

# JOURNAL



**Hans M. Höhner**  
**Klio-Eterna**  
**Schreibgeräte**  
"I Always  
Look Ahead"



**Dr. Arun Kapoor**  
**Noerr LLP**  
German Product  
Safety Act:  
What Is New?

**50th PSI Trade Show 2012**  
Events, Campaigns,  
Highlights

**Product Guide**  
Textiles, Caps,  
Sales Promotion

**Bwg Members' Meeting**  
New Board Elected

**iClaw GmbH**  
The Holder That Holds On  
To Your Customers



**PROMOTIONAL PRODUCTS SURVEYS**  
**CLEAR PROOF OF**  
**PROMOTIONAL EFFECT**



Look at me!



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TopLuxe/3D

Kleiner Trick, große Wirkung



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## EDITORIAL

## SEEING, FEELING, SMELLING ...

**T**here is controversy in the neurosciences over whether humans have three, five, eight, or even ten senses. This controversy is not of much use to us in the promotional products business – of much more interest is the fact that we process about 40 sensory impressions per second, with up to 20 million sensory signals reaching us at the same time. However, these impressions do not lead to decisions, but merely form the basic mood for them. Decisions and appraisals themselves, then, likewise happen in fractions of seconds. Exactly during this time it is also decided whether a promotional product has enough likeability or not. I consciously put this fact to the test at the latest PSI in Düsseldorf, and it was often the case that I suddenly stopped dead in my tracks to take a look at something that had perhaps only caught the corner of my eye. If you draw a line on a piece of paper for every one of these moments, in the evening you'll have a handsome row of lines. And then you realise what a trade fair is. This does not happen in the catalogue; it doesn't happen on the internet, either. In order to trigger this decision, what is needed is the interplay of several senses at the same time.

Perhaps that is why, according to the Dima survey presented at PSI, the promotional product is so much more successful in its effect than radio, television, and daily newspaper (see page 33). If this survey had not been compiled by such a renowned institute over a period of months, doubt could be cast over the outcome. However, it is indeed the interplay of the diverse sensory stimuli that makes the promotional product so successful in its effect. Seeing, feeling, smelling, sometimes even hearing and tasting – what other promotional tool can offer that? And the quality of these impressions not only places the promotional product in a good position compared with other promotional instruments, it also decides whether a promotional product generates a really good promotional effect – good recall. If, according to the Dima survey, the promotional product is not classified by the consumer under any of the dimensions likeability, quality, originality, or striking promotional message, it notches up just 36 per cent in terms of recall. If, however, it fulfils all four dimensions, it is located at 76 per cent. The promotional effect is downright doubled. And if you're looking for successful products like these for your customers, you have to go off on the search where all senses can operate – to trade fairs. Surely this is one reason why PSI was such a success this year as well – and has been for 50 years.



Manfred Schlösser

With this in mind,

Manfred Schlösser  
Editor-in-Chief PSI Journal



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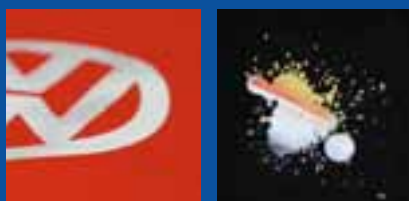
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## CHIC ADVERTISING

40

Textiles are classic promotional products. They offer genuine benefit and guarantee wide-ranging advertising exposure. In our Product Guide, we keep you posted on the chic, trendy new products, and thus effective advertising vehicles, in the promotional textile sector, as well as accessories and head-gear. Furthermore, sales promotion tools are another focus of the current title theme.



<b>TRENDS &amp; BRANDS</b>	Stylish furniture	4
	Jewellery: A timeless eye-catcher	6
<b>50TH PSI TRADE SHOW</b>	A successful anniversary exhibition	8
<b>FOCUS</b>	Promotional products surveys: Clear proof of promotional effect	30
	German Product Safety Act: What is new?	34
<b>JOURNAL</b>	Economic, political and business news	38
<b>TEXTILES AND CAPS</b>	Chic advertising	40
<b>INDUSTRY</b>	Companies, events, markets	58
	L-Shop-Team GmbH: T-shirts for everybody	64
	The DIE6 Group signs the GWW Code of Honour	66
	bwg Members' Meeting: New Board elected	68
<b>SALES PROMOTION</b>	More targeted, more efficient, and longer-lasting	70
<b>COMPANY</b>	iClaw GmbH: The holder that holds on to your customers	86
<b>PORTRAIT</b>	Hans M. Höhner: "I always look ahead"	90
<b>NEW ON THE MARKET</b>	Promotional product innovations	94
<b>MY PSI</b>	Information for PSI members	100
<b>OPINION</b>		102
<b>IMPRINT</b>		104



## A SUCCESSFUL ANNIVERSARY SHOW

8



A strong brand for a strong industry. This could have been the slogan of the 50th PSI Trade Show in 2012. The anniversary event, which was held on more than 35,000 square metres from 11 to 13 January, once again clearly stood out from the ordinary. This also goes for the products on offer and for responses to the fair. We have more than 17 pages of impressions of the anniversary event for you.

## CLEAR PROOF OF PROMOTIONAL EFFECT

30



The 50th PSI was not only a landmark in the history of trade shows and the PSI, it also marked a milestone in promotional products research: at the trade show, the first representative survey on promotional effect was presented, for the first time delivering valid statements in terms of media data concerning promotional products. Together with the findings of the annually updated GWW promotional products monitor, a database was thereby created that provides irrefutable proof of the promotional product's outstanding performance.

## GERMAN PRODUCT SAFETY ACT: WHAT IS NEW?

34



Last December, the new product safety act came into force. This will mean a number of changes for the industry. For instance, contact address and identifying marks must now be shown directly on the product. Until now, manufacturers were basically free to attach the required contact information to the outside of the product packaging. The PSI interviewed the lawyer Dr Arun Kapoor on the new legislation regarding product labelling.

## HANS M. HÖHNER: "I ALWAYS LOOK AHEAD"

90



Hans M. Höhner took over Klio Eterna Schreibgeräte GmbH in 1986. His father Wilhelm Höhner had already moved the then Hennef-based "special fountain pen factory" to the Black Forest and developed it into a high-powered pen manufacturing company. Now Hans M. Höhner has successfully positioned Klio as a high-quality, innovative writing utensil supplier which convinces the promotional products industry with its wide variety of pens made in Germany and its competence in custom-made articles.



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#### AN ELEGANT EYE-CATCHER

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www.reeko.com

## STYLISH FURNITURE

Cosy, comfortable and homey: these are the attributes that everyone wants for their own four walls. Your home is not only a living space but it is also a place that people use to seek refuge and as a source of strength. 115,000 visitors recently visited Cologne to attend the international furnishing trade fair "imm cologne" in order to get inspired by the furnishing and interior accessories being showcased there. Companies from 54 countries had the latest furnishing trends on display for over seven days. Anyone who wants to bring some fresh wind into their own four walls in 2012 is sticking with the "natural" theme that is very popular right now. Furniture made out of solid wood and wood veneer is the current trend according to imm cologne. What is more, people are using natural materials such as leather, wool, wool felt and even cord for furniture upholstery. This is really not that surprising because these materials exude a sense of pureness and authenticity. The promotional products industry also has attractive pieces of furniture on offer. Let yourself be inspired by the small selection presented here.

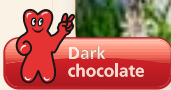


# SWEET EASTER 2012

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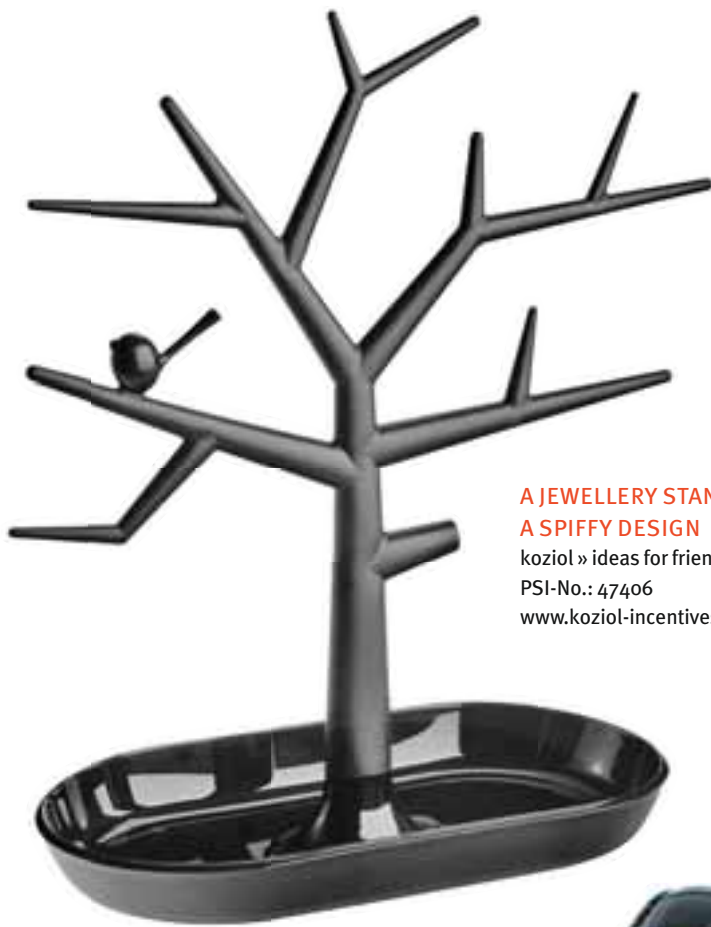
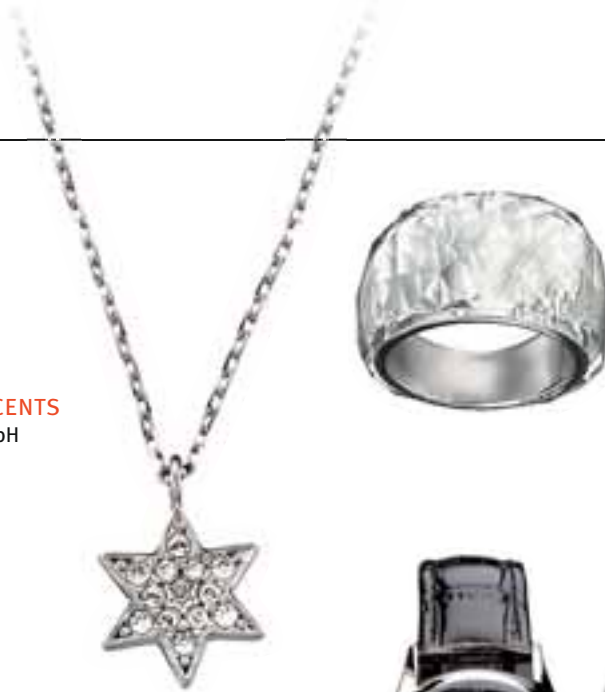
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**A TIMELESS EYE-CATCHER**

What would women look like without jewellery on? Dreary and without colour. Jewellery is a form of decoration that even the Neanderthals loved 50,000 years ago. Researchers recently found cockles and sea shells with holes in them that had red and yellow pigment on them. Even back then jewellery reflected a person's personality and it still does this even today. By using accessories around their neck, wrist or finger people emphasise their individuality, add colour accents to the clothes they are wearing, and show off their social prestige, in addition to enjoying the simple pleasure of wearing something beautiful on their body. It's no wonder then that this ritual has been kept throughout all of the millennia that have passed by. All kinds of jewellery are still very popular, regardless of whether the pieces of jewellery are made out of pearls, gemstones, gold, silver or platinum. The promotional products industry also counts on the promising future these popular accessories have. Let yourself be inspired by the small but fine selection here.



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it's my flame!







## 50TH ANNIVERSARY OF THE PSI TRADE SHOW

# A SUCCESSFUL ANNIVERSARY

It was eagerly awaited: the 50th PSI Trade Show. On its anniversary the product show once again highlighted its exceptional place in the industry's event calendar.

**A** strong brand for a strong industry. This could have been the slogan for the 50th PSI Trade Show. The anniversary event, which was held from the 11 to 13 January on an area of more than 35,000 square metres, once again left a lasting impact. The event broke the exhibitor record with a total of 993 exhibitors. One of the best results was also reached in visi-

tor numbers, with 16,167 visitors attending from more than 75 countries. The overall concept of anniversary trade fair event was fresh and creative. In particular, the new concept for HALL13 contributed significantly to the innovative character of the 50th PSI Trade Show. Here, start-up companies, creative companies and inventors presented unusual and creative prod-

ucts on area of around 2,000 square metres. A new offer that was very well received and which ideally complemented the many different special shows and activities in Halls 9 to 12. The following pages present some impressions of the anniversary event. Let us take a look back at the trade fair and revive the positive energy of the product show. <



## DOCTIME

### TOP COFFEE, CUSTOM PRESENTED

**W**atch specialist Doctime presented an original campaign at this year's trade fair stand. Company owner Tewodros Demissie, supported by two Ethiopian ladies in traditional clothing, put on a coffee ceremony as it is celebrated in his homeland of Ethiopia. There the coffee ceremony is an important component of social and cultural life and a sign of particular hospitality and appreciation. With this activity, Demissie drew the trade fair visitors' attention to his new offer for the promotional products trade: effective immediately, Doctime supplies the finest Arabica highland coffee, imported from the country where coffee itself originated. The highlight: the packaging design can be customized. The possibilities range from a logo imprint and designing the label to fit the customer's CI through to your own company design. An original promotional idea with a high enjoyment factor! [www.doctime.de](http://www.doctime.de) <





## CERTUS: CUSTOMIZED HERBAL PILLOWS PLEASANT AND EFFECTIVE



Christof Stölzel

This was typical in the new HALL13: a small, informative, professionally designed stand with a unique product that is practical and pleasing and therefore has particularly great advertising appeal. Here, Christof Stölzel introduced visitors to the fragrant world of herbal pillows. What is the difference between an idea pillow and a concentration pillow? Or between a good-mood pillow and a power-napping pillow? How do the comfort pillow or the world-weariness pillow work? And how can you use them for marketing communication? The entrepreneur had an answer to all of these questions and presented many ideas related to these high-quality, sustainably produced and lastingly effective pillows. These original pillow creations are filled with herbs that are ecologically grown and of medical quality, with beneficial effects for body and mind. The knowledge about the effects of the mixtures is scientifically substantiated and integrates century-old traditional medicine. Distributors can choose from a wide range of pillow models with many shapes, colours and fillings or even have their own customer-specific pillow produced. The pillows can be personalized in a whole variety of ways. [www.certus-comfortkissen.de](http://www.certus-comfortkissen.de)



## PROMAKS

### MAGICIAN IN ACTION

Promaks, a specialist in the area of high-quality medical and cosmetic promotional materials, not only presented its products at this year's trade fair, it also put on an amazing show. A magician demonstrated his skills and also incorporated elements from the product range into his performance. A further clever idea from the Turkish exhibitor: a 3D product catalogue – including the necessary glasses. This made the presented products seem almost possible to touch. [www.promaks.net](http://www.promaks.net)







The promotion wear specialist Daiber presented itself at the fair as a company rich in tradition but young at heart in terms of colours and trends.

## GUSTAV DAIBER GMBH

### 100 YEARS PROMOTION WEAR

The promotion wear specialist Daiber is considered to be one of the most loyal exhibitors at the PSI Trade Show. While the PSI Trade Show is enjoying its 50th anniversary this year, Daiber is celebrating its 100th anniversary. The German-based company with a long-standing tradition is starting its anniversary year with fresh momentum. Daiber shared a stand with the companies Fare and Halfar System at the fair and showcased a new, striking, and inviting stand concept. 100 years of Daiber is not a reason for the company or for the managing director Rolf Daiber to sit back and have a rest. "We see the anniversary as a milestone in the company's history that serves as an example for future generations to make brave and well thought-out decisions for the company." In keeping with its 100th anniversary, Daiber is offering over 100 new products and innovations in its new main catalogue Compendium 2012. [www.daiber.de](http://www.daiber.de)



## IPAD RAFFLE AT THE 50TH PSI IN 2012

### WINNERS HAVE BEEN CHOSEN

Who wouldn't want a free iPad from the cult brand Apple? Visitors and exhibitors to the 50th PSI Trade Show also had the opportunity to win a PC tablet during the PSI raffle at this year's event. One only had to be lucky enough to get a hold of one of the free coffee mugs that were being handed out with the winning number on it. The following companies were the lucky winners: prestige werbeartikel & präsent GmbH, H.B. Werbung and TRIK GmbH. PSI congratulates the winners and hopes that they have lots of fun with the cult technical devices they won.



## TRENDBAGZ GMBH

### TRADE FAIR APPEARANCE A RESOUNDING SUCCESS

A large number of visitors and their positive feedback made the trade fair exhibition of Trendbagz GmbH from Essen, Germany a resounding success. Their new product, a bag made out of truck tarpaulin which can be individually designed, was exactly what promotional product distributors wanted. The tarpaulin bag was on display at their eye-catching stand that had a six metre high product wall. "The numerous meetings we had reflected the fact that tarpaulin bags with custom-made designs are very much in demand in the promotional products market," explained managing director Dennis Wendt, who also said that he was happy about the substantial feedback he had received concerning this product. He went on to say, "The short delivery times for the standard bags we keep in stock and offer on competitive terms also appealed to the people visiting the stand." [www.trendbagz.com](http://www.trendbagz.com)



Eye-catching and decorative: The six metre high product wall at the Trendbagz stand.



**FLORINGO GMBH****TERRY TOWELLING TO TEST AND FEEL**

**E**xhibition visitors who were inquisitively holding a towel in their hands – this could be observed at the Floringo GmbH stand. The reason: the terry towelling specialist had invited visitors to solve a special puzzle. The task was to determine the correct weight (in grams) of a sample in its new Floringo towel collection. In order to come up with the right answer, the German company made a soft, plump sample available to test at its stand. What's more, the Floringo team was at hand to answer questions about yarn, pile, technique and finishing. A puzzle which the exhibition visitors were eager to solve. The second activity, whereby visitors to the stand were asked to find a name for the promising newly launched product, was also well received. No wonder, given that the terry towelling specialist from Obersöchering in Bavaria not only hosted a fun and exciting challenge, but also offered attractive prizes. The "name giver" will be awarded a terry towelling voucher to the value of € 500. Those who were able to guess the correct weight can look forward to receiving one of ten towelling vouchers to the value of € 50. All in all, stand activities which drew lots of attention and created a great atmosphere. [www.floringo.de](http://www.floringo.de)

**NESTLER-MATHO****PSI UNBEATABLE AS A CONTACT FORUM**

**T**he 50th PSI in Düsseldorf was again a great success for Nestler-matho, one of the leading importers of design products. Numerous highly constructive conversations at the fair confirmed the effectiveness of the concept of the company Nestler-matho from Baden-Baden, Germany. "The personal contact with our partners in the promotional products trade is particularly important to us", says managing director Karin Pfrommer. The PSI Trade Show has therefore always been an important marketing instrument for presenting our new products." [www.nestler-matho.de](http://www.nestler-matho.de)

**SHTOX PRODUCTION UG****MAGICAL GLASSES**

**V**isitors to the 50th PSI are sure to have noticed the stand in Hall 11 hosted by the company Shtox Production UG. Three ladies, dressed completely in silver, amazed visitors by making glasses spin without any sign of effort, almost defying the laws of physics. Yet the story of the innovative glass idea is a short one. The Russian designer Evgeny Bushkovskiy observed that patrons of pubs and bars constantly play with their glasses, turning them back and forth while relaxing with friends. This gave him the idea to produce a glass which turns on its own. The development of the magical and now patented glass began in 2009. The product won the red dot award in the same year, though it took some time until it was ready to be released onto the market. A big challenge was finding a partner who was able to implement the complicated manufacturing technology. The company Nachtmann ultimately provided the solution. The PSI in Düsseldorf certainly proved to be a big success for Shtox, as sales manager Viktoria Dick declares. Massive interest was shown in the glasses with a twist. [www.shtox.com](http://www.shtox.com)



-Advert-





**ELASTO FORM KG****A SPLENDID PERFORMANCE**

This year the promotional product all-rounders of elasto form KG were again in football fever because following last year's women's world cup in Germany the men's European championship is being held in neighbouring Poland and Ukraine this year. This is reason enough for the company's team to follow up on their successful exhibitions at PSI in 2010 and 2011 and to again present themselves with an "arena look." The company was also exhibiting a lot of other products that can be used as effective advertising mediums in addition to the fan/fun sports-related products. Their product line includes everything from standard and premium give-aways to especially finished products – in other words everything that a promotional product heart could possibly desire. And yet what would the elasto form's exhibition at the fair be without the traditional party in the "Dä Spiegel" restaurant, which is located in Düsseldorf's historic city centre. The large company crew, customers, friends, and a PSI delegation really enjoyed themselves at the soiree held on the evening of the second day of the fair. The cover band "Keine Ahnung", which is from Sulzbach-Rosenberg – the German company's hometown – created an excellent atmosphere by playing rock and pop classics. As one might expect, the top-fermented dark beer on draft, which is known locally as "Altbier", kept flowing all night long. [www.elasto-form.de](http://www.elasto-form.de) <



The fun "Spiegel" party that has earned a cult-like status was again a must.

**SCHWAN-STABILO PROMOTION PRODUCTS GMBH & CO. KG****AN EXTREMELY SUCCESSFUL COMPETITION**

There were many reasons to celebrate at the exhibition stand of Schwan-Stabilo Promotion Products. After all, the competition for distributors organized by Stabilo, which ran from January to September 2011 and focussed on the sale of the Xtreme-Box filled with 18 fineliners from the "point 88 Mini" range, turned out to be a complete success. Out of roughly 40 competition participants, Thomas Derhaschnig from the company Nowak emerged as sales king, which meant that the crown went to Austria. He was awarded the first prize – a voucher for a Jochen Schweizer Xtreme event to the value of € 500. Managing Director Harry Saffer also presented prizes to second and third place winners Mark-Oliver Schrader (Viering GmbH) and Stéphane Hennig (K+M Werbemittel), who received vouchers for outdoor equipment and a gourmet dinner. [www.stabilo-promotion.com](http://www.stabilo-promotion.com) <





## HAT'S COMPANY GMBH & CO MAGICAL MOMENTS

The life of the team from Albstadt has revolved around caps, fleece and knitted hats as well as many other types of headgear for over 20 years. The Hat's Company offers the most varied caps, both as stocked wares that can be delivered at short notice as well as goods that have been specifically made according to customers' requests and ones that are refined accordingly. In keeping with the magic radiated by the Hat's Company's new symbol and logo, the rainbow, an elegant magician with an alluring top hat displayed his abilities at the trade fair stand. His most effective trick: The man in black aroused people's curiosity, attracted customers to the stand and therefore made sure that plenty of attention was paid to the range. [www.hats-company.de](http://www.hats-company.de)



## KARLOWSKY FASHION GMBH CREATIONS FROM STAR COOK

Abundant crowds of people always form around Karlowsky's trade fair stand every year. The Rock Chef Kochshow (rock chef cooking show) with the flamboyant Stefan Marquard was responsible for the crush, as always. The master of the pots, who is well-known from television, demonstrated his abilities twice a day while chatting in a relaxed way with the crowd. This tried and tested trade fair event regularly earns fashion specialist Karlowsky an enthusiastic reaction from their customers. In this manner, the product range revolving around shirts and blouses is anchored in the memory of the target group in a lasting way.

