotional product business, and many of them have remained loyal up to the present time.

#### A FEEL FOR PRODUCTS AND QUALITY

Penta's spectrum of services grew practically by itself from customer demands. Although it was rather a traditional commercial firm at first, the portfolio soon grew to include larger projects, complex concepts and sophisticated solutions. More and more experience was gained, and custom-made designs were developed – making everything even more exciting. "Nothing was impossible for me, and customers appreciated this," Angelika Neiber now recalls. She was a member of PSI from the outset, since the supplier contacts were helpful and the favourable terms an advantage. She was often asked about her membership, for a certain standard of quality has always been associated with PSI companies. Quality is at once a very important and sensitive topic for Angelika Neiber, one which she aggressively pursues in her own way simply by refusing to compromise. "I find it absolutely necessary to offer first-class products, for whatever bears my name has to be of the very best quality. I do not recommend any cheap throwaway items or ecologically dubious products. I make sure they are useful, long-lasting and functional." She is convinced that not only business expertise, experience and knowing the market have been decisive for her success, but also her ability to listen. She adds, "I keep my eyes open and give thought to what might fit in with my customers' concepts. Here it is not so much the quantities and materials that count, but rather giving customers professional support with their business relations by setting an example that highlights quality, timeless elegance and a certain feel for what is special." This high standard has given Penta, which until last year was called Penta Werbekreationen, a good name all over Germany.

#### EXPERTS IN CUSTOMER RELATIONSHIP MANAGEMENT

"Experts in customer relationship management" is what the Penta team calls itself, and this claim alone hints that there is more here than just doing business in promotional products – which is just where Neiber always wanted to go. The field of premium marketing, in which Penta is now considered a specialist, originally grew out of work required for a single customer. As part of a project involving "premiums for accident-free work", a concept was first created in 2001 to give gifts to employees who had shown exemplary behaviour with regard to work safety. Penta created and supervised the entire programme, including product selection, catalogue design and shipping and handling. This project was followed by many more premium concepts and motivation programmes for employees or business partners, so that Penta has now positioned itself as a pro when it comes to premium systems. A project taken on three years ago opened up an opportunity to make a name in this field of business. On behalf of a customer, a point-based premium programme linked to an IT solution was developed which enabled field service workers to redeem their premium points for gifts at an online shop, as well as being able to buy more points if they wanted a specific item that was more expensive. In this project, Penta covered the entire service, from choosing and grouping the products, to creating the online shop and calculating the points, up to accounting, packaging, logistics and shipping. The service was rounded off by ongoing support, as well as handling complaints and warranties. Even associated measures, such as producing flyers, brochures and catalogues, were included. A very helpful additional service is pointing out the tax-related aspects which become relevant when employers give additional benefits to their employees. Using examples, Neiber clearly shows employers how to deduct these benefits from their taxes, so they can see the advantages which the model gives them.



# ANGELIKA NEIBER IN PERSON

**What was your first thought this morning?**

Let's get on with it!

**When is your day a good one?**

When I can work efficiently and still have time for my family.

**What gets you in a good mood?**

Enjoying the small pleasures of everyday life: the smile of a fellow human, the gleaming eyes of a child, the delicate flower by the wayside ...

There are so many opportunities to be happy if you're observant.

**And what drives you crazy?**

Dishonesty and lack of punctuality.

**When do you lose track of time?**

When working on exciting projects, while reading, in the garden and in the nature.

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

Either to the mountains or to the sea. It is important that I can move around in the nature.

**What do you like spending your money on?**

On books.

**Do you let yourself get seduced by advertisements?**

If they are good, then it may well happen.

**When is a promotional product a good promotional product?**

When it can convey the desired message without being intrusive – and at the same time is of a high quality.

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

My favourite key chain: the one with the four rings.

**What do you find irritating in relation to promotional products?**

Poor quality, unsightly design, bold imprints.



## PROFESSIONAL PREMIUM MARKETING

This basic concept of a premium marketing system has been further developed by Penta and can in essence be adapted to all industries and companies in which motivation and reward systems make sense, both in the B2C and B2B markets. The premium marketing sector is extremely demanding and also calls for absolutely reliable suppliers – after all, the items must be available for an entire year and pricing in this context is not exactly easy. However, this is where good, trusting relations with suppliers show their worth. “Anyone can do the simple jobs,” says Neiber self-assuredly, “Customized work or unexpected problems show who the pro is. Then we solve the problem together with the supplier and in close consultation with the customer. In my experience, a well handled complaint is the best way to generate customer loyalty.” In such cases, the fact that Angelika Neiber is someone with an open-minded, positive view of the world, who can communicate honestly and constructively, is sure to be of help.

