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POWER FOR PROFESSIONALS
International Magazine
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JOURNAL



Ralf Rühlemann
Kasper & Richter
“Everything Must
Make Sense”



Yasmin von Schweinitz
Lunari
Versatile Product
Innovations

Product Guide
Bags, Leather, Travel,
Health, Fitness

Lexon
Art For Everyday Life

mt products
The Special Touch

Scholz Promotion Service
Experience The Service



CRISIS MANAGEMENT
IDENTIFYING
CORPORATE CRISES

Heiß auf Fußballbestseller?



Art.: 07264



Art.: 07283



Art.: 03646



Art.: 03636



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Art.: 07320

Fußball EM 2012 vom 8. Juni - 1. Juli



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EDITORIAL

WHAT MAKES CUSTOMERS TICK

Everyone is looking for him, the new customer. Entrepreneurs who have set themselves the target of achieving double-digit growth rates each year are probably experiencing a pretty hectic search at the moment. So just where is the new customer? Magazines are looking for him, fairs are looking for him, importers are looking for him and distributors are looking for him too – although some importers may find that difficult to believe. Their companies are often part of expansion economics which has reached its limits in weak global markets. Whether expansion economics is basically a thing of the past and must be replaced by social business economics should be debated by economic philosophers in their circles. But the fact is that more and more quantity is being replaced by quality. Without industry-standard certification, companies are becoming more and more sidelined. All over Europe the promotional products industry is also aiming at achieving more quality. The PSI also works in close cooperation with associations to achieve this. Yet ultimately it comes down to the question of whether quality economics and expansion economics are compatible. Individual products certainly prove it though; one only has to think of Apple. But does it work in a macroeconomic situation?



Manfred Schlösser

So let us stay in touch with reality in everyday life – and find new customers. Is direct business a feasible way for manufacturers and importers to find those same customers? Some business models could be proof enough. But there are also major final consumers who regret their forays into direct business and have decided to use the services of promotional product advisors again. Marketing promotional products effectively is much more than merely buying some cheap products. And therein lies the opportunity of the adviser and distributor of promotional products. But has it been fully exploited? Is there such a thing as targeted marketing of new customers in family businesses in the industry? If you ask any armchair entrepreneur, you do not gain this impression. Remarkably few people report of attempts by the industry to win them as new customers. Has the family-run business too little internal expansion economics which large companies often have too much of? In practice there is ultimately only one answer to all these questions: Find out what makes customers tick. What else? If every company seriously asked distributors and advisers the question “How many new customers were won in the past two years?”, then this would be the first step toward finding new customers.

On this note

Manfred Schlösser
Editor-in-Chief PSI Journal



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18

TRENDS & BRANDS	The new travel year is upon us	4
	Spruced up	6
FOCUS	Crisis management: Identifying and coping with corporate crises	8
JOURNAL	Economic, political and business news	14
BAGS, LEATHER, TRAVEL	Messages for out and about	18
INDUSTRY	Companies, events, markets	42
	K+M Spring Fair: A traditionally high standard	46
	m.e.s. Marketingservices GmbH: Sporty show	48
	Hauptfleisch GmbH: A gift of a day	50
	Viering GmbH: Promotional stars for all occasions	52
	Bartenbach Marketing Services GmbH & Co. KG: Promotional product trends in the Lokhalle	54
	Scholz Promotion Service GmbH: Experience the service	56
HEALTH AND FITNESS	In good shape	58
COMPANY	mt products GmbH: The special touch	76
	Lexon S. A.: Art for everyday life	78
	Lunari Outdoor, Werbemittel & Verlag GmbH: Versatile product innovations	80
PORTRAIT	Ralf Rühlemann: “Everything must make sense”	82
NEW ON THE MARKET	Promotional product innovations	86
MY PSI	Information for PSI members	92
OPINION		94
IMPRINT		96

IDENTIFYING AND COPING WITH CORPORATE CRISES

8



This year, credit bureaus in Germany are reckoning with up to 40,000 bankruptcies. Of those companies affected, roughly two-thirds will have to go down the bitter path of total bankruptcy. Apart from the economic cycle, home-made mistakes are usually what sound the death knell for these enterprises. If the problems are identified early on, they can still be overcome. Promotional product companies which have encountered economic difficulties due to the crisis can benefit from this article.