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



## JAMARA E. K. EYE-CATCHING FLYING OBJECTS

Oliver Lange, a member of the sales staff at Jamara, always had at least one hand full at the stand of the supplier of remote-controlled model flying objects, cars and ships: It was at this stand, which enjoyed a great deal of attention, that he demonstrated which virtuoso manoeuvres even the smallest helicopters of the range are able to make by means of a remote control. A stable position in the air, easy controllability, flexible rotor blades and stability are some of the strengths of the small crowd pullers from Aichstetten, Germany which easily awaken the child in every man or woman and catapult them straight into the hearts of the customers.

[www.jamara.com](http://www.jamara.com)







Representatives of the companies present the favoured products (from left to right): The winner of the Genius Award 2012 Gerhard Mayer (My Käfer), Didier Allechi (Case carrying Document), Friedhelm Limbeck (Tordynex Medical AG), Dietmar Bruker (Bruker Technik Rohr Stahl Maschinenbau).

## GENIUS AWARD 2012

# A PRIZE FOR CREATIVE MINDS

On 11 January 2012 the time had come: the Genius Award had its premiere. Within the context of the PSI Night, the winner of the first PSI Inventor Award was ceremoniously presented with the award. Here is a review.

**T**he mood could not have been better. The industry was dancing and celebrating exuberantly at this year's PSI Night when the presentation of the first Genius Award was announced. This is a distinction launched by PSI especially for the "newcomers to the fair": the inventors. Creative minds eagerly took the opportunity and submitted their "promotional-products-oriented invention" for the competition. The wide, original and innovative range of products that came together did not make the decision easy for the expert jury made up of representatives of the iENA Inventor Fair, the PSI and the industry. They carefully examined the registered products according to the criteria of creativity and innovativeness.

### ORIGINAL WINNING PRODUCT

It was ultimately the inventor Gerhard Mayer who was in the limelight on the evening the award was presented. The owner of My Käfer GmbH received the award,

which comes with a cash prize of € 2000, with pride. The self-employed master modeller frequently used to get annoyed about broom handles falling over in the workshop or home. As a result, he developed a smart solution: the broom handle holder "My Käfer". The little bug made of the material PE/TPE can be stuck to almost any surface, thereby preventing dangerous tripping hazards. But My Käfer is not only practical for everyday use, it is also a real eye-catcher at the same time. Gerhard Mayer explains: "There is a philosophy behind the product. The ladybird, which is surrounded by four-leaf clovers, inspires positive emotions. Its smile is passed on to the user." The product is both useful and emotional and thus fulfils the prerequisites for an effective promotional product.

### CLOSE DECISION

Unfortunately, there can only be one winner in a competition. Three innovative inventors only just missed the prize. Among

them was the Frenchman Didier Allechi. He entered the Genius competition with his high-quality document case made of paper. This useful transportation aid, whose shape is reminiscent of a house, can hold up to four kilos. The case provides a particularly large number of design options for the promotional products sector. The hazard warning light from Bruker Technik also found great recognition with the jury. It can provide for extra safety at the site of an accident, especially in poor visibility conditions. For this purpose, the light is mounted on the warning triangle and boosts the latter's effect. Lastly, the company Tordynex Medical AG made it onto the short-list with its product "stattplaster". The stylistic film in cheque card format closes small wounds in one to three minutes and eases pain or irritation from insect bites. This makes stattplaster a good alternative to the tradition plaster. <





## HALL 13

### POINT OF CONTACT FOR THOSE SEEKING INNOVATIONS

The light bulb has been a symbol of progress and good ideas ever since it was invented. HALL 13 of the Düsseldorf exhibition centre was equally bright at the 50th PSI. And not without reason. After all, inventors, start-up companies and innovators presented their market-ready new developments and original novelties here for the first time. But that was not the only thing that made HALL 13 into a centre of promotional products innovations. The range of products from these creative minds was supplemented, among other things, by the new-product presentation THE WALL. In the 100-metre-long wall, international exhibitors presented around 50 product innovations. Furthermore, the Meet-and-Greet Forum provided a newly designed platform in which short talks on various topics relevant to the industry were held by experts each day around midday. This was a new overall experience that was well received by the visitors and exhibitors at the 50th PSI 2012. The “newcomers to the fair” were likewise very satisfied. We have put together the opinions of some of the inventors. <

#### RAINER MERDONIG, MERDONIG ERFINDUNGEN, PATENTÜBERSETZUNGEN UND PATENTRECHERCHEN

“I was at the PSI for the first time as an exhibitor, and I can say that I liked the trade fair very much. I am greatly in favour of the concept of providing inventors with a platform at the PSI. My decision to make use of the Inventors’ Package was one that I was very satisfied with. I was absolutely delighted with the visitors to the fair. I established contact with owners of advertising agencies, with event managers, purchasers, salespeople and manufacturers. All the visitors to my stand were trade visitors and I got not only good contacts but also ideas and tips. I already have a brilliant idea for a new kind of promotional product. Being able to exhibit at such a fantastic trade fair with top class visitors is a great opportunity. I will happily come back for the next PSI.” <

#### JO FELLNER, SITBOX EVENTBEDARF GBR

“Despite having a small stand in the PSI inventors’ HALL 13, the crowds were large. We were delighted by the mass of visitors. Primarily decision-makers and owners of international companies in the promotional products sector, along with hunters from well-known agencies, sought out our stand. At the PSI Trade Show, we presented three new developments, including our top seller, the Sitbox. The very sturdy event stool (weight-bearing capacity of over 200 kg) is supplied as a set with a sack made of PE. This serves both as packaging and as protection from the weather. The offset laminated cover upgrades the useful open-air stool to a little advertising pillar that, thanks to its robustness, will continue to serve its purpose in the private sphere long after the event has finished. Through our participation at the iENA, the Nuremberg Inventor Fair, we fortunately came to the PSI. The organization and presentation in combination with qualified trade fair contacts made us fans of the PSI Trade Show in no time at all. 2013 has already been firmly fixed in our diary.” <



## SURVEY ON THE IMPACT OF PROMOTIONAL PRODUCTS

### REPRESENTATIVE MEDIA DATA FOR THE FIRST TIME

Those at the morning's trade fair opening who found what Patrick Politze had to say on the first promotional product impact survey too short were given a chance, in the afternoon, to follow the explanations by the chairman of the German Promotional Products Association (GWW) in as much detail as they liked. During his talk lasting just under one hour, Politze presented the most important findings of the survey which, for the first time, supplies data which is as concrete as it is "convincing" on the impact of promotional products. In addition, the GWW chairman provided an overview of the figures from the current promotional products monitor, which recorded a total sales volume in the promotional products sector of € 3.5 billion in 2011. This represents an increase of € 100,000 compared to the previous year's value and an increase of almost 16 per cent compared with crisis year 2009. The findings of both surveys give market participants consistently positive incentives to continue intensively utilising the forecast long-term potentials of promotional products. Our focal topic in this issue presents the findings of the promotional product impact survey in detail.

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



Patrick Politze: "Even in turbulent times, the market is growing."



## J. G. NIEDEREGGER GMBH & CO. KG

### A FANTASTIC ARTWORK MADE OUT OF MARZIPAN

The world-famous marzipan producer Niederegger conjured up a piece of Lubeck's building history and placed it in the halls of the 50th PSI Trade Show in 2012. Niederegger is a company from Lubeck, Germany which has a long-standing tradition and at its stand visitors to the fair discovered a model of the city's famous Holsten Gate made out of marzipan. Two confectioners spent about 350 working hours to make the sweet version of the town's historical landmark. It was a special centre of attraction which couldn't be ignored and which impressed both exhibitors and visitors to the fair. [www.niederegger.de](http://www.niederegger.de)

## UMA WRITING INSTRUMENTS

### UMA VISUAL ENTHRALS TRADE SHOW VISITORS

Uma was also selling fascinating new products during the 50th PSI Trade Show. One of the highlights was the uma Visual, a creative innovation that turns promotional ballpoint pens into a one-of-a-kind brandname advertising medium. With the new finishing technique for uma Visual, the writing instruments manufacturer from the Black Forest offers its customers totally new and individual options. Thanks to the foil transfer technique and digital printing with a resolution of up to 1,200 dpi, the casings of a wide variety of writing instrument models can now be imprinted with product illustrations, advertising motifs, your own individual designs, full pictures and images, and much more. From now on more than just traditional company logos can be placed on the writing instruments. What is more, there were a number of new products for the trade fair visitors to discover, including the uma MagicDUO, which is the first 2-in-1 pen worldwide that has a built-in marker refill that can be used by simply turning the pen. Another uma product worth mentioning is Icon green. This ballpoint pen with a twist mechanism is made out of anti-bacterial, non-toxic and ecologically-friendly plastic, which fulfils the European directives for food products as well as the guidelines of the American FDA. [www.uma-pen.com/news2012](http://www.uma-pen.com/news2012)





**STILOLINEA SRL****STAR DESIGNER ENRICO FUMIA AT THE PSI**

**A**round the world Italian design stands for innovation, elegance and creativity. The writing utensil specialist Stilolinea from Turin acknowledges this: with Myto, a writing instrument featuring elegant stylistic elements designed by none other than Enrico Fumia. He was once the head of design at Pininfarina and Fiat and father of such famous automotive designs as the Lancia Y, Alfa 164 or the strictly limited edition Ferrari F90. Enrico Fumia was honoured to attend the Stilolinea stand and showed great interest in the new offer centred on his promotional activePen, utilising a web service accessible at Falabrac.com. The new promotional concept provides many online opportunities for the advertising of products or campaigns through a web code printed on the pen.

[www.stilolinea.it](http://www.stilolinea.it)

**PAVILIONS AT THE FAIR****INTERNATIONAL FLAIR**

**A**mong other attractions, it was the pavilions which had been organised by the individual partner associations from various countries that created an international atmosphere at this year's PSI Trade Show. Among the exhibitors were some for whom this fair was a premiere, such as the Ukrainian pavilion, which was organised by Avirsu; the Dutch pavilion arranged by promZ and the Italian joint stand organised by the partner association PTE. Even the IPSA, the Russian partner organisation of many years' standing, was present for the first time with its own stand.



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**IntracoTrading**<sup>by</sup>

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



# 100 Jahre Daiber



R. Daiber

**30** years

Die Gustav Daiber GmbH feiert 2012 ihr 100-jähriges Jubiläum. 1912 wurde sie von Gustav Daiber gegründet und wird mittlerweile in vierter Generation von **Rolf Daiber** und **Kai Gminder** geführt. Von über 100 Mitarbeitern gehören 31 mit **langjähriger Textil-Erfahrung** zum Daiber-Team, addiert ergibt dies eine geballte textile Fachkompetenz von fast **1000 Jahren**. Hiervon profitieren die Kunden der Gustav Daiber GmbH jeden Tag. Ein perfekt aufeinander abgestimmtes Team kümmert sich um die Wünsche und den **blitzschnellen Versand** zu den Kunden und entwickelt neue Ideen für die nächste Kollektion – **Tradition ist bei Daiber gelebte Innovation.**



1912-2012  
**100 YEARS**  
Textile Competence



# 1912 2012



FASHION TUNES



W. Huonker

**20** years



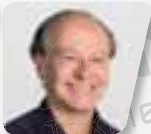
S. Geiger

**25** years



A. Schadowski

**30** years



J. Daiber

**30** years



C. Reck

**30** years



T. Schirmer

**30** years



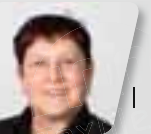
S. Gley

**35** years



A. Bonni

**40** years



R. Renz

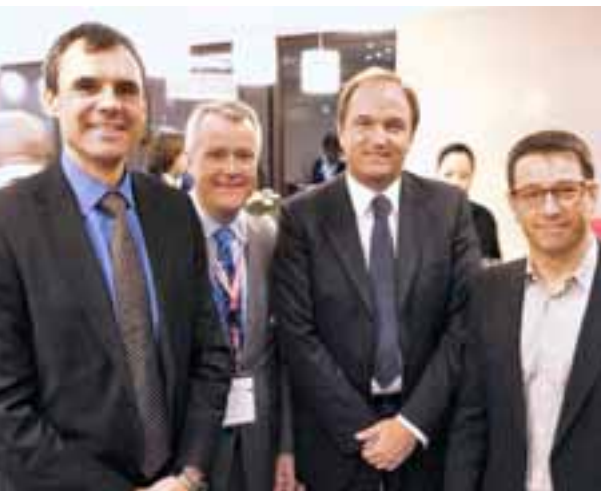
**40** years

**Textile Competence**



Die textil-erfahrensten Daiber-Mitarbeiter tragen Jacken in orange.





Michael Nick, CEO of the Senator Group, Tim Andrews, CEO and President of ASI, Maurizio Castelli, CEO of the Lediberg Group, and Michael Bernstein, CEO of PF Concept (from left), described their experience of working in the US American promotional product market.

## ASI PANEL

### THE WAY TO THE AMERICAN MARKET

Conquering America – How to sell in the US market” was the topic that Tim Andrews, CEO and President of ASI – the Advertising Specialty Institute – spoke about during the “ASI Panel”, which was held at the VIP Lounge in Hall 10 and which was attended by approximately 50 European promotional product suppliers. The participants had the opportunity to listen to three managers with experience in doing business in the USA (Michael Bernstein, CEO of PF Concept, Michael Nick, CEO of the Senator Group, and Maurizio Castelli, CEO of the Lediberg Group) and to ask them questions about the US market. The managers, who have been active in the USA for many years, explained that they had struggled with the notable differences in doing business in the US compared to Europe, especially with regard to the way the ordering process is done and the generally accepted terms of delivery and delivery times that are used in the US market. In their view, anyone who wanted to be successful in selling promotional products in the USA in the long term would have to start off by being well prepared for the special demands that the US market has in terms of short delivery times and to concentrate less on selling specialized products. In the USA clients relied less on in-depth advice and more on reliable service in the form of delivering orders exactly on time, being able to have very short delivery times for standard products that are in stock and being able to do this while offering low prices. Moreover, the speakers were also in agreement that it was much more difficult for an American supplier to be successful in Europe than for a professionally organised European supplier to conquer the US American market. [www.asicentral.com](http://www.asicentral.com)



## INNOVATION SHOW “THE WALL”

### A WALL FULL OF INNOVATIONS

Usually walls are boring and unattractive. But not at the 50th PSI Trade Show in 2012. Here a very special kind of wall adorned HALL13. The PSI team decided to place the innovation show THE WALL in the hall for inventors, start-up companies and innovators to showcase some of their products. The 100 metre long wall had display windows where specially selected products from the nearly 1,000 fair exhibitors could be viewed. It was an attention-getter and a centre of attraction at the same time. More than 1,000 visitors requested that more information on the innovative products be sent to them by leaving their contact information with the service personnel who were on hand to pass this information on to the exhibitors. There was also THE WALL shuttle service that took fair visitors who were interested in certain products directly to the exhibitors’ stands; this service was used and appreciated by many visitors. All in all, this innovation show was very well received and a resounding success.







## CROW 'N' CROW

### HEARING THE LATEST INFORMATION, CHILLING OUT AND RELAXING

**M**any exhibition visitors made an extended stop at the stand hosted by Crow 'n' Crow. The temptation to sit on one of the company's diverse bean bags and take a break from the commotion was just too great. Those who took up the offer not only found out about the comfortable and stylish promotional products that come in all shapes and colours. They were also able to quench their thirst with creative cocktails offered by the German based company. All in all, an exhibition concept with the right mix of information, communication and comfort. [www.crowncrow.com](http://www.crowncrow.com)



## KLIO ETERNA

### FULL HOUSE AT THE NEW STAND

**T**his is what successful stand architecture can look like: modern design in stylish black, combined with distinct colours. A clear statement of expertise, visible even from a distance, and a functional structure that made sense – the new stand from Klio Eterna at the 50th PSI Trade Show was a well-visited point of contact for anyone in search of up-to-date writing utensils directly from the producer. Already attracting many visitors during the day, there was a "full house" and top atmosphere at the new stand on the evening of the second day of the fair. With knowledgeably presented wines and sumptuous catering, the host Hans M. Höhner and his team welcomed guests and customers from all over the world, who clearly felt at ease in this cheerful ambience. [www.klio.com](http://www.klio.com)



## PSI PRODUCT FINDER

### TEST OF THE MOBILE VERSION

**W**hen using the mobile version of the Product Finder, you are always up to date, even when you are on the road. At the PSI stand in HALL13, visitors had ample opportunity to test this. Ten demo stations were available to try out the mobile version of the Product Finder on an iPad. The flexible product search provides real-time prices and live information on availability while you're on the move, as well as various search functions such as relevance ranking and semantic search. As a special surprise for the PSI, visitors were able to request current information on the exhibitors with the help of this free app.

[www.psiproductfinder.mobi](http://www.psiproductfinder.mobi)







## INDUSTRY KNOW-HOW

### NEW PLATFORM IN HALL13

The Meet & Greet-Forum was a welcome addition for the innovative concept of HALL13 and offered the visitors to the fair a great deal of industry know-how. Each day, experts gave brief lectures on subjects relevant to the trade, such as the value chain of a promotional product, the Code of Conduct and distributor qualification in the promotional products industry. This new platform was also a central information point for everybody who wanted to get first-hand information from Customs, the German Office for Trade-marks and Patents or the designers of the PSI Design Service. The museum Plagiarius of Solingen showed an exhibition about product and brand piracy. For the first time, the PSI offered a job fair inside the Meet & Greet-Forum. Here, exhibitors and visitors were able to publish job searches and job vacancies. <



### EPPA: A CODE OF CONDUCT FOR EUROPE

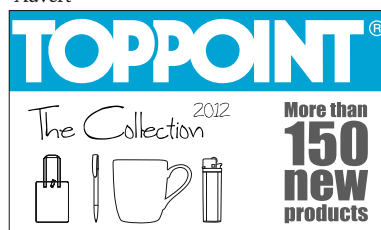
During the 50th PSI Trade Show, the industry's European umbrella association European Promotional Products Association, EPPA informed around 20 participants of the current status of its activities with regard to establishing a Code of Conduct for the promotional product industry at the Meet & Greet Forum in HALL13. Claire Teurlings, the Programme Manager at EPPA, explained that the industry needed to continue focusing on establishing a Code of Conduct that is adhered to by companies working in the industry. Social, ecological and humanitarian responsibility for everyone involved in the production and trade of promotional products was the main issue that needed to be addressed. For this reason, EPPA is working together with specialists from large suppliers, in order to harmonise the current rules and standards that are being used in various countries with the Code of Conduct for Europe. Furthermore, she stated that the credibility and the image of the industry had to be worked on. The contents of the European Code of Conduct include, among others, the issues that no products are to be made by child labour and that certification is to be carried out. Moreover, EPPA is also campaigning for more transparency within the supply chain. These industry messages are to be communicated both to Brussels as well as to the consumer. <

### (DISTRIBUTOR) QUALIFICATION IN THE INDUSTRY

The third part of the Meet & Greet programme of presentations turned to the topic of "Distributor qualification in the promotional products industry". Under the moderation of bwg honorary chairman Hans-Joachim Evers, Robert Jahrstorfer, managing director Mobile GmbH Vertriebsakademie – Vertriebsconsulting, Munich, Germany presented the sales academy's training course in becoming a chamber of commerce and industry (IHK)-certified promotional products consultant. This further education measure, provided by the German Federal Association of Promotional Products Consultants (bwg) in partnership with Mobile and Weiterbildungsgesellschaft der IHK Bonn/Rhein-Sieg mbH, offers bwg member companies and other market participants within the industry a qualification to prepare (new) employees for the diverse challenges of daily business at the interface between manufacturer and customer. It takes place in the form of a 13-day attendance seminar. The promotional products consultant training has proved its worth during three successful courses so far. [www.bwg-verband.de](http://www.bwg-verband.de) <



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Newly elected to EPPA's Executive Board (from left to right): Fatih Cirpan, Patrick Politze, Annette Scott, Hans Poulis and Gabriel Moese Ruiz.

## EPPA MEETING

# NEW STANDARDS FOR EUROPE

The European Promotional Products Association, EPPA, held a general meeting in the Tulip Inn, a hotel near the trade fair, on the eve of the 50th PSI Trade Show in Düsseldorf. The main focus of the event, besides the election of a new executive board, centred on the promotional product Industry's new image campaign as well as current information about activities throughout Europe with regard to a Code of Conduct.

**A**nnette Scott, Treasurer and Finances, Gabriel Moese Ruiz, Communication and Marketing, and Fatih Cirpan, Customer Relationship Management, are part of the new EPPA five-member executive board alongside Hans Poulis and Patrick Politze who were re-elected as President and Vice-President respectively. Following the election, Hans Poulis reported that great progress had been made with regard to the association's activities concerning a far-reaching Code of Conduct. EPPA is promoting the effective use of promotional products with increasing emphasis on an ethical and sustainable production by way of its Code of Conduct for the industry. This code of honour sets new standards for social, ecological and humanitarian re-

sponsibility. Apart from the preservation of business customs and social legislation, environmental and data protection, this includes compliance with competition law, commitment to the avoidance of hazardous substances during production as well as a promotional product industry model that is oriented on quality at a European level.

### "NOTHING BRINGS YOU CLOSER"

The concept of the new EPPA campaign, which was illustrated on a poster, was then ceremoniously unveiled. It displays a golden ribbon with the slogan "Nothing brings you closer" and is geared towards the great emotional effect of promotional products. The campaign refers to the high differentiation value of promotional products: Re-

cent German studies by the market research institute Dima verify that promotional products are among the most effective advertising media. These products are not only appreciated by the recipients over a long period of time but are also used and kept by them for a long time, too. EPPA's campaign is offering the industry a tool which can be incorporated into company catalogues as well as in sales documents and websites in order to prove the impact of promotional products on end-users. The campaign has been developed in cooperation with the decision makers of experienced companies in the industry. Many of these companies are members of the respective national trade associations.

[www.eppa-org.eu](http://www.eppa-org.eu)





## SAMSONITE RENÉ HÄUSSER E. K.

### FUN AND ENTERTAINMENT WITH THE LIGHT-AS-A-FEATHER SUITCASES

**F**lying suitcases are not only something that occurs in the well-known fairy tales of Hans Christian Andersen. They also could be seen at Samsonite's stand at the PSI Trade Show. Here visitors to the fair had the opportunity to try out the specialist's suitcases in a new and fun online game. The goal of the game was to throw different suitcases down the airport runway as far as possible and to reach an airplane that was taking off. Besides throwing "normal" suitcases along the runway, players also had the chance to see how far the new "Samsonite B-Lite Fresh" suitcase could go. Since this suitcase is the lightest Samsonite of all time, it flew particularly far down the runway in comparison to the other suitcases. Players were quite surprised by the difference and the results were a good way to start off an intensive conversation with customers. The best players could cash in on the attractive prizes being given away by Samsonite, including a high-quality suitcase from the B-Lite-Fresh Collection, exclusive women's and men's wallets, or an iPad 2 case. [www.samsonite.de](http://www.samsonite.de)



## TIPP-KICK EDWIN MIEG OHG

### MEETING POINT FOR PASSIONATE PLAYERS

**T**he game at the Tipp-Kick stand didn't only last 90 minutes; it went on for several days. There was much enthusiastic discussion about the popular table football product during the entire exhibition. After all, the Uefa European Football Championship will be held in Poland and the Ukraine this year. The perfect timing for such promotional products – items which are sure to generate results. According to Tipp-Kick Managing Director Jochen Mieg, the PSI was merely the kick-off of the peak sales period for the game with the little plastic kickers. The final whistle is expected in summer, but this doesn't mean that demand will cease. Don't forget: after the Uefa Championship is before the next FIFA World Cup. [www.tipp-kick.de](http://www.tipp-kick.de)

## ARACO INTERNATIONAL B. V.

### INTRODUCING A BRAND-NEW TERRY TOWEL LINE

**D**o you know Sophie Muval? No? There was an opportunity to meet this mysterious, soft beauty at the 50th PSI Trade Show in the form of a velvety-soft terry towel at the colourful Araco stand in Hall 11. Sophie Muval is, after all, nothing less than the name-giver for the brand-new terry towel line from the Dutch B2B quality supplier. Paying a visit to the Araco Company, which also has T-shirts and polo shirts as well as caps in its portfolio, was worthwhile in other regards too: Two professional barmen from BarEntertainment mixed perfectly harmonised cocktails à la Piña Colada, Sex on the Beach, Mojito and Co. in a very proficient and virtuous way for the customers on the first and second days of the trade fair.