## PREMIUM PROGRAMMES WORK

“The healthcare sector is still our main focus, not only because I know my way around it, but also because the topic is near to my heart. When our premium programmes are put to use sensibly, in preventative healthcare for example, as with health insurance companies or in the rehab field, then they can do a lot of good.” Neiber is convinced that the effect is enhanced when products are chosen which promote healthy eating habits or exercise. “I always keep in mind the people behind the project, even with employee programmes. If people feel acknowledged and motivated, they are more willing to do their work and stay healthier.” There are even hard figures to prove that the premium systems actually do work. “As the statistics of one customer show, there really have been fewer accidents since the system has been up and running – for instance, because people are adhering better to the safety regulations and attending more work safety courses. This is where I see the most important success of my work.” <

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# INNOVATIVE PROMOTIONAL PRODUCTS



## NEW VARIETIES

**C**ondoms with individual branding not only serve their intended purpose, but have also long been popular collector items. Asha presents four new varieties for the promotional product market under the brand name CondomMessage (on the portal condommessage.com). The condom in a capsule, which initially gives the visual impression of a conventional coffee capsule, is certainly very eye-catching. The new condom wrapper packaging gives the perfect opportunity to present personalised advertising messages. Both the interior and exterior of the packaging can be customised. In terms of filling, customers can choose either one or two condoms or alternatively a condom together with a sachet of lubricant.

47506 • Asha International - CondomMessage • Tel 0900 7233739  
info@condommessage.com • www.condommessage.com

## NOTICEABLY DIFFERENT

**T**he hard, shiny porcelain surface can now get a smooth velvety feel with the new finishing from Mahlwerck. Velvety is how the manufacturer describes the soft, smooth surface that resembles a rubber coating, but still allowing your hand to slide over it with ease. Even the sight of the cup entices you to touch it and experience the “wow” factor. Velvety can be applied by using single- or multi-colour printing on hydroglaze as well as by using standard monochrome printing. The surface becomes velvety, silky matt. In addition, Velvety can be monochrome printed and an engraved logo will have the perfect underlay. Even a plain white coffee mug will become an eye-catching drinking vessel thanks to the new coating.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 27470  
info@mahlwerck.de • www.mahlwerck.de



## LITTLE ROCK STAR

**I**t is small, intuitive to use and can accommodate lots of great music: The iPod nano with its multi-touch panel belongs to the coolest ways of having your own personal charts and much more constantly with you. With memory sizes of 8 or 16 gigabytes, users need not go without their favourite song on long trips,

promises the supplier Lehoff Im- und Export. The 1.5-inch colour display with a resolution of 240 x 240 pixels provides ample space for large icons that can easily be operated on the multi-touch surface. Besides its function as a music player, the iPod nano is also the ideal companion for your daily fitness program: It records time, speed, distance covered and calories burned per trip.

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





## GAMES WITH THAT CERTAIN SOMETHING

**E**lectronically supported games account for an increasingly large share of Ravensburger's total sales. New to this year's assortment is the children's game "Schnappt Hubi" and the continuation of the classic "Das Elektronik Labyrinth". For developers of electronically supported games, the focus is on a combination of the classic playing experience in the family with the educational and individual capabilities of modern electronics. Making sure that a game does not degenerate into a simple gimmick is a top priority when designing a game. It makes sense to extend game ideas and learning content, says Managing Director Michael Tiesler. Ravensburger therefore also invests heavily in self-developed products instead of in licences to ensure an appropriate quality.

46563 • Ravensburger Spieleverlag GmbH • Tel +49 751 861722

gisela.horn@ravensburger.de • www.ravensburger.de



## SAFETY FIRST

**S**pranz is offering a little guardian angel with many hidden qualities in its current portfolio. The body of the angel is made of a highly reflective material which provides additional safety for the wearer at night. Attached either to the jacket, knapsack or backpack, the angel is clearly visible from a distance. The head is made of microfibres and is so soft that it can also serve as a cleaning aid for glasses or a mobile phone display. The small cord is detachable. In addition to the guardian angels, the company's latest catalogue includes a number of other design products without an extra charge for the design, according to the company's slogan.