EYE-CATCHING PRODUCT PRESENTATIONS

46



In the past two months numerous in-house fairs took place. The organizers surprised their guests with exceptional locations, innovative products and professional advice. We were there to record impressions for you. Starting on page 46, you can read about the 40th Spring Fair of the company K+M Werbemittel GmbH as well as the 8th Promotional Product Day of the Mainz-based company Bartenbach Marketing Services GmbH & Co. KG.

MT PRODUCTS GMBH: THE SPECIAL TOUCH

76



Far Eastern imports, quality standards and special designs completely tailored to customer needs – mt products GmbH shows that these components are not mutually exclusive, but contrary to popular belief can complement each other perfectly.

RALF RÜHLEMAN: "EVERYTHING MUST MAKE SENSE" 82



When Ralf Rühlemann joined his father's company Kasper & Richter in 1986, he had already lived in the USA for ten years where he completed his studies, and gained work experience in Germany. Gradually he further developed the product portfolio of the manufacturer of fine mechanical precision instruments: Today the traditional enterprise supplies quality instruments for measuring and counting, optical products, travel accessories and products for outdoor and fitness.



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**THE NEW TRAVEL YEAR IS UPON US**

Some people seek their thrills with adventure travel, others re-charge their batteries on a white sandy beach or in one of the vibrant cities of the world – the perfect holiday for everyone is often quite different. But basically all holidaymakers are looking for one and the same thing: rest, relaxation and a welcome respite from the hustle and bustle of everyday life. For many people, the best time of year is right around the corner. Advance bookings and forecasts for the summer of 2012 show that it is widely used. This puts the German travel association Deutscher Reiseverband (DRV) in a positive mood. The institution currently expects a market growth of two to three per cent. A message that would certainly put the promotional products industry in a positive mood, too. After all, a lucrative business with travel accessories of all kinds can be expected. Let yourself be inspired by compelling promotional product ideas for the holiday season.



FASHION TUNES

NEW

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**SPRUCED UP**

While outside the sun shines and nature awakens to new life, people everywhere grab dusters, brooms and all-purpose cleaners from the shelf. Spring cleaning is upon us. Windows are diligently cleaned, floors are waxed and shelves are dusted. This is a tradition which, although useful, is not at all necessary. The situation was different then at a time when coal stoves were used for heating. Soot and ash accumulated over the winter on floors and furniture. With spring cleaning, stubborn dirt was removed from homes. This tradition is still being passed down from generation to generation. And why not? After all, with spring cleaning we not only maintain a tradition, but also find joy in maintaining a well-kept house and garden. For the industrious cleaners among us, the industry offers a wide range of useful products. See for yourself!

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CRISIS MANAGEMENT

IDENTIFYING AND COPING WITH CORPORATE CRISES

This year, credit bureaus in Germany are reckoning with up to 40,000 bankruptcies. Of those companies affected, roughly two-thirds will have to go down the bitter path of total bankruptcy. Apart from the economic cycle, homemade mistakes are usually what sound the death knell for these enterprises. If the problems are identified early on, they can still be overcome. Promotional product companies which have encountered economic difficulties due to the crisis can benefit from the following remarks.

Insolvency creditors, which include not only banks and suppliers, but also social insurance institutions and the tax office, sustained annual value adjustments reaching into the millions due to corporate crises. Not only is a great deal of value lost, but first and foremost jobs, as well. Often companies cannot create any new jobs, so those employees in particular are left behind whose age and qualifications make them unemployable. Corporate bankruptcies also take a toll on the labour market, which in the end must be offset by taxpayers. These circumstances and the realization that good companies with long traditions should not simply be broken up, but maintained, have in the past fifteen years given birth to a field within the consultancy industry: restructuring, interim and turnaround management.