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





## HANESBRANDS EUROPE GMBH

### NEW STYLES TO DISCOVER

The Hanes brand, which was founded in Winston-Salem, North Carolina, USA in 1901, has developed into one of the most important fashion brand names worldwide over the last century. It is impossible to imagine the promotional product industry without the products from this renowned company. With its European headquarters in Aachen, Germany and its main distribution centre in Ghent, Belgium, the Hanes company enhances the European market for printable textiles and offers the industry an impressive collection of T-shirts, polo shirts, sweatshirts and pullovers that are tailored exactly to the tastes of modern and fashion-conscious customers. The label had a successful presence at the latest PSI Trade Show with their display of new models alongside their tried and tested models: exciting underwear for him and her, athletic styles in the Cool-DRI Collection, as well as several new highlights, such as the inexpensive US styles of LiberTy and T-Easy. Many visitors to their stand took advantage of their offer to take samples with them directly from the stand. [www.hanes.eu](http://www.hanes.eu) <



There was a lot of interest in the new styles for fashion-conscious customers at the Hanesbrands stand.



## THE BRITISH PAVILION

### A WINNING PARTNERSHIP

The bma, the British industry association, can look back on a very successful PSI Trade Show. Its eight suppliers, Bio-Laboratories, SPS, Trade Only, Bite Promotions, I Name It, The Logo Lollipop company, Oakthrift and Dunelm Glass, were all united under the roof of the British pavilion. "For us, the joint stand of the BPMA pavilion was an ideal opportunity to make new contacts, particularly in Germany and France", Ian Webb from Bio Laboratories reported. For some of the companies it was the first time they exhibited their products at a trade fair, among them Dunelm Glass, the producer of glass ware, who had designed a trophy in the shape of the Rhine Tower of Düsseldorf for the 50th PSI. During a formal reception, Michael Freter received the symbol of the state capital. [www.bpma.co.uk](http://www.bpma.co.uk) <

## LIFESTYLE + PROMO IT

### PRIZE DRAW ATTRACTS INTEREST

Visitors to the PSI who came to the stand of Lifestyle + Promo IT from Bad Krozingen, Germany were able to experience the energy and enthusiasm of HALL13 firsthand. Because this was where the first-time exhibitors were based, and the crew from LPI were in their element here. With the main goal of making themselves known as a new manufacturer of IT and storage media for promotional purposes, they also launched a prize draw at the stand. First prize: a gift box for a short getaway from Jollydays.de. [www.lifestyle-promo-it.de](http://www.lifestyle-promo-it.de) <



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**ONLY 19.5 BY 14.5 MILLIMETRES**

## **“SMALLEST USB STICK IN THE WORLD”**

**D**eonet, the Dutch manufacturer of promotional products such as USB sticks, claims to be presenting the “smallest USB stick in the world”. This extremely tiny USB stick contains a new type of memory chip called the Micro UDP chip. It is less than half as large as the traditional USB memory chip. The new UDP chip is 19.5 by 14.5 millimetres in size, hardly bigger than a fingertip, and only 2.9 millimetres thick. This super small USB stick comes with 4.8 and 16 GB. In January, it was presented at the biggest European trade fair for promotional products, the PSI in Düsseldorf.

“For years now, Deonet has been observing high demand for user-friendly, compact USB sticks. Developing the UDP microchip keeps us innovative on the USB market,” declares Rob van Berkorn, Managing Director of Deonet. “With the help of this new technology, we can introduce extremely small USB solutions.” The main advantage is that this USB stick is small enough to be kept in a wallet or on a key chain. In addition, Deonet’s smallest USB stick is so tiny that it barely sticks out of the USB port on a PC or laptop. It can simply be left in even when the laptop is stowed away in its bag. The “smallest USB stick in the world” is only one of Deonet’s many original, well-liked USB sticks. A few years ago, Deonet’s golden USB stick with diamonds caused a stir in the global press because it was the most expensive USB stick at the time.

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



## **HALFAR SYSTEM GMBH**

### **EXPERIENCING BRANDS STAND**

**H**alfar from Bielefeld, Germany does not only consider itself to be a manufacturer and specialist in the bag sector but also a brand. In accordance with its overall concept, the East Westphalians skilfully brought their appearance at the Trade Show in Düsseldorf into line with the concept of this year’s catalogue. In other words, to make bags for life and for people. According to the storyline in the catalogue, the design of the shelves for the stand was based on the topic “Bar” – illustrated with pictures of authentic characters in the catalogue and photographed at a real location. The outstanding staging consisting of many exhibits demonstrated Halfar’s competence concerning brands in an impressive manner. [www.halfar.com](http://www.halfar.com)



## **BALLON SERVICE JUNGK VERKAUFSFÖRDERUNGS GMBH**

### **IDEAS RELATING TO BALLOONS**

**T**he balloon service Jungk, first-time exhibitor in HALL13 and a self-styled “concocter of orders relating to balloons” has not lost contact with the ground despite its promising range: The aerial specialist with a full service that is nationwide is just as much a competent contact person for small project-related series as for mass productions, balloon decorations, mass starts, distributions and other sales promotion campaigns involving balloons. As balloons belong to the category of rising stars in the business, Managing Director Bernd Jungk and his colleagues made an eye-catching appearance. [www.ballonservice-jungk.de](http://www.ballonservice-jungk.de)







## EXHIBITOR COMMENTS ABOUT THE 50TH PSI TRADE SHOW

### KAI GMINDER, DAIBER

In this anniversary year we are represented here at the PSI with a new cross-brand trade fair stand, which clearly shows our group affiliation and allows for individual design options for the individual companies in our group. The very positive reaction to the new concept has shown us that we thereby offer customers ideal possibilities for experiencing new products.



### STEFFEN HEINZINGER, MAGNA SWEETS

For us the PSI Trade Show is one of the most important indicators of business confidence. At this event one can get a good impression of how the year will turn out. In my opinion, there is a good atmosphere. One doesn't get the sense that people are afraid of a crisis. I am happy about the way the fair is going. If I am not mistaken, the 50th PSI is not quite as bustling as previous fairs have been. But this doesn't mean that the quality of the fair has suffered as a result. PSI continues to be the leading trade fair for the promotional products industry.

### ADAM MATUSCHEK, WERA WERK

We were at the PSI as exhibitors for the first time – and it was worth it! There was always something to do and we made many contacts, while conducting numerous excellent and effective talks. It is no coincidence that Wera is one of the world's leading manufacturers of assembly tools for screws. Its innovative ideas have impressed both men and women, young and old. After all, great tools are something people need everywhere, don't they? The promotional product distributors were impressed by the quality and innovativeness of Wera's products at the PSI. The firm offers great tools that people can effectively use to advertise and above all to have fun with while screwing nuts and bolts. According to the promotional product distributors, there is a trend "away from cheap tools towards more high-quality tools". Their owners surely appreciate this because quality pays off. We are on the right track with Wera. This was clearly confirmed during the talks conducted with numerous distributors at the PSI Trade Show.



### CORINNA LENZ, DER ZUCKERBÄCKER

For us, the PSI Trade Show is the first fair ever. As we are still a young company, we were unsure at first as to whether or not the PSI Trade Show would be the right platform for us. But we became convinced quite quickly and were able to make lots of new contacts. In our Corner Shop 2.0 we offer something which everybody knows and which is still completely new – it's catching on.

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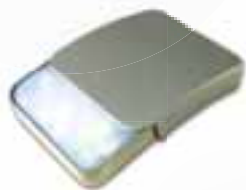
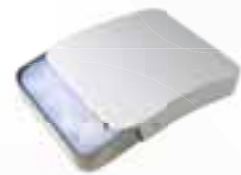
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## PROMOTIONAL PRODUCTS SURVEYS

# CLEAR PROOF OF PROMOTIONAL EFFECT

The 50th PSI was not only a landmark in the history of trade fairs and the PSI, it also marked a milestone in promotional products research: at the trade fair, the first representative German survey on promotional effect was presented, for the first time delivering valid statements in terms of media data concerning promotional products. Together with the findings of the annually updated GWW promotional products monitor, a database was thereby created that provides irrefutable proof of the promotional product's outstanding performance in the communications mix and its effect as an advertising medium.

**S**eldom has there been such plentiful good news right at the start of the trade fair as there was this year: According to the GWW promotional products monitor, conducted by Cologne-based market research institute Advernomics, promotional products sales in Germany have remained stable with a slight rise (€ 3.46 billion). In addition, it was evident once again that the promotional product has es-

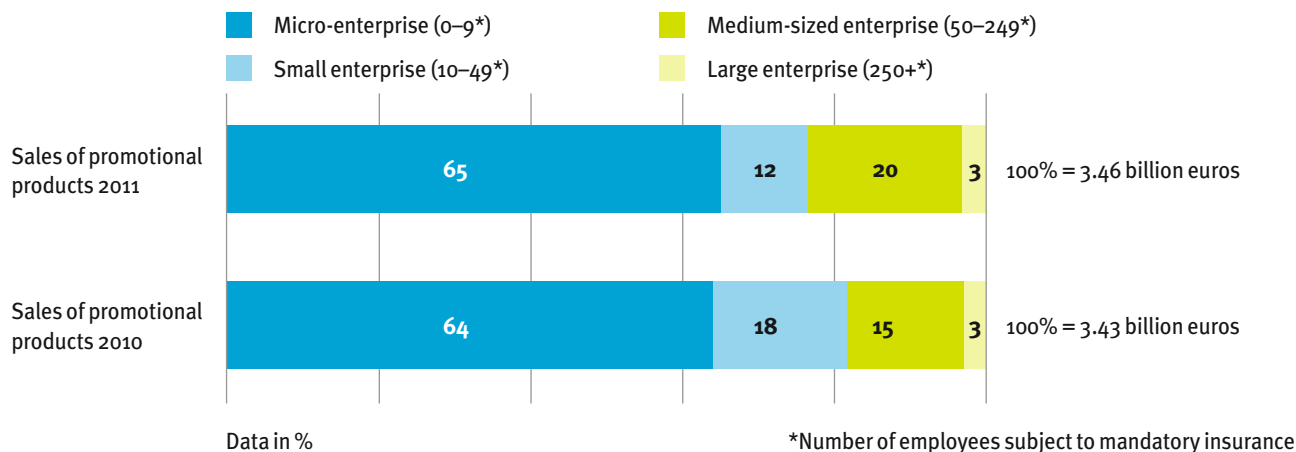
tablished itself over years as a constant variable in advertising budgets. An additional, so far unique contribution towards levelling the promotional product with other forms of advertising was delivered by the first representative promotional effect survey, submitted by Mannheim-based institute Dima. This forward-looking project, which was realised with funding from the associations, from PSI, as well as a total

of ten companies within the industry, yielded outstanding figures with reference to recall and coverage. Thus, for the first time, promotional product-specific media data exist, making the promotional product comparable with other advertising mediums and arming the trade with solid arguments in favour of using promotional products. The fact that promotional products having nothing to fear from comparison with



### RELATIVE SALES OF PROMOTIONAL PRODUCTS COMPARED TO THE PREVIOUS YEAR

#### HOW HIGH ARE YOUR EXPENSES FOR PROMOTIONAL PRODUCTS IN THE CURRENT FINANCIAL YEAR 2011?



The share of sales has increased especially among medium-sized enterprises (50-249 \*) compared to the previous year. This is one reason for the slight overall growth in sales of promotional products in the current survey year.

Source: Advemomics GmbH

conventional advertising, TV, and even on-line advertising – indeed, that they are even way ahead in the most important parameters such as effect and price / performance ratio – is a positive boost to the industry's image and can further inspire the sector's professionalism. In addition, the findings supply a valuable basis for the associations' political activities, which are aimed at abolishing the unequal fiscal treatment of promotional products expenditure and emancipating the promotional product within the context of the other advertising mediums.

#### PROMOTIONAL PRODUCTS WAY

##### AHEAD IN THE COMMUNICATIONS MIX

Within the scope of the promotional effect survey a total of 2,002 men and women in Germany aged 14 years and upwards were questioned with regard to the coverage, product requirement and communication output of promotional products. The basis of the survey was formed by a cross-section of the most important promotional products – 28 product categories were examined. The outcome of the survey is noteworthy because 94 per cent of the people

surveyed indicated that they owned a promotional product. If this is extrapolated to the population as a whole, more than 66 million Germans aged 14 and upwards own at least one promotional product. On average, a recipient recalls 30 promotional products in his or her possession and uses a promotional product on average once a day. In the communications mix the promotional product has thereby asserted itself as the third-strongest advertising medium and secured its position. The coverage of a promotional product is enormous: for example, each day 88 per cent of the population aged 14 and up come into contact with promotional products. This promotional contact opportunity thus exceeds that of radio and television by far. Recall is even twice as high as it is with television. This is information that has to make the trade sit up and take notice – after all, the survey has thereby confirmed facts that represent decisive arguments for companies during budget decisions and compelling reasons for opting to use promotional products.

#### FACTORS THAT INFLUENCE RECALL

The recall of promotional products is determined above all by the interaction of various product features. If a product is fun to use and is distinguished by quality and originality, even striking printed promotional messages are tolerated, as they are perceived by the recipients as a component of the promotional product. The product features likeability, quality, originality, and printed promotional message therefore have, according to the survey, a crucial influence on how promotional products are perceived, assessed, and used. If these four dimensions are optimised, recall rises from 36 per cent to 76 per cent. Of primary importance for a promotional product's relevance are the property complexes functionality and quality; actual benefit is thus exceedingly important, this area has primacy over originality and design and over the brand, which can be considered as an added value.

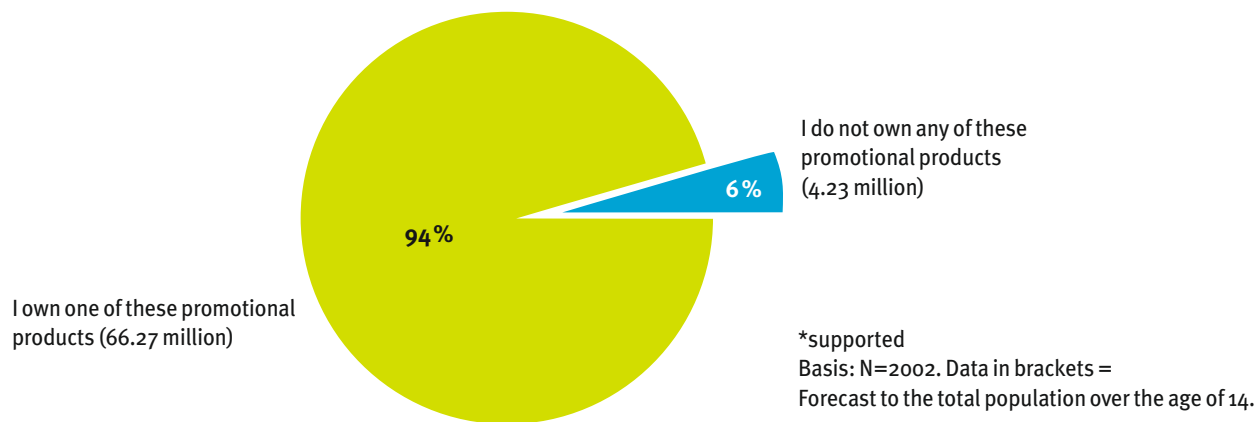
#### LARGE SALES POTENTIAL

Small and medium-sized enterprises are primarily the ones that do not include any promotional product distributors or con-



### OWNERSHIP OF PROMOTIONAL PRODUCTS

PLEASE TELL ME WHETHER YOU OWN ANY OF THESE PROMOTIONAL PRODUCTS\*



Very high degree of awareness of promotional products.

Source: Dima promotional product survey

### REACH ON AN AVERAGE DAY



\*Basis: N = 2002. The range was calculated from the advertising exposure chance (= use) of a promotional product per day.

\*\* Source: ma 2011 (value for posters = average value for different poster sizes). \*\*\* Source: AGF/GfK 2010

**High reach: Promotional products reach 88 % of the population aged 14 years or older (on an average day) – more often than any other medium.**

Source: Dima promotional product survey

sultants when deciding what promotional products are going to be used. Large enterprises are making increased use of the consulting services offered by promotional product distributors. The proportion of large enterprises that use promotional products rose in 2011 from 75 to 84 per cent. However, they make up just 3 per cent of the industry's sales. A lot of potential for the promotional products industry is offered by small and medium-sized enter-

prises. The smallest companies have a share of 65 per cent in promotional products sales, which corresponds to € 2.25 billion. Although they invest the least per company, this is relative due to their high numbers. Their share of sales rose in the past year by around one per cent. In 2011, sales with medium-sized enterprises made up approximately 20 per cent of overall promotional product sales – a plus of 5 per cent. For dealers this is an interesting point of ap-

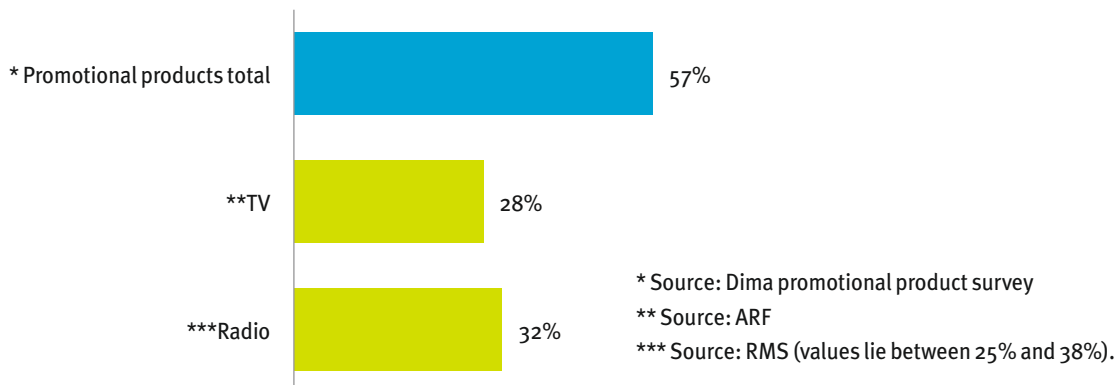
proach, as the facts and figures do show that there is still latent sales potential precisely in this medium-sized area. Distributors will be able to enhance their profile on the market via targeted acquisition among medium-sized enterprises and by providing the accompanying advice.

#### HIGH ADVERTISING RECALL

According to the Dima survey, 75 per cent of the products remain in the recipients' possession for more than half a year; 37



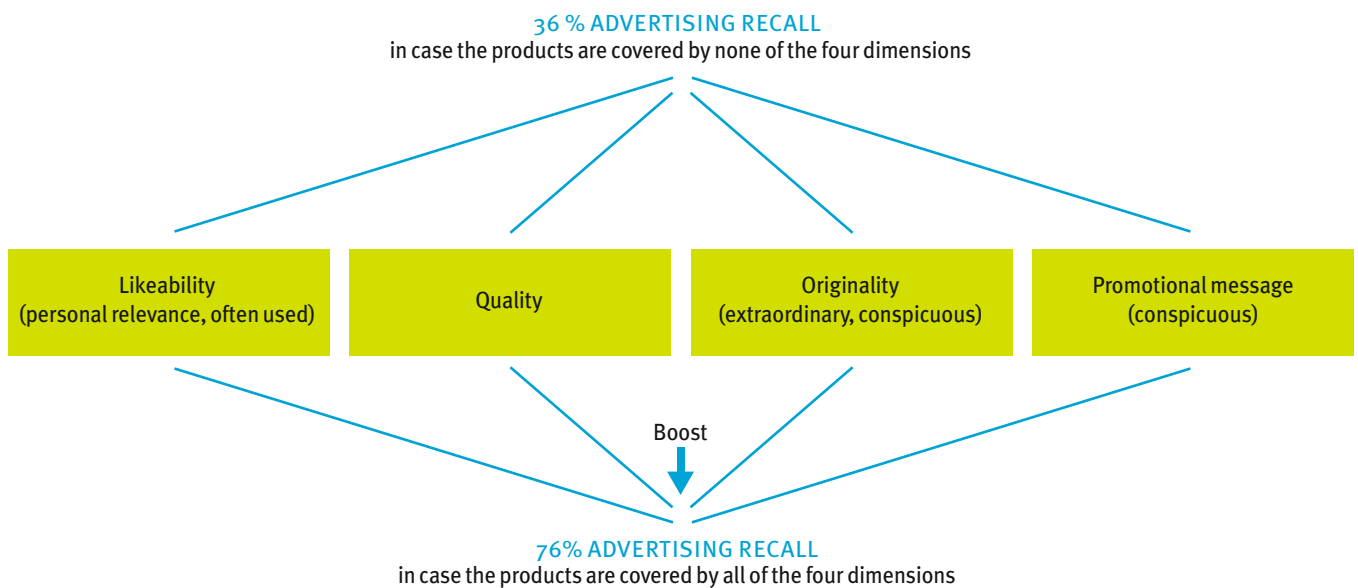
### I RECALL THE BRAND NAME OR THE COMPANY NAME OF THE ADVERTISING COMPANY



**High advertising recall: Advertising recall twice as high for promotional products compared to television.**

Source: Dima promotional product survey

### FACTORS INFLUENCING ADVERTISING RECALL



**The advertising recall is more than doubled by the interaction of the four product features.**

Source: Dima promotional product survey

per cent even for longer than two years. This is also supported by the findings of the GWW promotional products monitor, which points to a clear trend towards quality. It is likewise noteworthy that 86 per cent of recipients use the promotional products themselves; accordingly, there is virtually no wastage. 17 per cent of recipients indicate that the promotional product positively influenced the corporate image, in respect of customer orientation and qua-

lity consciousness. Proof is thereby provided once again that promotional products have versatile functions and can be regarded as multipliers. Yet the question remains: Why don't more companies invest in customer orientation and maintenance? According to the promotional products monitor, 50 per cent of companies are unaware of the benefit of promotional products. A total of 32 per cent indicate legal or bureaucratic obstacles to explain why this

form of advertising is not a component of their communications concept. Clear findings that show the trade where it has to start and what function it has to acquire to ensure that more and more companies make well-advised investments in promotional products.

<



## FOCUS ON PRODUCT LABELLING

# PRODUCT SAFETY ACT: WHAT IS NEW?

Last December, the new German Product Safety Act came into force. This will mean a number of changes for the trade. For instance, contact address and identifying marks must now be shown directly on the product. Until now, manufacturers were basically free to attach the required contact information to the outside of the product packaging. The PSI Journal interviewed the lawyer Dr Arun Kapoor on the new legislation regarding product labelling. The solicitor for industrial matters, who has been representing a variety of businesses in legal cases concerning product safety, explained what manufacturers and traders will have to look out for from now on.



Dr Arun Kapoor

*Dr Kapoor, the new German Product Safety Act came into effect last year. As an industrial attorney, you have been representing a wide variety of companies in proceedings related to product safety for years. What is the new amendment to the law actually about?*

The new Product Safety Act has replaced the former Equipment and Product Safety Act. The amendment was necessary to adjust German law to European standards. However, the legislators also used this opportunity to tighten some of the regulations which already exist.