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## SWEET FARM

Chocolate fans can put together their own small farm at Easter by using the new ChocoFarm figures from MM Brown Deutschland. The tubby figures come in the form of a cow, sheep and pig and are made of delicious, soft-melting milk chocolate or white chocolate and make a dazzling impression as the fantastic trio. This impression is enhanced by the decorative box in which the three figures are delivered to the recipient.

48316 • MM Brown Deutschland GmbH • Tel +49 69 25427127  
info@chocolissimo.de • www.chocolissimo.de

## TIMELESS ELEGANCE

As a specialist in the design and manufacture of personalized watches, Sphere Time is the perfect partner for both simple chronograph watches as well as exclusive premium models. The company also produces, among other things, premium watches for well-known major brands. The range includes several selected stainless steel models with up to three additional indicator elements. All are water resistant to a depth of at least five metres. Alternatively, the watches are offered with leather straps or stainless steel straps. All watches come with a scratch-resistant mineral glass face. Individually customised watch models can be made for a minimum order quantity of 300 units.

46493 • Sphere Time International S.A. • Tel +352 26 305708  
info@sphertime.com • www.sphertime.com



## EXPERIENCE MOMENTS OF PLEASURE

Coffee culture in Italy is a lifestyle. To also enjoy these moments at the table in an appealing manner, Le Creuset has extended its coffee and teas to include new, stylish espresso cups. There is a choice of nine expressive colours to showcase the cult drink. The cups come in oven red, almond, black currant, kiwi, cobalt blue, Caribbean, cherry red and Dijon yellow. They exude a pure joy of life and can be freely mixed. The oven-safe stoneware from which the cups are made ensures that the espresso remains hot for a long time. They are also suitable for the subsequent dip in the dishwasher.

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## SUSTAINABILITY IN THE BAG

**H**igh-quality bags that also meet ecological requirements are a particular strength of the company KW open. The producer specializes in sustainable promotional products and is now presenting another environmentally-friendly concept with the sysBAGS line. They completely dispensed with PVC as an internal reinforcement, preferring to use a thermoplastic elastomer. All materials used comply with the EU Reach regulation. Of course a wide range of finishing options remains. Besides the great colour selection, there are many other possibilities to take the CI of the advertising company into account when manufacturing the bags. The spectrum of the new line ranges from backpacks to laptop bags and briefcases, trolleys and travel kits.

11790 • KW open promotion • Tel +43 5523 58090

office@kwopen.com • www.kwopen.com

## CUSTOMISED PLUSH TOYS

**P**lush toys and other promotional ideas from Infantoys are completely individual and result from customer specifications. The company specializes in the production of these sympathetic promotional ambassadors and apart from production also offers to take care of the complete design and implementation of customer ideas. Often a simple drawing suffices to create a very special plush toy. The extensive quality control in the company and the guaranteed quality of materials used ensures customers a high degree of safety. All products comply with the EN 71 standard.

47431 • Infantoys • Tel +34 93 3573941

infantoys@infantoys.com • www.infantoys.com



## AN EXTRAORDINARY BAG

**S**ince their market launch, microfibre products are becoming increasingly popular and have become firmly established in the Mixdline of mbw Vertriebsgesellschaft. The range has now been expanded by special bags for tablet PCs up to a size of about 25 x 21 centimetres and for smartphones up to a size of 8 x 14 centimetres. The soft yet durable material not only provides optimal protection for the high-tech devices, but is also a decorative accessory. These bags can be imprinted using digital printing and can be completely customised from as little as 100 pieces.

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**T**he Premium Voucher World of maxchoice is the first currency for successful relationship management which ensures that rewards are now possible worldwide. For employees and customers, the voucher system can be used as an incentive system, motivation, a reward system as well as a gesture of appreciation. The vouchers can be issued in many different currencies and are redeemable on the internet. Storage costs and personnel expenses for advertising solutions can be completely eliminated, the vendor promises. According to maxchoice, the vouchers have the longest validity on the market, are TÜV certified and can be redeemed at various distributors in a variety of industries.

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## LIGHT IN THE RAIN

**R**ain with no end and no ray of hope in sight? – That's all in the past now with the luminous umbrella from Silverspot because this new umbrella brings the enlightenment. On the handle of the patented LED umbrella is a small light unit consisting of economical LEDs that provide bright light. Thus the search for the door lock or a glance into the purse during dark rainy weather is no longer a search in darkness. The luminous umbrella can be customised starting at a quantity of 250 units.