*What is essentially new compared to the old Equipment and Product Safety Act?*

There are too many changes to list them all here, especially since the Product Safety Act has twice as many paragraphs as the old Equipment and Product Safety Act. Some of the things which are of significance across all lines of business are certainly the drastic increase in fines which can be levied in the event of violations of the law, as well as the many regulations related to the GS Mark which have been tightened. However, of most interest to the

promotional products industry in particular is probably the tightening of the obligation to identify products.

*That's right. The industry has been discussing these product identification obligations for some time now. What does the new law stipulate with regard to product identification?*

The law demands that all consumer products be marked with the manufacturer's name and postal address. If the manufacturer is located outside the European Economic Area and has no representative in Europe, the contact data of the importer must be indicated. Moreover, the law demands an identification mark on the product stating, for instance, a model or item number which can be used to unmistakably identify the product.

*Were these regulations introduced for the first time by the new Product Safety Act?*

No. The obligation to furnish this information already existed under the Equipment and Product Safety Act. What is new is that, since 1 December 2011, the market surveillance authorities responsible can levy a fine of up to € 10,000 for a violation





of these standards, and also enforce sanctions aimed at preventing the sale of the product. The old regulations left it largely up to the parties to transfer the required contact data to the product's package. This is now only permitted if the contact data cannot be applied to the product itself.

***Putting the contact data of the manufacturer or importer on promotional products is usually quite difficult. The space available for such data will as a rule be used for the trade mark of the end customer who wants to use the product for advertising. Is there no exception from the identification obligation for promotional products?***

The law provides for only a few exceptions, in which lawmakers consider it justifiable to omit product identification. The data can, for instance, be omitted if they are already known to the user, which is not likely to be very often the case with promotional products or, in certain instances, where this would entail too much difficulty. But be careful! These exceptions are not helpful for very many promotional products. If you are technically capable of applying the data desired by the end customer, such as a

logo, to a product, you will hardly be able to claim with any credibility that meeting the provisions of this law would entail undue difficulty. The fact that the space available on a promotional product is needed for the end customer's logo does not therefore, taken on its own, constitute an exception in this sense. It is conceivable, however, to supply the required contact data using a sticker or a label on a product. The user can remove this label, of course, but then that is the user's own decision. At any rate, the law does not require that the contact data be indelibly applied to the product.

***The problem for the promotional products industry is not only that the space available on the product is needed for the end customer's data. There is also the fact that promotional products distributors as a rule do not want to reveal where they have procured the product. If the name and address of the importer are indicated, the end customer could take all subsequent business directly to the importer. Shouldn't all importers expect to be fined immediately, considering these interests?***

Of course, the promotional products industry can also make use of the exceptions provided by the law. So if one of the exceptions applies, identification can be omitted from a promotional product, as well. The problem is actually that the companies involved will have to examine every single product to see if it constitutes a legal exception. Legislators want to keep anonymous consumer products off the market as far as possible, so that the authorities as well as users can see at once who is responsible for a product in case of a complaint. If you want to claim an exception to the identification obligation, you will have to give the authorities reasons why the conditions of an exception are fulfilled in this case. If you cannot provide an acceptable reason, you will have to expect to be fined.

***You mentioned that the identification can in some cases also be applied to the product package if this is not possible on the product itself. Does this exception also apply to bulk packaging?***

First of all, this exception only applies if it is not possible to apply the identification as such to the product. The mere fact that





the space available on the product is to be used for the logo of the end customer does not justify making an exception, as I already said. But let us return to your actual question. If the product involved is distributed exclusively in bulk packages, the required contact data must be indicated on this bulk packaging if it cannot be applied to the product itself. This is not always ideal in view of the intention of the law, but still better than omitting the data entirely.

***So in most cases, the promotional products industry will hardly be able to get around this identification obligation. Is there at least some way to present the contact data, which are often quite extensive, in an abbreviated form?***

The name and the full postal address are required. Therefore, there can be no question of merely referring to an e-mail address. Nor is it enough to indicate a post office box as address, because it must be

a legally valid postal address. Of course, you can still use a common abbreviation everyone understands, such as “Str.” for “Straße”.

***How likely do you think it is that the promotional products industry will soon be flooded with fines? After all, promotional products are not distributed to end customers in the usual way through the retail sector.***

That alone is not reason enough to keep the industry out of the clutches of the market surveillance authorities. The authorities conduct inspections for this purpose at trade fairs, for instance. Customs, too, can call attention to products which are not identified as required by law. Often competitors point out such violations to the authorities. A company which adheres to the identification obligation will naturally not be interested in saving competitors similar trouble and expense. Incidentally, companies can themselves take ac-

tion against such violations of competition rules by sending a warning letter with a fee chargeable to the violator and, if appropriate, order the violator to cease and desist. Another change in the Product Safety Act will probably even further increase the likelihood that the authorities seize on faulty identification: now the authorities are for the first time required by law to examine a certain number of products each year to determine whether they comply with the law. The easiest way for the authorities to prove a violation of the law is, of course, by discovering faulty identification, since this does not require them to undertake any expensive technical testing.

***So what can manufacturers or importers actually do if their customers, that is, the promotional products distributors, simply do not want to see the contact data of their suppliers on the products? Can they transfer the legal obligations to the distributor in a contract?***



No, I'm afraid that won't work. Importers are obligated to the state to apply the information to the product. They cannot simply transfer this obligation to their buyers. However, we must be sure to keep in mind the intent and purpose of the regulation: legislators want to keep anonymous consumer products off the market as far as possible. So one option for the industry could be to put the contact data of the end customer on the product. End customers will not often object, because their logo is on the product anyway. If their own contact data are put on the product along with their logo, however, then they will be regarded by the authorities as the sole manufacturer of the product, and fully responsible for ensuring that the product meets legal requirements.

*Using this consideration, could the products be identified using the contact data of the promotional products distributor?*

This too is theoretically conceivable. However, then the distributor assumes full responsibility for the product. If distributors indicate their contact data, then they are presenting themselves as manufacturers and will then be treated as manufacturers by the authorities.

*What action should be taken by those concerned?*

If even after thorough examination an exception to the identification obligation cannot be justified for a specific product, and if the distributor is absolutely opposed to indicating the importer's contact data on the product, then the first thing to consider would be asking the end customer to put their contact data on the product and thereby pose as manufacturer. If the end customer refuses, distributors must consider presenting themselves as manufacturer by having their own contact data on the product.

*Dr Kapoor, thank you very much for this information!*



#### THE AUTHOR:

**Dr Arun Kapoor** is an attorney at the international law offices of Noerr LLP. He specializes in the areas of product liability and product safety, and represents companies in matters of liability, court proceedings and disputes with the market surveillance authorities when objections to products are raised.

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www.noerr.com



## A RECYCLING BOOM

### ENORMOUS INTEREST IN RECYCLING MATERIALS

**R**ecycling is booming in Germany. Insecurity regarding the procurement of raw materials and the increasing prices for raw materials are leading to a pheno-



menal increase in people's interest in recycling. This is the message being conveyed by the German Industry and Commerce Convention (DIHK) and it is based on the latest analysis made by the German Chamber of Industry and Commerce's (IHK) recycling bourse. According to this report, about 88,000 companies searched for recycling materials last year by means of an inter-company online bourse. On an exchange platform companies offer other companies reusable waste and production residues free of charge, while other companies can inquire about getting reusable materials from other companies. Nearly 35 per cent more searches were carried out last year than in 2010. The number of ads for recyclable materials which have been posted on the recycling exchange has even increased by 38 per cent. According to the report, the materials that had the highest demand were plastic, metal, paper, cardboard and rubber.

## EU TRADE

### GOOD NEWS FOR INTERNATIONAL COMPANIES

**T**here is good news for companies that do business in several EU countries: in the future there is to be one single service centre for declaring and paying your VAT revenue. This was being proposed by the EU Commission. The complexity of the current EU value-added tax system hinders businesses in the domestic market. According to the proposal, providers of telecommunications, broadcasting, or electronic services will be the first to benefit from the reform, which is to take effect on 1 January 2015. The regulation is expected to then be expanded to other goods and services incrementally. The centralised service centre will enable companies to declare and pay their VAT revenue in the member state where their company has its registered office and not where their customers are located.

## PUBLIC RELATIONS

### PR GUARANTEES SUCCESS

**S**ending out communications with convincing content on a regular basis is essential for incisively addressing customers and business partners. Public Relations (PR) helps you portray your own company, products, or services in a professional manner, it is useful for setting up brands and it is crucial for building an image. It is important for companies to realise that neither brand nor image building works quickly or easily. PR is of value when companies are also presenting themselves professionally and convincingly in fast-moving media, such as the internet. Thomas Bartel from ICF



Public Relations-Consulting GmbH also recommends that small companies attract attention to their companies with the help of a PR consultant, even if they cannot afford a PR department or a press officer, because a good reputation is invaluable for any and every company.

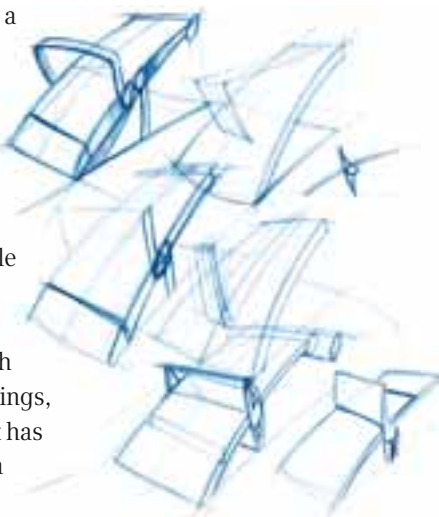


## STUDY

## DESIGN INCREASES TURNOVER

In 2011 manufacturing companies with a clear design strategy were able to achieve a growth rate that was twice as high as the growth rates achieved by other companies in the industry. This finding was disclosed by the German Design Council – Foundation. In England and Denmark design-oriented companies were able to achieve on average a growth rate of 18 per cent last year, which was more than twice as high as the industry average in both of these countries. Given the study's findings, the German Design Council believes that it has been proven that design orientation is a reason for a company being successful.

This year the foundation wants to evaluate the findings that were made within the framework of a national study. The German Design Council is an independent and internationally active institution that assists companies in communicating their design expertise efficiently.



## WATCHES ARE GAINING POPULARITY

## GERMAN WATCH MARKET HAS A POSITIVE YEAR-END BALANCE

Germans are buying more wristwatches again after several years of reluctance. The market research company GfK from Nuremberg recently reported that in the past year a total of 11 per cent more watches were sold. This led to an increase in turnover of 12 per cent. According to the GfK, the current trend was consumers were mainly buying watches with colourful wristbands made out of silicone, in addition to watches that have wristbands made out of ceramic. In these sectors new brands with clearly defined product ranges are gaining a share of the market very quickly. Well-established manufacturers are also following the current trends and are selling stylish wristwatches in neon colours that have plastic wristbands. What do these trends mean for the promotional products industry? Watches are still trendy and people who receive promotional watches really like using them.

## NIELSEN MARKET ANALYSIS

## ORGANIC PRODUCTS ARE IN HIGH DEMAND



Consumers in Germany who have been left unsure about the food they are buying because of the dioxin and the E.-coli (EHEC) scandals are increasingly selecting products found in the organic sections of supermarkets. This is being reported by the market research company Nielsen. According to this study, organic products recorded a strong increase in turnover volume of 9.5 per cent and an increase in their turnover revenue of 8 per cent during the first nine months of last year, after the weak trends that were

seen in 2010. According to market researchers, even the increase in prices for some organic product categories did not put off consumers from buying organic goods. Consumers were happy to buy traditional organic goods, such as organic milk, fruit juice, plain yogurt, muesli and coffee beans; these products experienced in most cases two-digit growth rates, and in some cases, their growth rates even quadrupled in comparison to the previous year. Overall the turnover volumes of organic products that were in the product categories looked at by Nielsen totalled 1,85 billion for the first nine months of 2011. The promotional product industry also offers "green products" in all of its divisions. They symbolize a sense of responsibility and promote in double sense sustainability.

## COMMERCE'S COMPANY BAROMETER

## ENERGY AND RAW MATERIALS FOR TOMORROW

The uncertain procurement of energy and raw materials in Germany is making local companies think more about moving their operations to foreign countries. This was shown by a recent poll conducted by the German Chamber of Industry and Commerce Convention (DIHK). From the DIHK's company barometer "Energy and raw materials for tomorrow", it emerged that one in five industrial enterprises has moved its operations to foreign countries because they feared supply shortfalls, or they are planning to take this kind of step. Those surveyed think that higher energy prices and higher prices for raw materials were the biggest risks for economic development in Germany.





## TEXTILES AND CAPS

# CHIC ADVERTISING

On the following pages we will keep you up-to-date on chic and trendy new products from the promotional textiles, accessories and head clothing segment, which are likely to have a strong advertising impact. Browse and see for yourself how chic promotional products can be.

**H**owever, before you get started, here is some short background information on the theme “caps”: clothing and jewellery to decorate the head have a long tradition, as all types of head dressing play an important role in human culture. Among other things, they serve as protection, as a sign of dignity or they signalize affiliation with a certain group or hierarchy. Used in many variations in the world of promotional textiles, caps were originally worn by baseball players as a peaked hat with a large sun visor. Initially they were primarily worn by youths in the homeland of baseball, the USA. Nowadays though, these hats enjoy great popularity around the world and even are part of the uniforms worn in many public institutions and other organizations. And it is also hard to imagine a leisurely wardrobe without them. As a fashionable accessory that stands out, caps play an important role as an advertising medium in the promotional textile team.







## ELEGANT AND TIMELESS

**N**ot only are silk ties and scarves popular fashion accessories; due to their timeless elegance, they are also very versatile, for instance as CI articles in the advertising industry. The Italian company Blu Star for instance offers an entire range of ties and scarves – to weave the customer logo of its clients into the fabric being one of its specialities. All products are Made in Italy and are produced according to the strictest quality standards.

48117 • Blu Star Srl. • Tel +39 031 536587

Blu.starsrl@tiscali.it

## LIFESTYLE OF MIAMI

**W**hen the designers of B&C created their new collection, they let themselves be inspired by the lifestyle of Miami. The result is fashion which stands out because of its modern designs, fresh colours and excellent finishing. There are more than 140 new styles, waiting to thrill not only the youth. Of course, the Duo Concept, which was initiated in 2007 and offers unisex fashion, has also been incorporated.

45235 • B&C – The Cotton Group S.A/N.V • Tel +32 235 21100

info@bc-collection.eu • www.bc-collection.eu



## NOT JUST FOR ATHLETES

**V**ardenod has launched a new T-shirt, which may originally have been intended for the sportswear segment which, due to its pleasant wearing qualities, is however also suitable for other occasions. The high comfort level is guaranteed by the use of 170 gram of cotton fabric. Even after longer periods of activity, your skin will not feel sweaty. This shirt is available in eight bright colours and can be ordered with or without sleeves.

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info@vardenod.es • www.vardenod.es

-Advert-







## BAG IN A BAG

**B**ecause women usually use more than one hand bag, the constant transferring of important utensils such as keys, mobile phone, credit cards, specs, make-up or identity cards from one bag to the other becomes a cumbersome side effect. This is where the bag in bag, the handy solution from Ayfly, comes in, because with this, you only need one moment to pack these essentials into another bag. And apart from this you will find that everything stays neat and tidy as there is nothing that can be in the wrong place. You can order this product from Ayfly by its name SacàSac.

47716 • Ayfly Sarl • Tel +33 1 40160338  
htfernandez@ayfly.fr • www.ayfly.fr

## A SMART INVENTION

**P**lastic bags and bulky snack boxes are a thing of the past thanks to the Eco-Pack called Snack'nGo from the company Contento. This smart invention can be used to take sandwiches, paninis, fruit and other snacks with you in a convenient and environmentally friendly container when you go to work, school or while you are just out and about. And when you have eaten everything inside, the Snack'nGo can be folded together to save space and then be put inside your trouser pocket. The interior of the product is made out of nylon and the exterior is made out of polyester. Thus, the container is very easy to clean and it can even be washed in a dishwasher at 30 degrees Celsius.

45280 • Stiefelmayer-Contento GmbH & Co. KG • Tel +49 9342 96150  
info@contento.com • www.contento.com



## NOW ALSO FOR WOMEN

**T**he new addition to the Activewear Collection 2012 of Fruit of the Loom is the trendy Lady-Fit Hooded Sweat. This product was especially launched to complement the popular Men's Hooded Sweat, filling a significant gap in the company's line of hooded sweats. The Kids Hooded Sweat, which is styled in a similar fashion, is also available. This means that these complementary items of clothing are now available in sizes 116 for children and up to size XXL for adults. The model for ladies is available in six different trendy colours: white, black, kelly green, fuchsia, heather grey and deep navy.

42743 • FOL International GmbH • Tel +49 6313 531328  
service@ftlka.fruit.com • www.fruitoftheloom.com

-Advert-



www.intraco.nl





## THE EXTENDABLE SHOPPING BAG

**T**he new Super Shopper from mbw is a cute shopping bag made out of felt and its size of 43 x 30 x 16 centimetres turns it into a great shopping bag to take along. The real highlight, however, is the extra 24 centimetres that can be added to the bag's height, if you pull out the interior of the bag. This can be done very easily by pulling on the handles. This product comes in grey and is always kept in stock. An advertisement is applied by means of silk screen transfer printing.

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

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GRUPPE 3 REI 0312

## LOOK – The Trendsetter



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0-0122 M-SI

LOOK grip transp. M SI  
0-0122 TM-SI

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D-77716 Fischerbach

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## THE LATEST ADDITION TO THE FAMILY

**O**ne of the most successful polo shirts in the promowear market comes from the company Texet, according to a statement made by the company. Then it is no wonder that the success story is to be continued with another highlight, because now there is a new addition to their family: the Surf RSX. The Surf RSX is a unisex polo shirt from Printer that has a flat knit collar, three buttons in the same colour as the shirt, side slits and a halter neck. This polo shirt is different from the popular surf model in that it has a special small arm band and a figure-hugging cut. The Surf RSX comes in the colours white, black, marine blue and red.

46329 • Texet GmbH • Tel +49 4262 959840

holger.hoffmann@texeteurope.com • www.texeteurope.com

## AN UNCONVENTIONAL MATERIAL MIX

**T**he material felt is highly trendy. Therefore it is little wonder that elasto form also developed a set of bags which is characterised by classic materials. But what is interesting about these products is the combination with red polyester, which turns these bags into veritable head-turners. But it's not only the outfit that's right; its functionality is also appealing. This set of bags goes by the name of Feltro. It comprises three models, one for every occasion: a travel bag, a shoulder bag and a rucksack. The bags can be upgraded with the help of transfer print according to the individual requests of the customer.

41369 • elasto form KG • Tel +49 9661 8900

mail@elasto-form.de • www.elasto-form.de



## SHIRT CULTURE

**I**f you're looking for fashionable, elegant and well-styled shirts, you are bound to find something at B&C's. Here, anything is available which a sophisticated gent needs, for any occasion, whether for the office, his leisure time or for parties. All products are characterised by a high wearing comfort and are of top quality and follow fashionable trends. Besides long sleeve models, the range also always includes a short sleeve version. Because B&C developed the Duo Concept in 2007, these shirts are also available as "Ladies' Blouses" so to speak.

45235 • B&C – The Cotton Group S.A./N.V. • Tel +32 235 21100

info@bc-collection.eu • www.bc-collection.eu





## A FLUFFY ADVERTISEMENT

**A**nyone who is looking for an advertising idea that is related to wellness, the hotel industry, recreational activities or health, will very likely find what they are looking for at the Italian company Emmebiesse. For more than 44 years the specialist for terry cloth products has been delivering fluffy advertising greetings in a wide variety of models, makes and colours. All products are of the highest quality, easy to care for and promise a long use life. Advertising messages can be placed in a number of different ways, for example by embroidery, printing or stitching. Through their very flexible production process, Emmebiesse is able to handle large orders in a short period of time and sells their products at reasonable prices.

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

info@emmebiesse.it • www.emmebiesse.com

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## IN VOGUE

**S**tuffed animals are also very trendy this year. The company Teddy-Hermann has a whole collection of cuddly bears, including one that is 20 centimetres tall and that comes in two colours. It is perfect for getting an advertising message across to customers, business partners and employees. Teddy-Hermann offers various options for using it as an advertising medium, e.g. placing a logo directly on it, or having the teddy bear wear a personalised T-shirt, ribbon or scarf. Other stuffed animals and upgrading options can also be ordered.

48480 • Teddy-Hermann GmbH • Tel +49 9543 848280  
info@teddy-hermann.de • www.teddy-hermann.de

## A TIMELESS PROMOTIONAL MESSENGER

**L**anyards, which are also sometimes called key chains that you wear around your neck, can be used in a number of different ways and are a promotional product that never goes out of style. CSW can produce them directly in the Far East in nearly any kind of style for orders of 500 units or more. They come in different widths and with stitched satin straps. There is also a large selection of accessories to choose from and they can come with high quality imprints on them, which can even be placed on the whole length of the straps, if requested. For small orders, or if short delivery times are required, there are standard straps with a 25 millimetre width which are always kept in stock. These standard straps have either a black plastic press fastener or a metal fastener that also includes a bottle opener. It is also not a problem to place a multi-colour imprint on them.

45020 • CSW GmbH • Tel +49 221 9523688  
info@csw-gmbh.de • www.csw-gmbh.de



## A CONVINCING APPEARANCE

**Y**ou are what you wear – this particularly applies to your working life. Here, the perfect gentleman's outfit also includes a tastefully selected tie. Whether as part of your everyday dress code or for special occasions, for instance for trade fairs or conventions, the customised promotional products from Club Cawatte Crefeld communicate the idea of corporate identity. This traditional, family-run company in Krefeld, Germany specialises in textile accessories for strengthening corporate identity and offers individualised ties, handkerchiefs and shawls with the corporate design of your choice.

43606 • Club Cawatte Crefeld • Tel +49 2151 7812990  
service@club-cawatte.de • www.club-cawatte.de

-Advert-





# KERRY GUM

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GERMANY  
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FAX: [+49] (0) 221-690 65 8 20  
EMAIL: INFO@KREUTZ-ONLINE.DE



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## NEW MODELS

**W**hen it comes to headgear, you should take a look at the products on offer at Beechfield. In 2012 the specialist for stylish hats has expanded its large product range yet again. It has come up with special models for special sporting events, such as the Olympic Games and the European Football Championship; for example they are selling the Nation Cap B175 and Nation Beanie B475. Both hats include the colour variations of the flags of all the important countries that regularly participate at international sporting events.

46002 • Beechfield Brands Limited • Tel +44 161 7629444  
sales@beechfield.com • www.beechfield.com

## A PERFECT POLO SHIRT

**T**he latest Mantis World Collection offers a wide array of high-quality garments for adults, adolescents, children and toddlers. New in its product line is the Mantis World Superstar polo shirt, which can be ordered for men, women and children. The striking features of the new products are the sophisticated, slightly figure-hugging cuts and bright colours. The shirts are very comfortable to wear because they have been made from high-quality cotton grown in Africa and the quality of the shirts has been verified with the EcoCert certificate. The shirts also easy to wash, and even after being washed several times, they are still soft and the colours are just as bright as they ever were. The products have been manufactured with partner companies in countries such as Tanzania which follow the strictest guidelines in terms of ethics, quality and environmental protection. The manufacturer emphasizes that the polo shirts can be delivered from stock with short delivery times, which is also true for other products in the Mantis World 2012 Collection.

44978 • Mantis World Limited • Tel +44 207 2248991  
info@mantisworld.com • www.mantisworld.com



## ADVERTISING CLOSE TO THE SKIN

**E**veryone needs towels and they are perfect for using as advertising mediums that have a long-term effect. A soft and fluffy towel that is 50 x 100 centimetres in size and made out of cotton with a thickness of 470 grams per square metres can be ordered from Kundenpflege GmbH. What is striking is the decorative border that gives the product an elegant look. There are no limits to what can be done to capture the essence of an advertisement: everything is possible, from the printing and the design of the entire towel to placing tasteful embroidery on the towels. The towels come in eight different bright colours. Kundenpflege also sells matching bath towels with a size of 70 x 140 centimetres that round off their product line.

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

-Advert-





# À BIENTÔT AU **51<sup>e</sup> SALON PSI 2013**

**9. – 11. JANVIER 2013**

[www.psi-messe.com](http://www.psi-messe.com)



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## AN UNBEATABLE COMBINATION

**T**he trendsetter for spring in Daiber's new product line is the men's baseball jacket (JN565) from their in-house brand James & Nicholson. The casual men's sweat jacket in the popular college style has striped cuffs and is very versatile: the jacket can be put on very quickly and worn while playing sports or during your free time. What is more, it comes in six different colours, which give you lots of stylish options for combining it with other outfits, and there are countless finishing options available. The jacket also comes in a version for women which can be ordered under the product number JN 564. And anyone who wants headgear that matches the jacket need not look any further because Daiber has just the perfect cap: the College Cap MB 6559 from their own in-house brand Myrtle Beach matches the jacket perfectly.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@jamesandnicholson.de • www.jamesandnicholson.de

## A TRAVELLING COMPANION

**A**nyone who is outdoors a lot knows how quickly the weather can change. In these situations it is good to have a travelling companion that can warm you up, like the fleecy blanket ComfortTravel from Spranz. Its size of 155 x 125 centimetres also makes it just as good to use when you are sitting on a couch or when you need a picnic blanket in summer. When folded up the blanket disappears into a pillow case that you can use for an occasional nap. A label is placed on the pillow case that can be easily designed by means of pad printing.

41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de



## A CERTIFICATE GIVES ASSURANCE

**H**erka GmbH is presenting itself as a pioneer for ecologically-friendly terry cloth products. According to the Austrian manufacturer of terry cloth products, the company is certified by EMAS and in December 2011 they took another important step in the direction of ecology and environmentally friendly production by getting the Global Organic Textile Standard (GOTS) certification. This certification process entails undergoing an inspection carried out by an independent authority, which verifies that Herka's entire production chain uses all of its resources sparingly and strives towards sustainability. The GOTS Certificate is awarded only if all the prerequisites are fulfilled. This certificate assures consumers that all Herka products can be worn with a good conscience, and their products are especially suitable for babies, people with allergies and environmentally minded people.

46235 • Herka GmbH • Tel +43 2864 2317

info@herka-frottier.at • www.herka-frottier.at



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RAUCHERBEDARF & WERBEARTIKEL





## A KLIMT SPECIAL ADDITION

**T**he 150th anniversary of the renowned Austrian painter Gustav Klimt will be celebrated on 14 July 2012. In honour of this special anniversary Invictus has come up with a special edition of premium ties, cloths, and scarves made out of the best quality silk that have the artist's well-known motifs. The decorative character of the image elements and Gustav Klimt's highly-regarded reputation ensure that the silk accessories spark positive feelings when they are given as a present and they are sure to bring a dash of culture to business life.

44972 • Invictus Vertriebs-GmbH • Tel +43 1 8696616  
invictus@krawatten.at • www.krawatten.at

## TRENDY CAPS

**O**ne of the leading European suppliers of outdoor clothing is the company Result Clothing Ltd. In the English company's product line you can find a wide array of jackets, sportswear, anoraks, vests, shorts and caps. For 2012 they have created more innovative products, including, among others, athletic headgear. For example, a brand new legionnaire's cap can be ordered under the product number RC 076X, which is great to wear because it is made out of 100 per cent cotton and it protects the person wearing it from the sun when he or she is out on a walk or is a spectator in a stadium during a sports event. Also new in their product line is the trendy baseball caps that come in a number of different designs. All of their models come in a wide array of stylish colours.

47065 • Result Clothing Ltd • Tel +44 1206 798131  
tim@nerodesign.com • www.resultclothing.com



## GLITTERING CLOTHS

**H**andwoven cloths that come in almost an endless number of versions and colours are part of TRIK Produktionsmanagement GmbH's product line. The real highlight is the appliqués that can be realised using Swarovski crystals, which can even be designed to take the form of a company logo. The traditionally made cloths are normally made out of 90 per cent cotton and 10 per cent silk or polyester and have a size of 140 x 140 centimetres. All of the logos are designed according to the individual wishes of the customer and it is also possible to embroider the cloths.

45741 • TRIK Produktionsmanagement GmbH • Tel +49 30 81456320  
info@trik.de • www.trik.de

-Advert-





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## NEW FEATURES

The classic baseball cap has long since acquired a significant value in the promotional products market. For this reason, the company TRIK GmbH came up with some ideas on how to increase the level of attention it attracts and added some new features. "Set yourself apart from the rest" is their motto and is being put into practice with all of the cap's special features: a logo representation in 3D embroidery; a photo-realistic imprint on the interior of the visor; the flag label with a logo weave placed on the side (woven label); and laser engraving on the metal buckle. A minimum order of 1,000 units is required.

45741 • TRIK Produktionsmanagement GmbH • Tel +49 30 81456320  
info@trik.de • www.trik.de

## A PERSONAL KNITTING PATTERN

With Trikoton messages can be conveyed to your customers in a fun and interactive way and in a way that they can touch. The company's designers had a great idea: transferring imagery and sound to fashion. Frequencies, pixels or vectors are converted into a digital code which is then transferred into a personal knitting pattern. Trikoton's innovative automatic production chain makes it possible to produce unique, high-quality copies using industry standards and their products are made in Germany. The automatically integrated (QR) code offers a connection to the source's encoded sound or image information. The high-quality knit collection is turned into a new, haptic and interactive tool that can be used for marketing purposes.

48526 • Trikoton GmbH • Tel +49 30 60031771  
post@trikoton.com • www.trikoton.com



## IDEAL FOR THE SUMMER

Anyone looking for a striking and very attractive promotional product should have a look at Floringo GmbH's fully woven beach towels. The beach towels, which come in a standard size of 100 x 180 centimetres, can now have an individual logo placed on them for orders of 300 units or more and any colour combination is possible using pantone printing. For the most part any design can be selected. The only guidelines are that not more than two colours should be used. The company recommends selecting a singly ply, two ply terry towel or a velour material that has a quality between 420 and 550 g/m². The beach towels are impressive because of their quality and they are masters of effective advertising with a long-lasting effect; the towels are practical, expressive and are an ideal place to advertise. Information regarding long-lasting workmanship and tips on the finishing options available for terry cloth products can be found in the brochure "Image with Quality".

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



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Eva-Maria Geef | Tel.: +49 (0) 211-90 19 12 90 | Email: [EvaMaria.Geef@reedexpo.de](mailto:EvaMaria.Geef@reedexpo.de) | [www.psi-network.de/award](http://www.psi-network.de/award)

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## PACKED AWAY SAFELY

**W**here do you put your keys, your mobile phone or your small change when you visit a beer garden in summer, on a hike or when you are out walking? Whenever taking a bag is not convenient or the trouser pocket is too small, it's tricky to find a place for these items. With the Action-Safe from JHI Hackel, you can pack your valuables away safely. It also takes care of the problem of the freedom of movement as you won't need a handbag and your pockets won't bulge, either. The Action-Safe is made from the easy-care, robust materials mix polyester/elasthan, it has a zip lock and 10 x 11 centimetres in size, and it is available in ten trendy colours. The minimum order quantity is 1,000 pieces.

48291 • JHI Hackel • Tel +49 621 7481466

info@j-h-i.com • www.j-h-i.com

## PERFECT STYLING FOR THE FOOTBALL-EVENT

**R**eal football fans are already looking forward to the upcoming European Football Championship and are thinking a lot about their styling during the event. The LED Cap Deutschland from Nestler-matho will come in real handy for the occasion. But football fans will not only display their flags in the stadium or during public viewings, they also can put the cap to good use when they are in the dark thanks to the five built-in LEDs. These can be turned on by the switch on the visor. Another new addition to Nestler-matho's product line is the headband with earphones attached, which should spark a lot of interest among people who are active outdoors. The earphones can be connected to all standard MP3 players, smartphones, or iPods/iPhones. It has excellent sound quality thanks to the most modern technology that it has been equipped with (8 to 25,000 Hertz).

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

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



## NOW ALSO AVAILABLE FOR WOMEN

**C**lipper has expanded its range of products with a cardigan that, up until now, has not been available for women. The new jacket is made out of a material blend (50 per cent wool, 50 per cent acrylic) which makes it lovely to wear and easy to wash. The colours grey, black, navy and charcoal are always kept in stock. Special colours or special appliqués such as elbow patches can be realised. Placing advertisements on the cardigan is also possible.

46153 • Clipper A/S • Tel +45 962632000

clipper@clipper.dk • www.clippercorporatewear.dk

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[www.bottlepromotions.com](http://www.bottlepromotions.com)  
[joy@tacx.nl](mailto:joy@tacx.nl)



## COTTON CLASSICS

## NEW GERMAN TEXTILE DISTRIBUTOR

**B**ettina Bastien and Ute Dörffeldt are launching a new German distribution company for promotional textiles in January 2012: Cotton Classics in Memmingen. Both bring extensive market experience for this new offensive. The new director Bettina



Ute Dörffeldt and Bettina Bastien

Bastien has been in the industry for about ten years. She positioned the brand B&C in the German market through the distributor network. She then devoted two years to the Switcher brand. The new operating chief Dörffeldt has been in the promotional textile industry for twenty years and positioned the textile distributor Maier & Wydra as one of the leading distributors in the German market. The logistic, technical and financial backing for the new German distribution company for promotional textiles comes from the

company Cotton Classics. With the Cotton Classics motto "We Care – You sell", the distributor sees itself as a service provider and offers not only a wide variety of brands, but also actively supports its customers by providing orientation within the huge range of products. [www.cottonclassics.com](http://www.cottonclassics.com)

## PLANTANAS GMBH

## SPICY ADVERTISING

**T**he company Plantanas GmbH is upgrading. The German-based company is not only a manufacturer and importer of teas and tea blends; the traditional company from Bavaria also imports and manufactures spices. "Owing to our great success and the many inquiries about our range of teas and individualized packages, we have decided to offer personalized spices, too," says Managing Director Henry Boeck. Along with 1,600 different kinds of tea, the company also stocks a selection of more than 200 spices and spice blends. "As in the case of our tea, we can offer our spices in practically any sort of package. From test tubes made of clear plastic or real glass, to cellophane or paper bags in all colours, right up to a fully designed spice shaker," Boeck explains. The imagination knows no bounds and thanks to an in-house label printing shop, customers can obtain a completely personalized product printed in four colours on orders of as little as 100 or more, without printing plate costs.

[www.plantanas.com](http://www.plantanas.com)



## ACAR EUROPE GMBH

## PATRICK DÖRING MANAGING DIRECTOR OF ACAR EUROPE

**A**s of 1 December 2011, Managing Director Patrick Döring is responsible for the international development and



Patrick Döring

expansion of the distribution of promotional products for Acar Europe GmbH. The industry professional can look back on eight years' experience in the industry.

The Acar Group with headquarters and production in Istanbul as well as international offices has specialized in innovative, high-quality paper products for over 30 years. The distribution of their products under the brands Arwey and Note Eco in no less than 40 countries is now being coordinated and expanded in all sales areas through Acar Europe GmbH.

[www.acar-europe.de](http://www.acar-europe.de)

## FARE GUENTHER FASSBENDER GMBH

## LUTZ ALBRECHT APPOINTED AS AUTHORIZED SIGNATORY

**T**he promotional umbrella specialist Fare-Guenther Fassbender GmbH in Remscheid, Germany has appointed Lutz Albrecht as authorized signatory. Since 16 December 2011, Lutz Albrecht has been registered with a single power of attorney alongside the managing directors Volker and Gerhard Griesel.

The 41-year-old has been working for Fare since 1999 and currently serves as sales manager.

"Conferring Mr Albrecht the power of attorney shows the company's

appreciation of his commitment to his work and thus his share in the success of the company," says the company.

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



Lutz Albrecht



## PRESENT PERFECT MARKETING GMBH REINFORCEMENT FOR THE TEAM IN HAMBURG

**S**ince the beginning of 2012, Joachim Fischer has been strengthening the promotional products team of Present Perfect Marketing GmbH in Hamburg, Germany. As part of Present Perfect's expansion strategy, Mr Fischer will primarily be responsible for the new customer segment, but will also support selected existing customers. Joachim Fischer was recently employed for approximately eight years by BIC as a regional sales director. Jörg Grube, founding partner and managing director of all firms of the Present Perfect Group, says, "With Joachim Fischer, we have acquired a very dedicated and customer-oriented new Key Account Manager. Joachim Fischer will substantially contribute to further expanding the market position of our group in Hamburg. The creation of this new position is an additional building block of our expansion strategy based on the motto 'quality not quantity', according to which Present Perfect specifically targets selected customers and their needs." The Present Perfect Group, which has specialized in promotional products and commercial marketing since 1987, has successfully operated in both areas for over 20 years.

Contact:

fischer@hamburg.present-perfect.de

Tel. +49 40 43187128

[www.present-perfect.de](http://www.present-perfect.de)



Joachim Fischer

## NEWSWEEK 2012

### GO FOR GOLD

**N**ewsweek by the German Federal Association of Promotional Product Suppliers (BWL) is taking on a new approach. Seven German cities will be on the tour agenda in May and, for the first time, the event will be making a stop in Austria, too, where the venues will be Vienna and Linz in June. In collaboration with the participating advertising agencies, 90 renowned promotional products suppliers will demonstrate new products and promotionally effective concepts. Newsweek will function in the process as a marketing tool for the professional promotional products industry, making it possible to provide one's own customers – under the competent advice of the partnering suppliers – with an overview of the full performance spectrum of object-based advertising.

#### INTENSIVE ADVERTISING MEASURES

Intensive advertising measures by the organiser in the run-up to the event, and professional organisation on-site, will enable consultants to focus their full attention on their customers and support them in new customer acquisition. Participating dealers decide how much they contribute to the costs themselves, having the choice of taking part in Newsweek against payment of a lump sum, or through purchasing at least three entry tickets and inviting industry customers in their name. On payment of a flat charge, besides a contingent of at least 50 admission tickets, personalised mailings plus – on the day of the event – custom designed reception counters and other equipment will be provided. Those wishing to attend the event with just a small number of customers have the option to buy any required number of entry tickets – at least three, however, at the package price of € 120 – for themselves and for their customers. All additional admission tickets will cost € 40.

#### TRADE DAY

The free trade day, planned for 3 May, will offer sufficient time to gather advance information, get an overview of product innovations, and conduct intensive consultations with suppliers. More detailed information at: Tel. +49 221 9541358, [info@bwl-lieferanten.de](mailto:info@bwl-lieferanten.de), [www.bwl-lieferanten.de](http://www.bwl-lieferanten.de)

# NEWSWEEK

Produkte, Trends, Innovationen 2012





## SCHNEIDER SCHREIBGERÄTE GMBH

### NEW PEN CONFIGURATOR IS ONLINE

Every brand is unique. Logos, messages and colours of the promotional products should be included and customized. As a brand-name producer, Schneider can flexibly fulfil all kinds of wishes. In order to visualize the possibilities directly on a product, an intelligent Pen Configurator, [www.schneiderpen-promotion.com](http://www.schneiderpen-promotion.com), went online in January 2012.



The Pen Configurator is easy to use and intuitive. A trailer shows all the available tools in two and a half minutes.

Thus anyone can now design his brand-related writing instruments in 3D: Choose a Schneider pen – select the colours of the individual components – the minimum order quantity of the selected combination is displayed – possible printing areas are displayed – upload, scale and position logos – choose the preferred refill and ink colour – rotate the pre-designed writing instrument

in all positions and view. The configuration is converted into a printable PDF and shows the product and all relevant data (colours used, logos, refill, quantity). By using a contact form, the configured writing instrument can be requested directly online. The customer decides which advertising distributor is to submit an offer.

[www.schneiderpen-promotion.com](http://www.schneiderpen-promotion.com)

## PLAN CONCEPT

### NEW SALES PROFESSIONALS JOIN THE TEAM



Josephine Pyka und Markus Rensmann

Plan Concept Dr. Lichtenberg is pleased to announce two new additions to its sales team. Josephine Pyka and Markus Rensmann are supporting the team for the region of Münster/Osnabrück, North-West Germany. Josephine Pyka has many years of experience. Markus Rensmann last worked as authorised corporate representative for m.e.s. Marketingservices GmbH, where he was responsible for the management. Both new recruits will be based at the new branch, the Airport Business Suite at Münster/Osnabrück Airport.

[www.werbeartikel.tv](http://www.werbeartikel.tv)

## PROMOTIONSERVICE SCHMITT

### CERTIFIED TO DIN EN ISO 14001:2009

Since 2001, Promotionservice Schmitt GmbH has been certified according to the quality management system DIN EN ISO 9001:2008. In order to meet the “forthcoming environmental challenges”, the company from Rheinhessen has now also been successfully certified according to DIN EN ISO 14001:2009 by TÜV Hessen. “We see this as another medium- to long-term guarantee for the success of our company. This gives our business partners the assurance that they have a reliable partner who not only controls and optimises internal processes in accordance with the guidelines of the environmental management system, but also intensifies its monitoring of appropriate suppliers with respect to its purchasing policy,” says Managing Director Gerd Schmitt and adds, “Our management system is regularly monitored by the internationally recognized and accredited TÜV CERT certification body of TÜV Hessen, which certifies its compliance. Thus customer-oriented services with consistently high quality are ensured.”

[www.promotionsservice-schmitt.de](http://www.promotionsservice-schmitt.de)



The company building of Promotionservice Schmitt.

## E.T. TECHNOLOGIES

### NEW ADDITIONS



Mariola Wencel and Kübra Karakas

Two new employees have been working in the accounting and sales departments at the company E.T. Technologies, the manufacturer of flash cards and USB flash data storage mediums. Prior to assuming her new position, Mariola Wencel had already gained some work experience at the company. Kübra Karakas received her university degree last year. In their position as sales agents they will be the contact persons for providing customer service and support. [www.et-tecs.de](http://www.et-tecs.de)



## TOP DISPLAY

SILKE BOCK JOINS  
THE SALES TEAM

**S**ince 2 January 2012 Silke Bock has been supporting the sales team at the Hamburg promotional product agency top display International GmbH. She is responsible for providing advice and support to the large customer base. "We have taken on a lot of projects for the anniversary year 2012," explains



Silke Bock

Managing Director Gorden Daub. "We are happy to have gained such an experienced and highly qualified consultant for our team with Ms Bock." Silke Bock brings with her many years of experience of working in customer support and service in the promotional product industry.

[www.top-display.de](http://www.top-display.de)

## KS TECHNOCASE

NEW FIELD STAFF  
MEMBER ON BOARD

**T**he team at KS TechnoCase GmbH has been boosted by their new sales representative Frank Ernsthäuser. He now represents the manufacturer of all types of



Frank Ernsthäuser

travel cases and special transport cases throughout northern and eastern Germany. Frank Ernsthäuser has been working in the "case industry" for over ten years and

after a short foray into the field of lighting technology, he has now returned home. His open, honest and down-to-earth nature, good technical knowledge and his creative and unconventional solutions tailored to the requirements of case systems make him a capable consultant.

[www.kstechnocase.com](http://www.kstechnocase.com)

## A CHANGE IN MANAGEMENT AT TOP DISPLAY

## FRESH WIND FROM WITHIN THE COMPANY

**H**ans Daub (68), the founder and Managing Director of top display International GmbH in Hamburg, Germany for many years, is stepping down from his management position. Hans Daub handed over the position of Managing Director to his son Gorden Daub (37) at the beginning of the company's anniversary year 2012. Together with Barbara Söhngen and fellow partners Ralf Reichert and Hans Thiele, he will be pulling the strings at top display. After leaving the operational management, Hans Daub will continue to act as an advisor with his extensive experience and know-how.

## AT THE HELM FOR OVER THREE DECADES

For more than thirty years Hans Daub organized the development of the successful Hamburg promotional product agency. Hans Daub explains, "During this time we acquired an excellent position in the market. It was time for us to make a decision after the many successful years we

had in the past. How do we want to align our business direction with growth? This is a challenge that is being met in part by the change in management and the fresh wind coming from within the company, and it will be pursued in a systematic and future-oriented way."

In the early days of the business, top display's main business activity had dealt with advertising displays, but in the subsequent years it developed into



Hans Daub is handing over the reins to his son Gorden Daub.

a full-service agency for promotional products. The current services on offer include everything from standard products and custom-made products to providing a full range of special services. Due to increasing turnover and the increasing number of customers it does business with, the company has steadily enlarged its workforce. Today ten long-standing employees provide customer service for their diverse customer base in Germany and in many other European countries.

## ALSO OWNER-OPERATED IN THE FUTURE

The new Managing Director Gorden Daub has been the proprietor and authorized representative of marketing and sales for many years, and for this reason, he knows the company inside and out. With the son of the departing managing director, top display will continue to be owner-operated in the future. Gorden Daub explains his medium-term goals for top display's development, "With our advisory skills, customer-oriented way of thinking and creativity we will continually strive to expand the services we offer. We not only want to continue to be a reliable partner for our customers and manufacturers, but also want to acquire new customers and develop promising business areas successfully." [www.top-display.de](http://www.top-display.de)





He sees small-sized promotional products in jeopardy due to the new EU regulation: the new bwg Chairman, Joachim Schulz.



Chairman of the bwg since the beginning of the year. Another key issue is the differentiation between advertiser and manufacturer. "Details of the manufacturer must be very small to allow the advertising logo to dominate", states Schulz. It is questionable whether small-sized promotional products will continue to hold a place on the wish-list of customers. "And how will recourse claims be handled in the event that manufacturers do not conform to the new requirements?" Schulz continues to witness the uncertainty among his colleagues in the industry. He was approached on the subject many times by promotional product distributors at the PSI Trade Show – the biggest industry platform in Europe. They also raised the question of who should pay for the additional printing or alternative application of the address details.

#### MORE FREQUENT INSPECTIONS

"And what will happen to the existing stock? A transitional period is not foreseen; there is no room for discussion. One simply can't say that the 'old' text still applies for all products that were imported before entry into force of the ProdSG", says Schulz. Although publication of the address was also required in the past, there were no sanctions. "Now the situation is different: Infringements are penalised with fines of up to € 10,000", explains Schulz. The German market surveillance authorities, such as the responsible trade supervisory authorities, are obliged to carry out stronger checks in accordance with the ProdSG and are now performing more frequent inspections.

#### BWG PROVIDES INFORMATION

The BWG has already taken active steps to inform its members and is doing its best to answer all questions that arise. Schulz fears that "those who are not members of the association may not be aware of the new developments".

[www.bwg-verband.de](http://www.bwg-verband.de)



## NEW LAW PUTS INDUSTRY TO THE TEST

# BWG WARNS AGAINST OVER-REGULATION

According to the Federal Association of Promotional Product Consultants and Distributors (bwg), the entry into force of the new German Product Safety Act (ProdSG) is a threat to the success of the promotional products industry.

**T**he regulation requires that every product released onto the market in Europe must include the full address of the manufacturer in future. This means the name and a postal address. The publication of a homepage does not fulfil the requirement. This strict labelling obligation according to § 6 par. 1 no. 2 creates nu-

merous problems for advertisers and, in particular, distributors, in some cases presenting issues of existential significance.