48123 • Silverspot Trading • Tel +31 20 7708350  
info@silverspot.nl • www.silverspot.nl



## PERFECTLY DOSED

**N**ew to the product range "Advertising meets taste" of the confectionery specialist Jung is the sweet tin called Top-Can. The company offers this innovation in two sizes with four different types of content. The container can be designed with a stylish full-body sleeve using shrink foil technology that makes the tin and the promotional imprint shine with a brilliant glossy look. The possible fillings of premium peppermint, solvents or fruit mixture make the Top-Can into a coveted giveaway at trade fairs and a refreshing companion at seminars and meetings. The container is resealable and completely white, but alternatively it is also available with a grey lid.

41545 • Jung Bonbonfabrik • Tel +49 7042 9070  
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## SMARTPHONE GOES CLASSIC

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## FUN WITH KNOWLEDGE

Colouring, puzzles and combinations: These are particularly popular activities of children that integrate playful learning. Tessloff Medienvertrieb has especially targeted this group and designed its product range accordingly. Educational promotional products for the young generation are becoming really popular and generate a multitude of positive emotions, according to the company. Connecting the advertising company with quality products from Tessloff is long remembered both by the children themselves, as well as by their parents – no matter whether it is “My most beautiful colouring book”, “Who’s Who of Football” or “Brainteasers”.

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Die neuen Colour Einkaufswagenchips

5 Designs

10 Farben

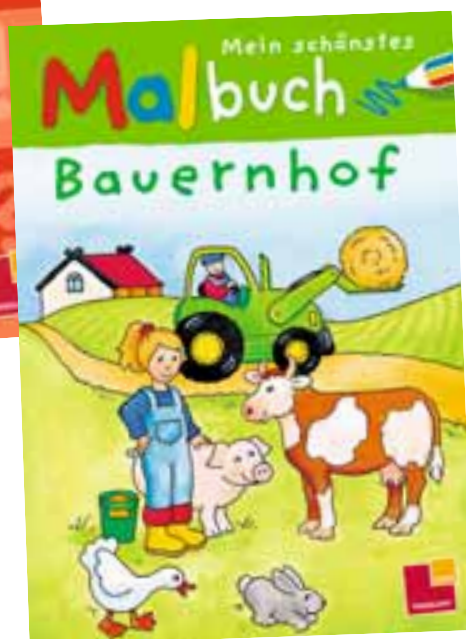
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## FLEXIBLE PRODUCT SEARCH

### PRODUCT FINDER 2.0: STARTING IN 2012 AS A MOBILE VERSION

The Product Finder 2.0 has now also captured the Smartphone & Co market. Starting in 2012, the popular promotional product search engine is available as a mobile version for people on the go. Whenever and wherever you are searching for a promotional product, you will be successful with a mobile internet device and the Product Finder 2.0 app. At the 50th PSI Trade Fair 2012, it was possible to test the "Product Finder 2.0 mobile" at ten iPad demo stations. Form your own impression of this innovative tool. <



Use the QR code and convince yourself of the Product Finder 2.0 app.

#### THE FEATURES OF PRODUCT FINDER 2.0 MOBILE

- Prices and actual stock levels are also available on the mobile device as real-time data
- Mobile users can also work with smart search functions such as relevance ranking and semantic search
- The Product Finder 2.0 app need not be purchased on the AppStore, but can be obtained free of charge via the browser: [www.psiproductfinder.mobi](http://www.psiproductfinder.mobi)
- A special highlight of PSI 2012: The latest information on exhibitors can be found in the Product Finder 2.0

## REBOOKING FOR THE 51ST PSI 2013

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#### CONTACT:

PSI Trade Fair Team  
tel.: +49 211 90191 600  
e-mail: [sales@psi-messe.com](mailto:sales@psi-messe.com)