#### CONCERN IN THE INDUSTRY

"On the one hand it's a matter of space, which is simply not available on smaller promotional products such as pens, USB sticks or lighters", explains Joachim Schulz,



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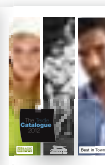
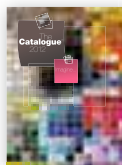
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Promotional textiles

## L-SHOP-TEAM GMBH

# T-SHIRTS FOR EVERYBODY

The textiles wholesaler L-Shop-Team of Dortmund, Germany literally offers T-shirts for everybody: promotional shirts for ladies, gents and children, sports shirts as well as T-shirts for the tough jobs.

**W**ith their T-shirts available with short sleeves, long sleeves, V-necks, in oversizes up to size 6XL, T-shirts for babies and children, as well as a huge number of special solutions, the experts for promotional textiles of the L-Shop-Team have the perfect T-shirt for every purpose. Trendy cuts and colours round off this comprehensive range.

### AN ENORMOUS SELECTION

In their new comprehensive catalogue, the Wahlbuch 2012, the T-shirts alone take up more than 100 pages. The huge selection of T-shirts that the L-Shop-Team offers is “the most extensive Europe-wide”, claims the Dortmund-based company. Apart from T-shirts, polo shirts, sweatshirts, shirts and blouses, jackets and caps are also impor-



Sports and leisure wear



Workwear

tant pillars of their sales range. Customers of L-Shop can count on an extremely large product range. No less than 80 textile collections are available from the Dortmund warehouse – 53 of which come with the entire sales range.

### NEW TRENDS

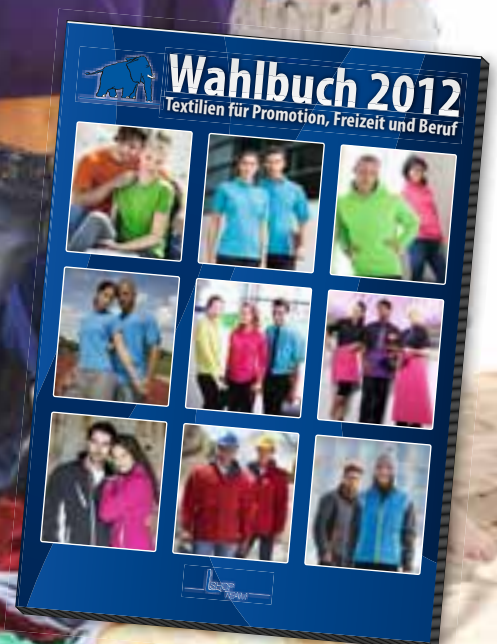
Besides T-shirts, polo shirts and sweatshirts, which the L-Shop-Team has been offering for many years, numerous new trends have recently been given a higher priority. For instance, functional sports textiles, breathable and waterproof jackets, kitchen and catering wear, as well as sports and travel bags, are constantly growing segments, which blend seamlessly into the sales range. Other customer benefits are the extremely short delivery times, free delivery for online orders amounting to at least € 100, as well as the still exceptionally good terms and conditions. [www.l-shop.de](http://www.l-shop.de) <



# T-Shirts für Alle!!!

Alle abgebildeten Artikel: **GILDAN**

**L-SHOP  
TEAM**



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**Holger Kapanski (right) hands over the GWW Code of Honour signed by the DIE6 Group to Patrick Politze.**

## PROFESSIONALIZATION AND QUALITY ASSURANCE

# DIE6 SIGNS THE GWW CODE OF HONOUR

The Code of Conduct, which was recently drawn up by the German Promotional Products Association (GWW) and its member associations AKW, bwg, BWL and the PSI, is widely acknowledged within and beyond the promotional products industry and is welcomed as an important and correct step towards further professionalization and quality assurance in the prospering industry.

**T**he 15 renowned promotional product companies which are affiliated with the DIE6 Group also unequivocally committed themselves to comply with the industry's Code of Conduct. During the PSI Fair, they handed over the document with the set of rules, which they had all signed, to the Managing Director of GWW, Patrick Politze. "We commit ourselves to the principles of ethical corporate governance which have been defined by the Association. We shall also adhere to the principles of social responsibility and believe

that we will thereby contribute to the long-term development and professionalization of the entire industry. The GWW can count on the support of the DIE6 Group during the following steps in implementing the Code of Conduct", stated Holger Kapanski, the Managing Director of DIE6. On this occasion Patrick Politze again stressed the importance of the new agreements: "We have succeeded in defining a far-reaching consensus on the rules of conduct that apply to the industry. This code of honour will now be the standard for the actions

and conduct of all market participants. We reject any form of discrimination and value fair working conditions and the responsible management of natural resources – all of which are principles which simply must apply to all firms operating in Germany."

### RESPONSIBLE CORPORATE GOVERNANCE

The Code of Conduct, which is the first step towards a more comprehensive set of standards, defines a common basic understanding of responsible corporate governance from an economic, technological, social and ecological standpoint. The voluntary commitment is oriented towards internationally applicable agreements, which include the "Universal Declaration of Human Rights" of the United Nations as well as the recognition of European social standards, the acceptance of the regulations on youth labour, the respect for human rights and the responsible commitment to environmental and climate protection. Besides the commitment to responsible behaviour and fair and decent business conduct with consideration to ethical and moral values, the provisions focus on compliance with competition laws and the respect of the industrial property rights of third parties.

### REGULAR CONTROL

The further development of industry standards into a Code of Conduct also calls for regular control. An independent committee, which will be set up to monitor compliance and to support firms during implementation, will provide a verifiable checklist of procedures and conditions, which coincide with the standards of the existing Code of Conduct. As proof of compliance, the participating firms shall receive a seal of approval. This seal will signalize to every purchaser of promotional products the high standard and quality of the seller. This also significantly increases the reliability of purchases. [www.gww.de](http://www.gww.de) <



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The new bwg Board of Directors: (from right to left) Mirco Hässlich, Hans-Joachim Schulz, Carsten Lenz, Simon Eckert, Thomas Hipper.



## BWG MEMBERS' MEETING

# NEW BOARD OF DIRECTORS ELECTED

The day before the commencement of the PSI Trade Show has a long-standing tradition. The German Association of Promotional Product Distributors and Consultants (bwg) had invited its members to attend a Members' Meeting in the relexa City Hotel in Ratingen on 10 January 2012, the day before the 50th PSI began. There were a number of items on the agenda: the Board of Director's report, an assessment by the head of PSI, Michael Freter, of the latest developments in the PSI organisation and the trade fair, as well as the elections for bwg's new Board of Directors. A presentation by Dr Arun Kapoor on the Product Safety Act preceded the discussions on the association's internal matters.

The agenda of this year's bwg Members' Meeting promised an exciting afternoon for those in attendance because a completely new Board of Directors for the German distributor's association is only elected every five years and this year it was time to hold elections again. Hans-Joachim Evers, who has been a bwg member for 25 years and has been a member of the board for more than 20 years, did not seek re-election for the post of chairman of the board, and Elsa Evers, who had managed the bwg office for 16 years, was not seeking to be elected to this post ei-

ther. The elections were held under the supervision of Martin Leipold, a former member of the board, and all of the members of the new board were voted onto the board unanimously. (see box p. 69)

### FUTURE RESPONSIBILITIES DEFINED

By having new faces join the board it also meant that it was time to say farewell to retiring board members who are taking a new path in life. Thus, Hans-Joachim Evers thanked his former colleagues on the board for their work with the association and for their personal dedication. Evers was himself elected honorary chairman at the re-

quest of Ralf Hesse, because of his many years of service at bwg. Esla Evers was universally honoured for her tireless efforts, especially for everything she has done with regard to organising the Trend event. The bwg office, which is moving from the town of Neuss to Cologne, will be run in the future by Bernadette Feck, who introduced herself to the association during the assembly. After the elections Hans-Joachim Schulz addressed those in attendance and gave his first statement as chairman; Schulz sees the priorities of the new board as being acquiring new members, collaborat-





**Sharing information and having fun with colleagues: The traditional get-together during the showbase event.**



ing with others, including with international associations during the course of political work, and in representing the interests of the trade.

#### **AN APPEAL FOR GREATER PARTICIPATION**

Defining tasks is based primarily on the Board of Directors' reports. Again this year one of the topics being discussed was the fact that the number of members has decreased slightly and there haven't been enough people registering for the events which bwg offers, such as the bwg Forum and the further training initiative "Promotional Products Consultant", to cover the costs of these events. For example, although the bwg Forum at Faber-Castell was a high-calibre seminar held in regal surroundings, the number of participants was less than expected. One also had hoped for more



**The old and new chairmen: Hans-Joachim Evers (left) and Hans-Joachim Schulz.**

bwg distributors to be present at the Anniversary Trend event. As a result, the bwg is starting the New Year with a budget deficit. The further training course for Promotional Products Consultants also had to be postponed for a year because there weren't

enough registrations. Only the entrepreneur seminar with Albrecht Henze has continued to enjoy unwavering popularity. Carsten Lenz and Hans-Joachim Evers appealed to the members to attend the events so that bwg can continue to offer them.

#### **STUDIES DELIVER KEY ARGUMENTS**

The political work that lies within the scope of GWW was also continued during the reporting year. However more direct talks with politicians are being pursued because the association's presence at party congresses has not been getting the desired response. The goals which are being presented to politicians continue to be establishing a nation-wide value limit for promotional products at a uniform price of ten euros net, as well as arguing in favour of the equal treatment of promotional products and other advertising mediums under the tax law. The problems with § 37b are also on the agenda for the political dialogue. The key arguments for sensitizing politicians to the issues relating to equal treatment of promotional products are based on the findings in the latest studies, such as the Dima study on promotional products, which provided media data on promotional products for the first time, and the GWW promotional product monitor, which is updated annually. (Results are listed in this issue starting on page 30.)

#### **COMBINING FORCES: PSI AND ASSOCIATIONS**

PSI's Managing Director Michael Freter opened his presentations with some sta-

tistical facts on the 50th PSI, which is the largest PSI Trade Show ever with about 1,000 exhibitors in attendance. He then explained the different services that PSI offers, including the PSI's product database, the Product Finder, which has since acquired information about 90,000 products from 900 suppliers. A mobile version of this database is also now available. He encouraged those present to try out the tools and give PSI their feedback. This is the only way that it can be further developed in a user-friendly way. In collaboration with the GWW, PSI has come up with the Code of Honour, which is intended to establish a minimum level of qualification standards. Together with other associations, PSI wants to promote the certification process on a European level and to promote the interests of the industry. After the Members' Meeting was finished the members in attendance mingled in the relaxed atmosphere of the get-together that was held during the showbase event. <

#### **THE NEW BWG BOARD OF DIRECTORS**

**Chairman:** Hans-Joachim Schulz, absatzplus

**First Deputy Chairman:**

Carsten Lenz, S&P Werbeartikel

**Second Deputy Chairman:**

Mirco Hässlich, Moll Promotion

**Advisory Board:**

Simon Eckert, Eckert-Werbung

Thomas Hipper, Rhein-Main-Werbeartikel.





# SALES PROMOTIONAL TOOLS

## MORE TARGETED, MORE EFFICIENT

In many industries, sales promotions – in particular as part of certain marketing activities – are used in addition to classical advertising. To do so, the promotional products industry offers the ideal tools. After all, three-dimensional advertising is more targeted, efficient and longer-lasting.

**A**ccording to the Gabler Economic Encyclopaedia, sales promotion is “an instrument of communication policy; in concrete, it involves temporally limited activities, which aim to effectuate increases in sales to downstream distribution chains and final purchasers by means of additional incentives”. Expressed in somewhat less theoretical terms, sales promotion is a collective term for numerous sales-supporting measures, which primarily have a short-term effect and are of a communication policy nature. This usually occurs in the form of certain marketing activities, for which the promotional products industry provides ideal tools: products, which unlike classical promotional measures, can be applied in a more targeted manner. When the target group is precisely defined, the risk of wastage is low, while the spatial and temporal limitations of the sales promotion also must be exactly determined – something which the media planners of advertising firms can only wish for.







## MAGICAL EASTER

**T**he colourful present set made up of egg dyes and a magic pen from eemotion factory provides for a truly magical Easter celebration. This giveaway is suitable for almost any target group and is extremely easy to use: once the eggs have been dyed, the magic pen is applied directly to the egg to design and create your own motifs. So there are virtually no limits to the creative possibilities. Custom designed sets with a personal promotional message are available for ordered quantities of 250 units upwards. Six egg dyes are included in the packaging.

45997 • emotion factory GmbH • Tel +49 7042 81550

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

## CHARMING AND TIMELESS

**A**malfi, the charming one, and Eclipse, the timeless one, are two compasses from Kasper & Richter with different designs. Amalfi, a compass with a matt surface, is made of brass and can be custom finished by means of laser engraving. The wooden case that it comes with is also printable. Eclipse is supplied in a metal gift box and has a high-gloss polished appearance. Laser engraving is likewise possible on this compass, and the metal box with its large advertising space can be printed.

40043 • Kasper Richter GmbH & Co. KG • Tel +49 9131 50655-0

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



## TALKING PENS

**T**alking Pen is the name of the attractive writing implement made of metal from Troika, which – as the name suggests – has something to say and is fitted with a black Troika easyFlow refill. After all, its design bears the individual, expressive signature of the designers from the Westerwald, Germany. This exceptionally attractive ballpoint pen is available in many colours and with personal messages. Modern, witty and convincing.

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## COMBINATION VIRTUOSO

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## PLAY THE MOVIE

**A** small video player comprising an LCD screen with built-in loudspeaker, available in the sizes 2.4, 3.5, and 4.3 inch, can be had at Nestler-matho. The small device with a built-in memory from 128 MB automatically plays videos as soon as the player is flipped open. A built-in lithium-ion battery will ensure sufficient playing time. Data transfer is performed by means of USB cable or SD card, respectively, or even by mini SD card. Custom design is possible from 500 pieces.

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## THE HEART OF THE MATTER

**T**he Box from the Netherlands produces tins and is famous for its many home brands, tins with private labels. In addition, however, The Box also has a wide range of standard tins. There is particularly high demand for the unprinted tins in matt silver. The Dutch company has now added five new tin shapes to the series: oil drum, small and round with a domed lid, large and heart-shaped, rectangular with a sliding lid and in the form of a suitcase.

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in Frankfurt





## PROMOTIONAL HOME MATCH

**T**he thermo-mug Costa Rica, available with or without a handle, had previously been manufactured in Finland, but the distributor Promowolsch is now manufacturing it in Germany. As a result, the prices of this REACH-compliant product have been reduced and the delivery times shortened. As of now, it can be said to be: made in Germany. The inner and outer cups together create the thermo-effect and prevent you from burning your fingers. The offset insert is welded in between the two parts of the cup ultrasonically. Without the handle, the cup will fit into any car cup-holder.

44724 • Promowolsch – the customer factory • Tel +49 2942 570201  
info@promowolsch.de • www.promowolsch.de

## PRACTICAL ASSISTANT

**R**eelStrap is the name of the cleverly designed idea from Pauner in Finland, with which, alongside your employee ID card, you can keep together mobile phones, keys or flash drives and easily carry them around with you. The strap can be easily adjusted to the desired length by pressing a button that locks and releases it. The user can wear the ReelStrap either around their neck in front of them or diagonally across their shoulder and down to the hips. This useful product can be attractively customized by means of a coloured logo in 3D.

48495 • Pauner OY Ltd. • Tel +358 3 3634410  
pauner@pauner.fi • www.reelstrap.com



## MOTORCAR PEN-HOLDER

**A** Citroën 2CV in miniature format, intended as a paperweight and pen-holder, is available from Troika. This most appealing of cars as an office item has a magnet for paper clips and is fitted with a pullback motor. The shiny chrome-plated semi-convertible will give hitchhiking pens a lift and, when it comes to speed, the pullback motor version is by no means inferior to the original car.

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

-Advert-





# ECO FRIENDLY BAGS

**Zerotree bags**  
Made out of grass

**FSC® paper**

**Recycled  
plastic bags**

**Zerotree bags**  
Made out of  
banana leaves

**Jute & cotton  
bags**

**RPET Bags**  
Made of recycled  
plastic bottles

**BAGS PRINTED IN 10 DAYS**



**Many thanks for visiting us at the PSI-fair  
in Düsseldorf**

The fair was a great succes for us. We got many positive feedback, also thanks to you! Our "Zero Tree" bags made out of grass were real eye-catchers, a good example of the environmental friendly alternatives we can offer you and your clients.

If you have any questions about our "Zero Tree" bags or any other bags to be delivered within 10 days, please call, send us an E-mail or check our website.

NL

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

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A

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6921 EX Duiven (NL)  
+31(0)26-3121002  
[www.eastwestpackaging.com](http://www.eastwestpackaging.com)





## ALL A MATTER OF TASTE

U pbeat advertising is promised by the condom sachets from AS Advertising Support which can be printed with cheerful and cheeky phrases. The sachets can be offset printed inside and outside according to request. The condoms are available in natural, also ribbed or dotted, in the colours green, blue, red, black, neon and rosé, as well as with various flavours, including peppermint, strawberry, tutti-frutti, chocolate, banana, orange, cola, cherry and citrus lemon.

42676 • AS Advertising Support Werbeträger Vertriebs GmbH • Tel +49 4104 9198356  
info@as-advertising.de • www.as-advertising.de

## SWISS HANDWRITING

Prodir has launched its new ballpoint pen called ES2. This attractive newcomer with a triangular body made of plastic is characterized by a carefully crafted clip in satin metal, a choice of a satin or polished metal button and a whole selection of new neon colours. The ES2 with its new and brave look is very much marked by modernity and is the fruit of a development strategy which was implemented in cooperation with an international creativity consultancy, a subsidiary of a well-known German premium car company. The product is available in the two shiny colours of black and white and in ten transparent colours, of which green, blue, pink, orange and yellow are neon colours. The clip can be printed with colours according to the graphics, and the body can be printed with a single colour.

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



## AMBIENT EASTER LIGHT

A festively Easter mood is promised by the lovingly designed wooden card from Multiflower. As a decoration it is particularly suitable for a tea light; a custom promotional message can be effortlessly applied to the standard motif by means of laser or screen printing. Multiflower will realise a customer's own, customised card design from an order quantity of 250 pieces.

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

-Advert-

**TOPPOINT®**

**Order online  
2% discount**





## ROLLING PROMOTIONAL MESSAGES

**W**ith the new Cyclop Disc promotional sign from NovaForm, the bicycle becomes a trend-setting, innovative advertising medium. This latest eye-catcher seems to be a paradox: apparently stationary wheels on a moving bicycle. The effect is striking and automatically draws the attention of other road users. Advertising which stimulates the optic nerve means advertising that impresses people and is therefore effective. The presentation space is visible on both sides and the film can be replaced. With static messages on a moving bicycle, the advertising is always legible, no matter what the speed.

48530 • NovaForm GmbH Cyclop-Disc • Tel +49 7042 91180  
info@cyclop-disc.com • www.cyclop-disc.com

-Advert-

# Stilvolle Trendsetter



Gute Produkte sichern Erfolge. Seit Jahrzehnten steht unser Name für hochwertige und innovative Qualitätsprodukte. Bei der Zusammenstellung Ihrer Kollektion beraten wir Sie gerne.

### Art. 256410

Herbertz Einhandmesser mit Klinge aus Qualitätsstahl AISI 420 und Teilsägezahnung, Pakkaholzgriff mit Edelstahlrahmen und Gürtelclip. Ein stilvoller Begleiter mit einer Gesamtlänge von 17,9 cm.



### Art. 107600

Herbertz Multitool mit Zange, acht weiteren praktischen Werkzeugen, Leichtmetallgriff mit edlen Pakkaholzeinlagen, ledernem Gürtelutui und Bits. Ein robuster und vielseitiger Begleiter in edler Optik.







## BRILLIANT AND POLISHED

**I**n the name of greater variety and brilliance, there is now the option to imprint quality nail files of any shape and size on both sides in up to four high-resolution colours. This offer by Hermann Flörke GmbH applies from 150 ordered pieces; thus, the products can be customised according to the customer's wishes with images, logos or promotional texts. Thanks to their low weight the nail files are ideal as giveaways, mailing supplements or on-pack. Potential target groups, besides hotels, include wholesale and retail, plus the beauty & wellness field.

44294 • Hermann Flörke GmbH, Dr. Flörke Nails & Feet • Tel +49 6104 73373  
info@floerke.de • www.floerke.de

## ASSUREDLY STYLISH PEN DESIGN

**V**iva Plus from Poland, one of the country's biggest manufacturers and importers of promotional writing implements, presents a new metal ball pen by the name of Sirius. In addition to elegant, timeless lines, this new member of the range is distinguished by the assuredly stylish fitting of two silver rings on the pen's cap, which will leave the writer with a high-quality impression. Sirius is available in the colours blue, green, red, orange, silver, black, pink and dark red.

46622 • Viva-Plus II • Tel +48 32 3868086  
west@vivaplus.pl • www.vivapens.eu



## IN THE CAN

**T**o its own range "Advertising meets taste 2012", Jung Bonbonfabrik has added the innovative sweets tub Top-Can, which is on offer in two sizes and four options for contents. The container can be given an all-round design thanks to a stylish full-body sleeve based on a film shrink technique, giving the tub and the advertising material an individual, shiny appearance. The various options for the contents include Mentos chewing gum, Starmint pastilles, Premium Mint, Solvens or fruit mixture sweets, making Top-Can the perfect giveaway at major events.

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





## BOXED SETS OF SWEETNESS

**G**erman-based tin manufacturer ADV PAX Lutec presents two new, innovative forms of packaging in its online shop. Many different tin shapes for pralines, cookies or pastilles are already widespread on the confectionery market, but the small sliding tin and the Sweetie tin are real alternatives for attractively presenting sweet contents. The containers are suitable for mailing promotions or as giveaways alike. The two products can be found in stock at ADV PAX at [www.adv-dosenshop.de](http://www.adv-dosenshop.de).

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

info@adv-pax.de • [www.adv-pax.de](http://www.adv-pax.de)



## BIG WORDS

**I**t is small, extremely flat, and will ensure clear transparency at all times: the little cheque-card sized magnifying glass from Spranz. Using it, even small print will be child's play to decipher, magnified many times over. This and many other designer products along many other themes are listed in the current Spranz Collection catalogue. The German-based company has numerous products in stock and is synonymous with one-stop full service, including consulting, sampling, pre-printing, printing, and shipping on the customer's behalf.

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

info@spranz.de • [www.spranz.de](http://www.spranz.de)

# TOPPOINT®

## The Collection <sup>new!</sup>

2012



91650



81257



91788



90955



81560



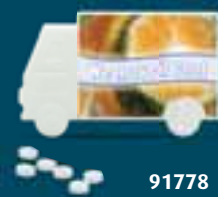
51191



90487



91737



91778



50681

AND MORE!  
[WWW.TOPPOINT.COM](http://WWW.TOPPOINT.COM)





## FLYING ORGANIC TEA

**W**ith the brand-new BIO Tea Sticks, Tea-Mails, and the Tea-V-Card from Sanders Imagetools from certified organic cultivation, mailings will fly with particular accuracy straight into customers' hearts. The organic teas will provide uniquely refined moments of enjoyment and, in eight varieties, the choice won't be difficult: Herbal, Rooibos Energy, Rooibos Caramel, "Ginger Lemon" green tea, BOP Remberg Assam, Chai-Spicy Masala, Earl Grey, and fruit tea are in the range. The individually portioned tea stick unfolds the wonderful aroma of the high-quality premium organic tea and can be used in addition as a spoon substitute for stirring. The special perforation means that water can optimally circulate, and the tea's flavour and effect unfold at their best with no bitter aftertaste. For the entirely personal message there is the Tea-V-Card with a tear-off business card, ideal not only for trade shows. And be it for Christmas, as a trade show invitation, or product presentation – TeaMail will delight and thrill the recipient, is memorable, and is designed with cost-effectiveness for the sender in mind.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 60798-0

welcome@imagetools.com • www.imagetools.com

## OPEN MESSAGES

**O**ne useful mailing and marketing tool that no desk can do without is the letter opener comprising magnifying glass, ruler, and a promotional surface for designing to maximum effect in the product range of Spranz. In addition to its practical function, this compact 3-in-1 product offers sufficient promotional space, where the widest variety of claims can be set in scene in attention-grabbing style.

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

info@spranz.de • www.spranz.de



## BEST WATER

**B**obble, a reusable bottle with a modern design and a built-in filter insert to optimise drinking water, is available from eponymous Dutch company bobble Keat. Aiming at the promotional products trade, the Netherlands have created the bobble business program, via which bobble is customised for the widest variety of purposes with the customer's corporate design. Bobble is a sustainable alternative to the environmentally damaging plastic bottles commonly available on the market and is free of substances such as BPA, phthalate and PVC.

48558 • bobble Keat bv • Tel +31 6 42381777

info@waterbobble.nl • www.waterbobble.nl



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www.success-werbung.de  
info@success-werbung.de

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



## Einsatz - Erfolg - Emotion



**Sport - MARKENARTIKEL**  
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bei uns erhältlich  
[info@rheingoldsport.de](mailto:info@rheingoldsport.de)



**Rheingold-Comet-Sports GmbH**  
Mevisenstr. 52 • 47803 Krefeld  
[info@rheingoldsport.de](mailto:info@rheingoldsport.de)  
PSI 47620





## A COMPACT AID TO ENERGY SAVINGS

**F**or all devices with no off button, Hugo Brennenstuhl has the perfect solution in its range in the shape of its compact adapter plug. The product features an on / off switch and an earthed power socket. Devices can be easily and quickly cut off from the mains by means of the flip switch; standby consumption can thus be reduced in addition. This printable product is provided with child protection for additional safety.

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

## TWO GREAT DOMESTIC COMPANIONS

**I**n partnership with electronic goods manufacturer Philips, Dutch promotional products specialist Intraco offers two practical household appliances. The Airfryer from the Viva Collection from Philips cooks, without the use of oil, tasty fries that have 80 per cent less fat than usual. Furthermore, Intraco has the Philips Coffee Maker in its range, a modern metal coffee machine that first grinds fresh coffee beans and then ensures maximum coffee enjoyment at the desired strength. To match this Intraco additionally has elegant Philips Saeco Coffee Glasses at the ready.

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



## RAZOR-SHARP MULTITALENT

**A** tool that is up to virtually every handyman's task is available from Topico. Produced from stainless steel, the tool by the name of Job Shop features nine different functions, including tools for cutting, sawing, screwing, and filing. In addition, Job Shop can be opened to form combi tongs. A bottle and tin opener, one of each, can additionally be found on the handles. The multitalent comes supplied with a matching belt bag.

44327 • Topico • Tel +49 421 6965470-0  
 sales@topico.de • www.topico.de

-Advert-







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## JAPANESE SWISS

**V**ictorinox Tomo is the name of the indispensable companion from Switzerland, in which functional, clever design from Tokyo is combined with tried and tested components from the Victorinox Classic series such as blade, nail file with nail cleaner, scissors and ring for hanging. The latest and completely different pocketknife, which is equipped with five functions and available in seven colours, has been distinguished with the Promotional Gift Award.

44281 • Victorinox AG • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.com

## ONLINE EVERYWHERE

**A** wifi stick for on the move is included in the Intraco product range: thus, one's own hotspot for wireless Internet can be effortlessly created in hotels or offices. This practical tool is suitable for virtually all kinds of smartphone or tablet PC. Operation is extremely easy: using the plug-and-play principle, the stick is attached on the one hand via USB, on the other by means of LAN/WLAN port. For promotional customisation Intraco recommends either engraving or printing.

43540 • Intraco Trading bv • Tel +31 75 6475420

info@d-vice.info • www.intraco.nl



## CENTRAL MESSAGES

**T**hanks to prominent printed surfaces and a modern design vocabulary, the new Centrix from Senator stands as a new guarantor for effective communication. The quality writing implement, made in Germany, is dazzling with an eye-catching clip and its basic variant is available in opaque white, black, yellow, red, dark red, pink, purple, cyan, blue, light green, and green. The state-of-the-art clear variant combines a transparent shaft with an upper section available in ten different colours. Centrix is equipped with a quality high-capacity refill containing blue or black ink.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801-0

info@senatorpromotion.com • www.senatorpromotion.com

-Advert-

**TOPPOINT®**

**WWW.TOPPOINT.COM**



## TOOLS FOR HER AND HIM

Besides many others from the tried and tested e-quip tools series from HNC, among the custom developed tool combinations are the Ladylike model for soft female hands, plus a professional multi-function tool for men. Ladylike, in an ultra-fashionable stainless steel/ rubber design, is equipped with a variety of screwdrivers, saw, knife, bottle opener, file, and combi tongs and clippers. Besides this modern, compact tool, which will fit in every lady's handbag, for men HNC serves up a nine-part professional multitool in top design and quality, where nothing is left out.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 3816-0

info@hnc-ag.de info@hnc-ag.de • www.hnc.ag



-Adverts-

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Telefax 0049 - 61 96/50 05 55

e-mail: info@hoechstmass.com

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## Werben. Spielen. Gewinnen!

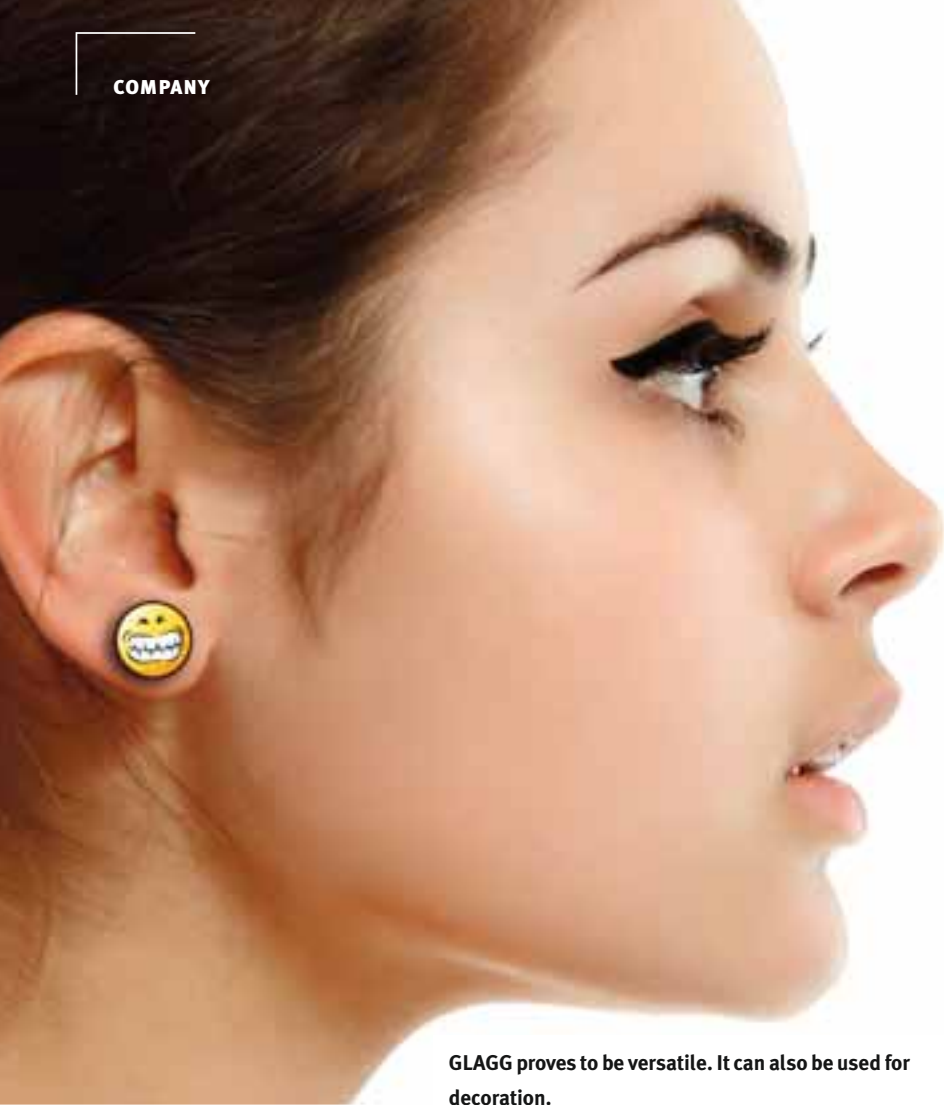
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Eine runde Sache: ballprint steht für kreative Beratung, clevere Umsetzung und kompetente Produktion nach ISO zertifizierter Norm. Im Mittelpunkt: Ihr Logo, Ihre Grafiken, Ihre Vorstellungen. So bleiben Sie der Optik Ihrer Marke treu und punkten bei jedem Spiel. Blitzschnell und extrem flexibel: Wir produzieren Ihre Bestellungen für die

Fußball EM 2012 & auch kleine Bestellmengen ab 50 Bällen. Neues Label - alter Hase: Bei ballprint ist Werbemittel-Profi Frank Behrend am Werk. Damit Ihre Ball-Spiel-Werbung ein Gewinn ist.

**ballprint**  
www.ballprint.de





GLAGG proves to be versatile. It can also be used for decoration.



There are now over 50 different GLAGG designs, also including models that have arisen from cooperation with Hirsch Leder and Swarovski.

## ICLAW GMBH

# THE HOLDER THAT HOLDS ON TO YOUR CUSTOMERS

iClaw GmbH is a young Austrian company that emerged from a product idea, the “GLAGG”, and is managed with a lot of passion and dedication by three professionals from the fields of branding and product development, tax and economics, and sales.

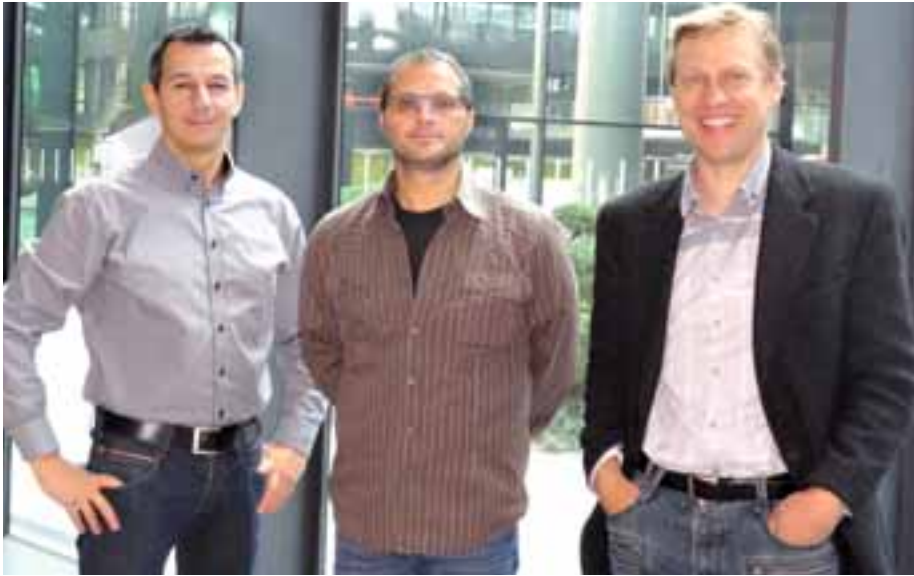
**G**LAGG is iClaw GmbH and iClaw GmbH is GLAGG. The company was founded in order to implement the idea professionally and to launch it on the market. On 13 March 2006, the first GLAGG was sold over the counter. In the meantime, the “smallest universal holder in the world” is the result of five years of development and constant optimization. Today, many people could not imagine everyday life without

GLAGG. Over the years, various other innovative products have also been added to the range distributed by iClaw, including, for example, the “AntiRutschPaste”, an anti-slip paste. And: “In the near future, we will be relaunching a well-known brand that will bring back childhood memories for the over 40s generation in particular: the legendary Geli aircraft – in a customized design,” iClaw CEO Thomas Stranig reveals.

### ANNOYANCE TURNED INTO GLAGG

The story of how the company came to be founded is a curious one: the annoyance at his iPod and mobile always sliding around the car while driving, and the customary holders that he did not like or found too bulky, gave Thomas Stranig an idea: someone ought to develop a fastening system for small electronic devices that is easy to mount in all kinds of places and prefera-





The iClaw partners from left to right: Thomas Stranig (CEO and Product Management), Nadim Itani (Sales) and Dr. Walter Antosch (Finances).



An extremely smart little item: The “clever claw” called GLAGG.



Fits like a glove: GLAGG serves, for example, as a secure holder for smartphones.

bly invisible. The result was GLAGG, which originally bore the name iClaw, the “clever claw”.

#### IENA AS LAUNCH PAD

So, with a fixed idea in mind, Thomas Stranig began experimenting, becoming familiar with the new worlds of physics and chemistry and getting in contact with experts. In November 2006, complete with girlfriend, small son and a few iClaws in

his luggage, he set off to Nuremberg, Germany to present his invention at iENA. The new product provoked controversial reactions – some were enthusiastic, some disparaging, some cautious, but all were curious. So the little trade fair stand became a true “magnet” that drew the crowds. Plenty of contacts were established. Many of these then came to nothing, but a few of them turned out to be valuable. From the

trade fair stand opposite, one fellow-businessperson was watching the lively goings-on: Nadim Itani has been a fan right from the start. He became a co-founder of iClaw GmbH, companion, critic and good friend. A short time later, with the Salzburg tax advisor and accountant Dr. Walter Antosch, an additional expert came on board. Within a few months, a professional distribution network had been established.





New in iClaw's range: the "AntiRutschPaste", an anti-slip paste.

#### CONVICTION AND CREATIVITY

Production, which, until this point, was still being carried out as a leisure activity at the kitchen table every evening, was now moved to another location – only a few kilometres away, however. "In Tina Taferner, mother of two girls, we found reliability and precision personified. Today, as the head of Production and Logistics, she is a mainstay of iClaw GmbH," Thomas Stranig says in her praise and goes on to explain: "Multitasking goes without saying for everyone involved, since we are all still doing our regular jobs as before. The pleasure we find in GLAGG and the conviction that, with creativity, sincerity and hard work, we can be successful in business, continue to spur us on to reach maximum performance."

#### A TREND – BUT ALSO A PRACTICAL, EVERYDAY COMPANION

By means of trial and error, a variety of distribution channels have been pursued. Publicizing an innovation that is comparable to nothing else turned out to be a challenge that could only be overcome with perseverance and a firm belief in the product. Highs and bitter setbacks often followed one another in quick succession. "We were applauded by those who had discovered GLAGG for themselves, while

being thwarted by those who thought they could make a quick profit with it. We learnt from many mistakes and have grown with the product," Thomas Stranig tells the story and explains: "The main difficulty in trade is that GLAGG cannot be categorized: Yes, it is a holder – but it is much more than that. It is a mobile phone decoration – in the broadest sense. It is a trend – but also a practical, everyday companion. So marketing is carried out primarily by means of recommendations and by positioning the product at, for example, Pro Idee, Erfinderladen and Camping Fritz Berger, where GLAGG has successfully filled a niche for years." As the latest presentation platform with public appeal, they have now discovered for themselves the PSI Network and its trade fair.

#### EXCEPTIONAL

Of course, a smart little item like GLAGG also makes others want the same. Thomas Stranig says: "More than once, people have tried to copy our product, and every inventor knows how audaciously such producers get down to work. In the meantime, they have all run out of steam, however, because you cannot just skip aspects like product development, quality assurance and branding. With their cheap magnets

and sticky pads, they could not keep what they had promised the customer. We admit that GLAGG is not cheap – but it is not meant to be. Our neodymium magnets are not 'ready-made' and not available commercially. The most prestigious specialists in the field of adhesives have developed carrier material and glue specifically to meet our requirements."

#### PREDESTINED FOR THE PROMOTIONAL PRODUCTS MARKET

Originally, GLAGG was available in black, silver and gold; later the GLAGGstyle series was added, whereby various metal parts were applied to the neodymium magnets. "Cooperating with Hirsch Leder and with Swarovski has furthered the business enormously and strengthened the brand. With regard to quality, we have reached a level that cannot be beaten," Thomas Stranig is sure. "As far as the style goes, there are no limits to the creative possibilities. We now offer over 50 different designs. With the new method of Lexan coating, we are able to carry out four-colour, high-quality printing and even produce small-scale series at short notice for a good price. This means GLAGG is predestined for the promotional products market. As a trendy, but also functional novelty, it is the ideal instrument for conveying a positive brand image. A 'special little something' for which everyone will find some use or other and which communicates values such as safety, strength, support, innovation, quality and a love of detail. And further, extraordinary products will follow," the managing director promises with a conviction from which his passion for his "children" is evident. <

#### CONTACT:

iClaw Innovations- & Vertriebs GmbH  
Am Corso 2  
A-9220 Velden  
Tel.: +43 4274 51658  
info@glagg.com  
www.glagg.com



# 51. PSI FUARINDA GÖRÜŞMEK ÜZERE 2013

**9 – 11 OCAK 2013'de**

[www.psi-messe.com](http://www.psi-messe.com)



**DAHA FAZLA TRENT.  
DAHA FAZLA MARKA.  
DAHA FAZLA FIRSAT.**



A portrait of Hans M. Höhner, a middle-aged man with grey hair and glasses, wearing a dark suit, white shirt, and a striped tie. He is standing in front of a large, out-of-focus background that reads "DO YOU LOVE PRO" with a stylized orange and black logo in the center.

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**HANS M. HÖHNER**

## “I LOOK AT THE WORLD OPTIMISTICALLY”

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When Hans M. Höhner took over Klio Eterna Schreibgeräte GmbH in 1986, the company had already been in the family for 30 years. His father, Wilhelm Höhner, had moved the “Füllfederhalter-Spezialfabrik” (“special fountain pen factory”) from its home in Hennef, Germany to the Black Forest and grown it into a high-powered ballpoint pen manufacturer. Now Hans M. Höhner has successfully positioned Klio as a high-quality, innovation-oriented writing utensil supplier which is convincing the promotional products industry with its wide range of pens made in Germany and its competence in custom-made designs.

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**W**here Hans M. Höhner lives and works is where other people spend their vacations. We met the boss of writing utensil manufacturer Klio Eterna at the company's headquarters in the small Black Forest town of Wolfach in the lovely Kinzig Valley. This is where, in 1957, his father Wilhelm Höhner started construction on the company building, which has since

been enlarged several times and where around 100 employees now work in production, sales and administration. Here is also where around 80 million writing utensils with up to 6,000 colour nuances are made each year using state-of-the-art technology. “We give customers an opportunity to be creative and they appreciate this. You might think there's nothing new about

ballpoint pens, but all the parts can be given a different look, combined in new ways, designed and enhanced. Customers can use the wide range of components we offer to develop their own individual expression of design and thus implement their own ideas. This gives rise to new surprises over and over,” says Höhner. He looks back with us at the long history of a com-



pany which has so far defied all the crises and made an outstanding name for itself as a reliable partner for promotional products distributors.

#### **BECOMING AN ENTREPRENEUR IN TIME OF WAR**

The roots of today's company reach back to 1900, when Eduart Reiser founded a factory for office furniture in Hennef on the Sieg River. Along with furniture production, another branch of business was opened up later manufacturing high-quality fountain pens. Appropriately, the name Klio was chosen, taken from Greek mythology and referring to the muse of history and heroic poetry. This line of business became extraordinarily successful and Klio pens grew to become best sellers throughout Europe in the first half of the twentieth century. The gold safety pen called "Regina" was widely known and prized in those days. Wilhelm Höhner, who came from the Westerwald region, was working as a management assistant at the Klio factory and rose to the position of authorized signatory during the war. After the war ended, the writing utensil department was spun off and Höhner had a chance to take over the company. Since he had contacts in the Black Forest from the furniture business, he already knew his way around there and decided to move the company to that region, which was well-known for precision engineering and thus offered the best infrastructure.

#### **MOVING AND REORIENTATION**

Keeping in line with the spirit of the times, Wilhelm Höhner concentrated on producing ballpoint pens at the new location, which were considered the writing utensil of the future. Then as now, the pens were made exclusively for the promotional products trade. The addition of "eterna" to the name alludes to the high quality and "eternal" life of a Klio pen. Plastic injection moulding was the technology used from the very outset. However, metal writing utensils were also produced along with ballpoints made of plastic with a metal clip. The mechanics of the pens came from the region's precision engineering operations. At first, the

refills were purchased externally, but assembly was done largely by hand. "In 1957, we were already making 5,000 pens per day and employing 40 people – a remarkable result for those times. The high number of employees was due to manual assembly and packaging," explains Hans M. Höhner, who likes to look at old documents where he discovers figures like these. In 1957, the company began building up today's grounds, followed by more development in 1977, as well as in 1983, 1985 and 1988. This was accompanied by large investments in modern injection moulding and automatic assembly machines.

#### **ONGOING GROWTH**

Increased automation accelerated production while prices fell and capacities grew. Starting in 1980, the export business was successfully stepped up, and the company's own printing shop was modernized and expanded. While the writing utensils were at first customized by the work-intensive hot stamping process, this technology was increasingly replaced by single-colour screen printing, and multicolour screen printing began in 1983. Today, modern finishing methods such as pad printing, metal printing, marking technology, laser engraving and digital foil stamping are used. The ongoing growth from the early days to the present made frequent investments possible. A spectacular order which enabled the company to show what it could do was 100,000 ballpoint pens for the birth of Dutch prince Willem Alexander in 1967. "Since the name was not yet known, it could not be stamped on until after the birth. Then we first made a brass stamp with the signature and, during a long night shift, the foil was branded into the pens. All went off on schedule and to the satisfaction of the royal client – in only a single day! This story shows how times and technology have changed," relates Hans M. Höhner, whose personal story we will now take up.

#### **CLEVER DEVELOPMENT**

Hans M. Höhner was born, raised and went to school in Wolfach. This is where he feels at home and where he likes to live. His stud-

ies first took him to Stuttgart, and an additional course of study brought him back to the Black Forest. When the question arose as to who would take over the company, the young business graduate was happy to take on the task, and did so with great dedication. His father entrusted him with the management of the company in 1986 and the last shares were transferred to the son in 1999. "I grew up in the company, so to speak, because my father starting taking me along as soon as I could sit up, and so everything was quite familiar to me. Moreover, I have been taking care of the computer side of things since 1980, having always had an affinity for technology. Back then I was fascinated by all you could do with computers and soon began using them, for instance, to produce the catalogues," Höhner looks back. In the early years, he grew into his new responsibility and managed the company with adjustments that were thoroughly thought out, if not particularly radical changes. Hence a great deal was done in marketing, internationalization was consistently furthered and, of course, the technology was brought up to the state of the art. He also invested in human resources development, creating new functions and positions and expanding the sales department.