## PSI SUPPLIER FINDER 2012

### NEW DESIGN AND EVEN MORE SERVICE

For many retailers, the PSI Supplier Finder has been an indispensable reference work for years. Because just a quick glance at the list of suppliers reveals important information about the suppliers of the PSI network. To make the brochure even more user friendly, the Supplier Finder has been redesigned. This year, the list of suppliers will appear in a new guise and with an optimized design. This much can be revealed: the Supplier Finder is modern and cross-media. In order to update the Supplier Finder in terms of data quality, PSI suppliers will shortly receive an e-mail request to update their contact and product information at [www.psi-network.de/supplierfinder](http://www.psi-network.de/supplierfinder). The basic entry is included in the PSI membership. For entries completed by 15 March 2012, PSI is granting an early-bird discount of five per cent on all additional services. If you have any queries, the PSI publishing team is happy to be at your disposal. <

#### CONTACT:

PSI Publishing Team  
tel.: +49 211 90 191 321  
e-mail: [publishing@psi-network.de](mailto:publishing@psi-network.de)

# 51. PSI FUARINDA GÖRÜŞMEK ÜZERE 2013

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DAHA FAZLA FIRSAT.**

# THE ACCOLADE

**T**oday I have to be careful that the happiness caused by endorphins does not make me get too emotional. Joy and enthusiasm are great feelings, ones that spur us on and that we like to feel, or better yet, would like to feel more often. The reason for my high spirits at present is that the PSI trade show in 2012 was genuine success that generated overwhelming feedback.

This is not the only way to measure the success for the industry, however. For those who were not at the opening ceremony, here is once again a brief review of the topics raised by the two association speakers, Patrick Politze, Chairman of the GWW, and Manfred Parteina, Managing Director of the ZAW. Having the GWW

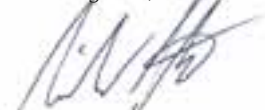
Monitor presented by Manfred Parteina, Managing Director of the ZAW, has now become a tradition. The presentation of the annual sales figures of the promotional product industry is a basic necessity if the industry is to be taken seriously. A sales increase from € 3.43 to 3.46 billion was an understandable bit of good news. Then it got even more exciting with the presentation of the first representative advertising impact study of promotional products, which not only supplied generic data, but also investigated individual categories. This is a unique step ahead and the result of close collaboration between the associations. It provides the promotional product trade with an instrument we can use to argue in favour of promotional products with customers. At the same time, it is an instrument we can use to argue against other advertising vehicles. It enables us to show how professional the work and consultancy done by our industry is.

The highlight was reached when the ZAW made its statements. It demonstrated more than mere appreciation for promotional products and our industry. The core message, which I would like to call a

historic milestone, was the announcement that the ZAW statistics are going to be changed starting in 2013. From then on, promotional products are going to be included in the statistics! This means they have been recognized and will thus be comparable to other advertising vehicles. This really is something to make the heart beat faster. Thus the strategic step taken three years ago of having the PSI join the ZAW has paid off. Thus we in the GWW have set a key milestone.

The reporting in the press reflected this milestone brilliantly. Along with reports on TV, in the daily press and professional journals, one article is certainly worthy of special mention: the two-page report in the Handelsblatt. Now if that isn't an accolade for the industry.

Best regards,



Michael Freter  
Publisher of PSI Journal  
Managing Director PSI  
michael.freter@psi-network.de



» Thus the strategic step taken three years ago of having the PSI join the ZAW has paid off. Thus we in the GWW have set a key milestone.«



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## CURRENT FASHION TRENDS IN FOCUS

**W**hat was still fashionable yesterday is no longer in today. Just how fast trends come and go is no more evident than in the fashion industry. Each month it offers new styles, colours and patterns. Even the makers of promotional textiles follow these trends. In the March issue we will be presenting the latest collections from the industry. They are complemented by tools to promote sales.

Please start thinking about our cover story in the April issue “Brands and premiums” as well as “Fair trade, organic and ‘green’ products” and send your product presentations (image and text) no later than 17 February 2012 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de.



## IMPRESSIONS OF THE 50TH PSI TRADE FAIR 2012

**T**rends, innovations and a diverse programme of presentations – this year the PSI fair again has lots to offer. In the March issue, we will be reviewing the highlights of the industry’s leading trade fair. Join us in reviewing the attractive events and diverse activities of the 50th PSI Trade Fair 2012.



## THE HOLDER THAT HOLDS ON TO CUSTOMERS

**I**n the March issue we will be presenting iClaw GmbH. The young Austrian company, which is managed by three experts from the fields of branding and product development, tax and economics as well as sales who really put their heart and soul into the business, has its origin in a clever product idea: the GLAGG, the smallest universal holding device in the world.



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