#### **BALLPOINT PENS MADE IN GERMANY**

Hans M. Höhner took a strategic step forward right away in 1986 by bringing refill assembly into the factory – a project which, although it required investing in technology, gave the company a head start in quality and manufacturing competence. Refills are the heart of every ballpoint and the measure of the feel and act of writing. That is why the company no longer wanted to satisfy itself with the quality of the blanks furnished by outside suppliers and set up its own production. So Klio writing utensils are now almost entirely made in Germany, a seal of quality which is becoming ever more important. In general, Höhner does a lot to ensure quality and keep Klio products unmistakable. "Intensive quality control is a must, as is product protection. That is why we have our products patent-



ed and take rigorous action against piracy. We keep all the necessary documents ready and have already had knockoffs removed from trade fair stands – a troublesome endeavour which also costs quite a bit of money. But it is worth it to ensure the quality level of the brand.” After all, Klio has invested a great deal in design, bringing roughly three new developments to market each year, which are incidentally marked with the Klio logo to prevent copying. The promotional products trade has nothing against this, for the relationship with the trade is based on mutual trust and the cooperation works perfectly. However, Höhner is critical of the fact that many distributors are producing their goods themselves in the Far East – a risk which is difficult to estimate but which can cause a lot of trouble.

#### COMPREHENSIVE SERVICE

Klio offers the trade a wide range of support. The catalogue with its modern design gives customers a clear overview of the range of the products and their variants. The product configurator on the website enables customers to put together their own dream pen, including how to have the advertising applied. Klio was a pioneer of this tool on the market, thanks to the affinity of its boss for technology. The feature is constantly being enhanced, offers customers a great deal of service and is extremely user friendly. Hans M. Höhner is especially proud of the huge variety of more than 6,000 special colours. Products can be custom made on orders of 20,000 or more, and they can be delivered in roughly three weeks, depending on the colour. Thanks to comprehensive manufacturing competence and just-in-time production, orders can be handled individually, professionally and punctually. The high quality standard not only covers production but also finishing. And its many loyal customers are proof of the company’s competence. “Repeat orders are the biggest compliment we can get. And if something should go wrong, we will let ourselves be held accountable for what we have delivered. After all, we are responsible for keeping distributors on

good terms with their customers.” Klio also keeps prices stable on orders repeated within the year, something which cannot always be taken for granted.

#### A PRUDENT ENTREPRENEUR

The fact that Klio was able to get through the year of crisis in 2009 without reducing the working hours is certain to be a consequence of the company’s prudent management. The boss explains his principles on this subject, “Good staff is the capital of a company”, Höhner says. “That is why we enable employees to pursue extra-occupational studies. For me, thinking and acting for the good of people is a matter of course in all walks of life. That is why I have spared no effort to give our employees a working atmosphere that is pleasant, safe and secure. We esteem everyone as a person in their position, for they are all an important part of the whole wherever they may be. I think our employees know this and that is why we also have very little fluctuation.” Another of his principles is never to employ contract workers. In addition, he prefers to hire employees over fifty, since Höhner is convinced that everyone deserves to get another chance even at this age. This has won Klio the distinction of being chosen the “Farsighted Company of 2010” by the “Perspektive 50plus – Beschäftigungspakt Südwest” initiative.

#### GOING FORWARD WITH OPTIMISM

What we described in the above section tells a few things about Hans M. Höhner not only as a businessman, but also as a person. He is a calm, positively thinking man with a fine sense of humour who looks at the world optimistically. “For me, the glass is always half full,” is how he sum-



marizes his attitude to life. How does he keep up this frame of mind? “I am not very interested in the past. One glance back is enough to realize what may have gone wrong. We should avoid this in the future, but it is not worth worrying about, that doesn’t help you get ahead. And you do not have to let all the negative things get to you, like all the reports of catastrophes in the media.” This is a healthy attitude which is also a result of experience. “I have travelled a lot and can say with good reason that we have absolutely no grounds for complaining. Incidentally, that is also what I think in regard to the economic situation.” In his free time, he likes to ride his motorcycle and goes on long tours with friends in the summertime. And he has kept his passion for tinkering around on the computer up to the present day. <



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# INNOVATIVE PROMOTIONAL PRODUCTS



## SPECIAL PUZZLE FUN

**A**s a specialist in bespoke advertising media made from foam and acrylic, Happy is unveiling a special cube design of puzzle this year. The Seasonal Greeting Happy Cube Puzzle displays advertising messages for the recipient, incorporating the fun of a game at the same time. All sides of the cube can be customised and come in a four-colour design. Consequently, the manner in which your advertising message is carried will not just surprise the recipient, it will also trigger off their natural instinct to play. The puzzle measures 150x110x10 millimetres. Happy is always amenable to special requests, of course.

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

## A REAL EYE-CATCHER

**T**he Easter egg sleeve card from emotion factory not only welcomes the recipient with a personal, individual message, it also comes with an extra creative benefit. To give it that wow factor, the card includes an egg sleeve. The sleeve is available in a standard design or in an amusing, customised look. The recipient cuts the film into three parts, slips it around the egg and pours boiling water over it briefly. The sleeve sticks to the egg like a second shell in next to no time. This very effective form of advertising, coupled with the fun designing it and the wow factor make this card a real eye-catcher, and not just at Easter. Individually printed cards are available in quantities of 250 or more, and customised sleeves are available in quantities of 1,000 or more.

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



## BREAKFAST WITHOUT THE MESS

**T**he breakfast boards made of 100 per cent melamine by Gimex are sure to provide fuss-free and clean pleasure at the breakfast table. The uniform boards are guaranteed not to chip or flake at the edges or to swell in water. Even when printed they are safe to use in the dishwasher. The high-gloss surface is extremely hard and scratch-resistant. Gimex boards are available in varying thicknesses starting from three millimetres. They are TÜV-tested and certified and can also be supplied with anti-slip feet upon request. Individual designs according to customer preferences are possible for orders of 500 units or more.

47578 • Gimex melamine plus GmbH • Tel +49 2204 402922  
gimex@gimex.de • www.gimex.de





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## SUN BLOCK WITH A QUALITY FACTOR

Just as spring starts to make an appearance, the rays of sunlight will also be intensifying again. To protect the skin, the SPF of the sun lotion also obviously has to rise. Francos Image-Cosmetics & More is now offering a sun lotion with a sun protection factor of 30 (LSF), which is produced in Germany and which is also available to buy in shops. Its ingredients include panthenol and vitamin E, and it is also suitable for children with sensitive skin. The 25 millilitre tube is available to order in quantities of 1000 or more with a customised wrap-around label printed in 4 colours. Alternatively, hand creams or various other tube contents are also possible.

47463 • Francos GmbH Image – Cosmetics & More • Tel +49 2521 8255112  
info@francos-gmbh.de • www.francos-gmbh.de

## MOVIES ON THE MOVE

With its new iPhone BeamJack projector, Assmann has unveiled a highlight for all users of the cult mobile phone. The small, lightweight projector allows you to project images onto walls, indoors and outdoors. You can show photos and videos over an area of up to three metres in width after connecting the BeamJack under the iPhone4/4S by plug and play. The device supports a projection width of up to ten metres in the dark. The integrated lithium polymer battery allows the projector to work for up to three hours, charging the iPhone at the same time. And if the integrated 0.5 watt speakers don't pack enough sound for you, you can connect external speakers directly to the Digitus BeamJack projector. Power supply unit and USB cable are included.

48571 • Assmann Electronic GmbH • Tel +49 2351 5540  
info@assmann.com • www.assmann.com



## TEA – ALWAYS BREWING

The Jung Bonbonfabrik company from Düsseldorf is unveiling a trend which is quite literally "brewing". Its new Premium Promotion Tea features a large, integrated advertising space which sits upright on the side of the cup while the tea is brewing, remaining in the tea drinkers' view for a particularly lengthy period of time. A total of six types are available in a stylish nylon bag. There is something for everyone, with a choice of Feel Relaxed herbal tea, Passion green tea, raspberry-flavoured fruit tea, Darjeeling and English Breakfast black tea, as well as Chai black tea with Oriental spices. The Creative Team at Jung is happy to help the customer choose the right slogan to go with the themes of relaxation, well-being or brewing.

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







## COLOURFUL EASTER BREAKFAST

To ensure a bright and stress-free start to an Easter morning, Multiflower offers a complete Easter breakfast set which comes in matching packaging in the style of an egg carton. Of course, it includes a painted hard-boiled egg and a high-quality egg cup made of stainless steel. Extra spice is added by the accompanying salt in a sachet. The supplied salt shaker is ideal for later use. An extra fresh ingredient gives the final touch to this Easter set: a dish containing cress seeds provides additional flavour, sprouting in just a few days. A promotional message can be printed on the standard wrapper on the top and side. Alternatively, customers can custom-design their own wrapper for orders of 250 or more.

45974 • Multiflower GmbH • Tel +49 6223 866560  
service5@multiflower.de • www.multiflower.de



## LIP CARE IN AN ELEGANT PACKAGE

A particularly stylish enhancement option is now available for the high-quality lip care stick by KHK. Full customisation can be applied with hot foil stamping for orders of 250 pieces or above. The high-gloss foil serves to boldly highlight the logo in the colours gold, silver, black and white, as well as red metallic and blue metallic. All lip care sticks by KHK are subject to strictest tests, for example by the Institut Fresenius. They are manufactured exclusively in Cologne according to the cosmetics GMP (Good Manufacturing Practice), as well as the cosmetics directive 76/768/EEC.

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## E-BOOKS FOR THE PROMOTIONAL MARKET

**T**he media professionals at micx – media in concept are known for their wide range of tailor-made digital advertising tools. E-books are a brand new addition to the portfolio, providing hours of reading pleasure and inspiration. The company offers a vast selection of e-book titles either on download cards, as coupons or on USB cards. A complementary product is the new micx Multiplayer which can store up to 160 e-books, but can also be used as a music, video or radio player. In addition, the player offers database functionality for photos, contacts, calendar and much more. Custom casing designs are possible, as is this integration of interactive customer requests.

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



## KEEPING A FIRM GRASP

**L**aurel has made a name for itself as the inventor of the paper clip made of plastic and now presents a special innovation for its 60th company anniversary. The LaurelClip is deemed to be the first asymmetric clip that can clamp 2 pages just as firmly as it holds 20 pages. Clamping legs of different lengths allow perfect hold, even for thicker paper stacks. According to the manufacturer, the LaurelClip will be available in six different bright colours and three packaging sizes. What's more, it's environmentally friendly, contains no harmful substances, and is non-toxic, hypoallergenic and 100 per cent recyclable.

47953 • Laurel Klammern GmbH • Tel +49 711 3698580  
info@laurel-gmbh.de • www.laurel-gmbh.de



## A MILLION-SELLER LEARNING EXPERIENCE

**A** million units of the tiptoi, the audio digital learning system from Ravensburger, have been produced within a year. The special feature of the system is that children tap a pen along pages of books, board games or puzzles. The pen is designed with an optical sensor and speaker. Invisible codes are printed on them which the pen converts into sounds, music and speech. Children aged four and over use the pen to guide them interactively through programmed smart themes, ranging from "Explore the Farmyard" to the "World of Music". It makes learning child's play in the truest sense of the word – they can learn independently, at their own pace and even without any need for a screen. Ravensburger plans to expand the tiptoi range further.

46563 • Ravensburger Spieleverlag GmbH • Tel +49 751 861722  
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## PSI SUPPLIER FINDER 2012

### NEW DESIGN AND EVEN MORE SERVICE

The PSI Supplier Finder has been an indispensable reference guide for many distributors for a number of years. This is due to the fact that even a quick look in the supplier list reveals important information about the PSI network suppliers. With the aim of making the brochure even more user-friendly, the Supplier Finder has now been revised. As a result, the supplier list will be published in the current year with a new look and an optimised concept. Only so much has been revealed thus far: the Supplier Finder

#### CONTACT:

PSI publishing team

Tel.: +49 211 90 191 321

E-Mail: publishing@psi-network.de

will be modern and based on a cross-media concept. In order to bring the Supplier Finder up-to-date with the latest developments with respect to data quality as well, PSI suppliers will soon receive a request by e-mail for an update of their contact and product data on [www.psi-network.de/supplierfinder](http://www.psi-network.de/supplierfinder). The standard entry will be included in the PSI membership. PSI will grant a five per cent early-bird discount on all additional services for all entries completed by 15th March 2012. The PSI publishing team will be at your disposal to answer any additional questions. <

## COLLABORATION AT AN INTERNATIONAL LEVEL

### PSI EXPANDS INTERNATIONAL COOPERATION

It is the win-win situation that make international cooperation attractive in the trade fair business just as much as in any other business. PSI recognized this fact years ago and has been backing the development of its international network ever since. One result of this intensive effort has been the close cooperation with the Turkish association of the promotional products industry, Promoturk. A trend-setting project arose from this cooperation last year: For the first time, PSI took part as a licensor at the Turkish promotional product trade fair Promoturk, which is organised by the ITE Group together with the Promoturk Association. The 26th round of the product show successfully took place under the name "Promoturk powered by PSI". A total of 137 exhibitors presented what the aspiring nation has to offer regarding promotional products at the trade fair. A total of 9,219 visitors attended the trade fair. Promoturk will also take place this year with the support of PSI, which is well-known around the world, from 20 to 23 September, 2012, in the Trade Fair Centre CNR Expo in Istanbul. PSI cooperates with a total of 30 international partner associations altogether. <



#### AN OVERVIEW OF THE „PROMOTURK 2012 POWERED BY PSI“:

##### Date:

20 to 23 September, 2012

##### Venue:

Istanbul Expo Centre/CNR Expo

##### Opening hours:

20 to 22 September, 2012; 10 a.m. to 7 p.m.

23 September, 2012; 10 a.m. to 6 p.m.



## FOREIGN ACTIVITIES

### PSI PRESENTS ITSELF AT INTERNATIONAL TRADE FAIRS

As an international network, PSI has made appearances at major industry-specific trade fairs in Europe again this year, too. And not only on its own. PSI took its members along to prepare the ground for them to enter foreign markets. In this manner, PSI presented itself together with a number of suppliers at the PTE in Milan and the Trade Only in Coventry in January. The PSI team informed interested parties about its services at the Expo Reclam in Madrid in the middle of February. Of course even more exciting dates are just around the corner: The "Promoturk 2012 powered by PSI", for instance, which will take place in Istanbul on 20 to 23 September, 2012. PSI members should also pencil in the most important date of the promotional product year 2013 in their calendars: The 51st PSI Trade Show, with the promising slogan, "More trends. More brands. More opportunities". It opens its doors on 9 to 11 January 2013 in Düsseldorf. <



## Inserentenverzeichnis / Index of advertisers:

PSI Nr.	Inserent / Advertiser	Seite / Page
46726	Ari International Trading GmbH	057
46951	ART OF TIME Innovative Products GmbH	063
43053	SUCCESS - Dr. Rolf Hein GmbH & Co. KG - Pustefix - Dr. Rolf Hein GmbH & Co. KG	081
41169	Spielkartenfabrik Altenburg GmbH - ASS Altenburger Spielkarten	081
46196	AS system GmbH	002
45202	BAGS BY RIEDLE	U2
48636	ballprint gmbh	085
48159	Beutler Verpackungssysteme GmbH	057
45767	Bottle Promotions a Tacx International Company	057
49043	bwg Bundesverband der Werbemittel-Berater und -Großhändler e.V.	093
	BWL Bundesverband Werbeartikel-Lieferanten e. V	073
45619	CLIPY Artur Begin, S.L.	067
42819	Gustav Daiber GmbH	018+019
44127	Elektronica SM-Handels GmbH	007
48521	F&F Verpakkingen Foppen Grafische Bedrijven BV	075
41275	C. Jul. Herbertz GmbH	077
41118	HOECHSTMASS Balzer GmbH	085
43540	Intraco Trading bv	017, 027, 042, 052, 056, 082
41545	JUNG BONBONFABRIK GmbH & Co KG	U4
42706	Kalfany Süße Werbung GmbH & Co. KG	005
46232	Kandinsky Deutschland GmbH	103
46591	Kreutz GmbH	047
40717	Lensen Toppoint B.V.	011, 023, 025, 041, 045, 046, 048, 071, 074, 076, 079, 084
42155	L-Shop-Team GmbH	065
48504	Luwor AG	081
41617	MAGNA sweets GmbH	103
45974	Multiflower GmbH	063
44176	The Peppermint Company	028+029
40972	PF Concept International B.V.	063
41565	KP Plattner GmbH	051
42332	prodir S.A.	001
	PROMOTURK Promotional Products Suppliers & Distributors Association	083
43952	PSI Niederlassung der	
	Reed Exhibitions Deutschland GmbH	049, 053, 055, 089, 095, U3
45612	Remarkable Ltd - The Remarkable Eco Factory	051
47620	Rheingold - Comet - Sports GmbH	081
48319	same same but Different GmbH	097
8814	Scholz Werbemittel Kalender Printmedien GmbH	103
41838	SENATOR GmbH & Co. KGaA	099
48323	Software Partner Datenmedien-Service und Vertriebs GmbH	103
44186	team-d Import-Export Warenvertriebs GmbH	051
47186	TLN Trade Company GmbH	063
44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH)	003
41848	uma Schreibgeräte Ullmann GmbH	043
42161	VAERST UHREN Inh. Marc Vaerst e.K.	063
43385	Veloflex Carsten Thormählen GmbH & Co. KG	057
620	VIERING GmbH Die Kreativagentur	103
<b>PSI Nr.</b>	<b>Beilagen / Inserts (*Teilaufgabe / *Part of Circulation)</b>	
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	*



# THE HURDLES ARE GETTING BIGGER

**T**he promotional products industry is facing another hurdle race. But we are used to overcoming hurdles: major hurdles for being accepted in the advertising market and substantial hurdles regarding image and professionalism. On the one hand I am referring to the long-overdue proof of the advertising effectiveness of promotional products, and on the other hand, I am referring to the issue of quality that is expressed in qualifications, certification and the recognition of a company's conduct. Although this hurdle race is not over yet, we are already facing the next set of obstacles, both old and new.

The EU regulation REACH, which took effect in the middle of 2007, is an example of a well-known and yet still very current hurdle we are facing. This year, the law on the registration, evaluation and ap-

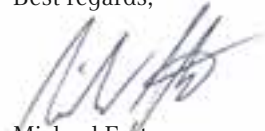
proval of chemicals will have been in effect for five years. The regulation is being implemented in a process that will continue until 2018 and it affects around 30,000 chemicals (substances) that are marketed with an annual production of more than one ton. REACH replaces around 40 EU directives and regulations and is the most complex piece of legislation that the EU has ever passed.

But that is not all. For those of you who may have missed the news: the Product Safety Act, which was passed by the German Cabinet in May 2011, has been in effect since December 2011. This law is an amended version of the Appliance and Product Safety Act and is one of the most controversial laws ever passed. The fear of these challenges is justifiably great because the impending fines are a reality.

Current lectures being given by lawyers are alarming the industry and a solution to the problem is not in sight.

Attaching the name and address of the "company bringing a product on the market" to a promotional product may seem easy but it appears to be a problem that cannot be solved. This legal requirement completely contradicts the idea of placing an advertising message or a brand on a product. The hurdles may be getting bigger, but the industry has never given up hope. Besides the current initiatives taking place on a political level, it is now time to take another step. The discussions being held with trade supervisory authorities, who are already aware of the situation, will not be enough. It is important that we address this issue and do not ignore it on the operational level.

Best regards,



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



» The hurdles may be getting bigger, but the industry has never given up hope. «



## Business Development Manager (m/w)

iSupplies und DigiPromo sind zwei starke Handelsmarken der Software Partner GmbH, einem seit 16 Jahren international erfolgreichen Unternehmen, welches deutlich schneller als der Markt wächst. Heute erwirtschaften knapp 50 Mitarbeiter mit europaweit 4.000 aktiven Kunden in den Geschäftsbereichen Datenmedien, digitaler Lifestyle und Werbemittel einen Jahresumsatz von 37 Millionen Euro.

Zum Ausbau unseres Geschäftsfeldes „Digitale Werbemittel“ suchen wir in Unterhaching bei München per sofort eine/n Business Development Manager/in.

### Ihre Aufgaben

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- Unterstützung in der Akquise und Betreuung strategischer Großkunden
- Bedarfsplanung, Preiskalkulation und Einkauf
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### Unsere Anforderungen

- Fundierte Erfahrung mit asiatischen Lieferanten im Einkauf und Produktmanagement
- Verbindlicher und freundlicher Auftritt bei Lieferanten und Kunden
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Interessiert? Dann freuen wir uns auf Ihre Bewerbung per Mail unter: [job@software-partner.de](mailto:job@software-partner.de) an Herrn Peter Brickwede.

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Ideas4 sucht Handelsvertreter

Zur Verstärkung unseres Vertriebs sucht die ideas4 Kooperation der vier Unternehmen mbw, magna, KHK und STAEDTLER einen Handelsvertreter (m/w) für die Verkaufsgebiete im Norden Deutschlands (PLZ-Gebiete: 0,1,2,3,4,5,98 und 99)

### Ihr Aufgabengebiet:

- Kompetente und professionelle Kundenberatung
- Ausbau des bestehenden Marktanteils und Gewinnung von Neukunden
- Mitarbeit an der Positionierung unserer Marken und Produkte am Markt
- Maßnahmen zur langfristigen Kundenbindung
- Beratung, Ideen, Mitarbeiter-Schulungen, Schaumraumgestaltung, Musterbereitstellung, Verkaufunterstützung

### Ihre Qualifikation:

- Langjährige Erfahrung im Verkauf
- Hohe Sprach- und Textsicherheit
- Sehr gute Kenntnisse der Werbemittelbranche
- Gutes kaufmännisches Verständnis und Gespür

### Ihre Persönlichkeit:

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- Organisierte und selbständige Arbeitsweise
- Gepflegtes Auftreten und gute Umgangsformen
- Flexibilität und Reisebereitschaft

Wir bieten Ihnen neben dieser selbstständigen und abwechslungsreichen Tätigkeit eine leistungsgerechte Entlohnung. Wenn Sie an dieser spannenden und herausfordernden Tätigkeit Interesse haben, freuen wir uns auf Ihre aussagekräftige Bewerbung inkl. Foto mit Gehaltsvorstellungen.

Bitte senden Sie Ihre Unterlagen an:

Ideas4 c/o KHK GmbH, zu Hd. Natalie Schaefers, Ringstraße 9-11, 50996 Köln, [n.schaefers@khkgmbh.com](mailto:n.schaefers@khkgmbh.com)

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Bewerbungen bitte an  
**[wernerhb@scholz-bremen.de](mailto:wernerhb@scholz-bremen.de)**





## GREEN PRODUCTS: SUSTAINABLE AND EFFECTIVE

**O**rganic, fair trade, and socially responsible products are all in great demand among consumers. This has once again been confirmed by the study “Consumer trust – on the way to a new culture of values”, an investigation of current trends. According to this study, the willingness to spend as well as the frequency of purchases for these products has noticeably increased. The topic of sustainability plays a large part in the choice of promotional products, as well, quite in keeping with this social trend. Businesspeople are increasingly looking for “green products” which have a sustainable effect in more than one sense. Our Product Guide in the April issue shows you a selection of these efficient advertising vehicles, supplemented by brand-name items and premiums.

**Please start giving some thought to the title themes of our May issue, “Bags, Leather and Travel”, as well as “Health and Fitness”, and send your product presentations (image and text) by 16 March 2012 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, D-55129 Mainz, E-Mail: hoechemer@edit-line.de.**



## FOUR STRONG PARTNERS ON A ROAD SHOW

**T**his year the road show of the four companies Giving Europe, Nestler-matho, Häuser Europe and Reisenhel Accessoires celebrated its premiere. These promotional products specialists presented their new products for 2012 in a total of eight cities in Germany and Austria, an event which was well received. We have captured some impressions of the road show for you.



## TERMINIC: 75 YEARS THREE-MONTH CALENDARS

**I**n the April issue we are presenting terminic, a Bremen calendar manufacturer, to you. For 75 years now, this traditional company has been producing a calendar and advertising vehicle which no office can do without: the three-month wall planner. This product and its “successor” have been winning over the whole world. Each year, terminic supplies millions of wall planners to nearly all the world’s countries.



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