AVOID HAVING TO FILE FOR BANKRUPTCY

Apart from taking a closer look at whether and when it is obligatory to file for bankruptcy, a restructuring specialist is forced to take action immediately. Decisions must be made quickly in order to avoid delaying bankruptcy or having to compensate for any pre-existing state of affairs. The time frame for being able to act is limited. Creditors must be prevented from initiating further compulsory enforcement measures during the restructuring process. The chief restructuring officer must negotiate with credit insurers to ensure that the fundamental needs of the company are provided for. A fully qualified lawyer must negotiate with the creditors to have compulsory enforcement measures retracted. It is necessary to have all compulsory enforcement measures called off in order to neutralize the inability to pay according to the Insolvency Statute. The basic task of an experienced restructuring specialist is not simply to avoid the legal obligation to file for bankruptcy, but rather to examine why the company ran into trouble in the first place. In addition, it is necessary to establish whether the company is still marketable. If not, the possibilities of insolvency or liquidation must be assessed. To restruc-

ture the enterprise, it is primarily necessary to investigate the accounting system and the flow of information. This includes not only "semi-finished work" and "goods in stock", but also examining the intrinsic value of the troubled company's debtors to see, for instance, where they have paid bills only partially or not at all due to defects in delivery, production or others. This kind of review must be handled with discretion in order not to worry customers. The larger the company, the more likely it is that information from cost accounting, direct costing and other management evaluations will be included in the examination. Professional restructuring or consolidation specialists have usually created de-

partments for just this purpose, which check the plausibility and "usefulness" of existing evaluations and financial statements in a short review, and then take action themselves to close any gaps in information they may discover. Distressed companies usually have such poor accounting and information flows that truly reliable information on the state of the enterprise can only be obtained with outside assistance.

ACT PROMPTLY

When it comes to restructuring companies, lasting success in the end takes top priority. Therefore, even unpopular measures aimed at saving the company and a majority of its jobs must be planned and implemented. In any case, a restructuring spe-





cialist must have a particularly strong orientation toward facts and be capable of entrepreneurial thinking, as well as being impervious to stress. A consolidation specialist has at least three to five years of professional experience in the industry, craft or trade, and thinks strictly in terms of value and figures. Following initial restructuring measures, free-lance interim managers are often hired, along with the restructuring company or other attorneys, tax consultants and auditors for the direct implementation of the strategies developed in the concept. Their primary task is to use full power of attorney to push through the necessary decisions and strategies already developed. Interim managers are usually headed and controlled by the project manager or the restructuring officer. Together they discuss the tasks and difficulties related to law, economics and human resources. Then the interim manager has the job of implementing these unpopular meas-

SUCCESSFUL RESTRUCTURING

In order to get useable results quickly, the restructuring team will together bring in a time-tested system, pragmatic instruments and suitable staff (in terms of law, business and tax). Successful restructuring is done in a so-called five-point programme.

- Examine the existing “company substance”, sell off assets not necessary for operations, make the stocks leaner, optimize credit control and determine what are the loss-makers.
- Initiate consistently and quickly measures to limit losses and create liquidity.
- Examine the company’s future viability, including all long-term measures for keeping it going.
- Work out a short-term restructuring strategy, a long-term restructuring concept or a restructuring expertise with an appropriate professional statement.
- Introduce all measures for avoiding the obligation to declare bankruptcy and convince creditors to keep working together with the company.

FURTHER MEASURES:

- In the event the forecast is that the company can keep going – introduce creditor moratoriums, debtor reviews and any out-of-court settlement which may be required to neutralize insolvency or excessive indebtedness.
- Immediately implement the recommended measures or ongoing supervision of the implementation of the measures if this is done by the management of the distressed company.
- The catalogue of measures aimed at cost reduction or sales expansion must be stringently checked and adjusted to meet changing underlying data.

ures in the company. The entrepreneur himself is not likely to be able to take such action at this time. That is why he needs the help of a strong, goal-oriented interim manager at his side. What is more, a decision of the German Federal Supreme Court passed in 2005 forces businessmen, managing directors and all involved in the restructuring process to act more quickly. In the presence of a liquidity gap of ten per cent or more, insolvency must be assumed unless it cannot be expected with near certainty that the gap will soon be completely or nearly completely closed and the special circumstances of the individual case are such that the creditors can reasonably be expected to wait. The prolongation of debts by creditors means they do not need to be paid during the extension period, thereby eliminating the insolvency. A corporate restructuring can as a rule only be successful if legal, tax and economic competence come from a single source or a single team. More and more economic and business know-how is required, especially during the implementation phase. In order to convince creditors that keeping the now solvent company going is a sensible alternative requires working out and presenting appropriately plausible and feasible restructuring concepts. This creates a starting point for working together with legally oriented bankruptcy administrators who will be able to keep a company going within the framework of an insolvency plan procedure.

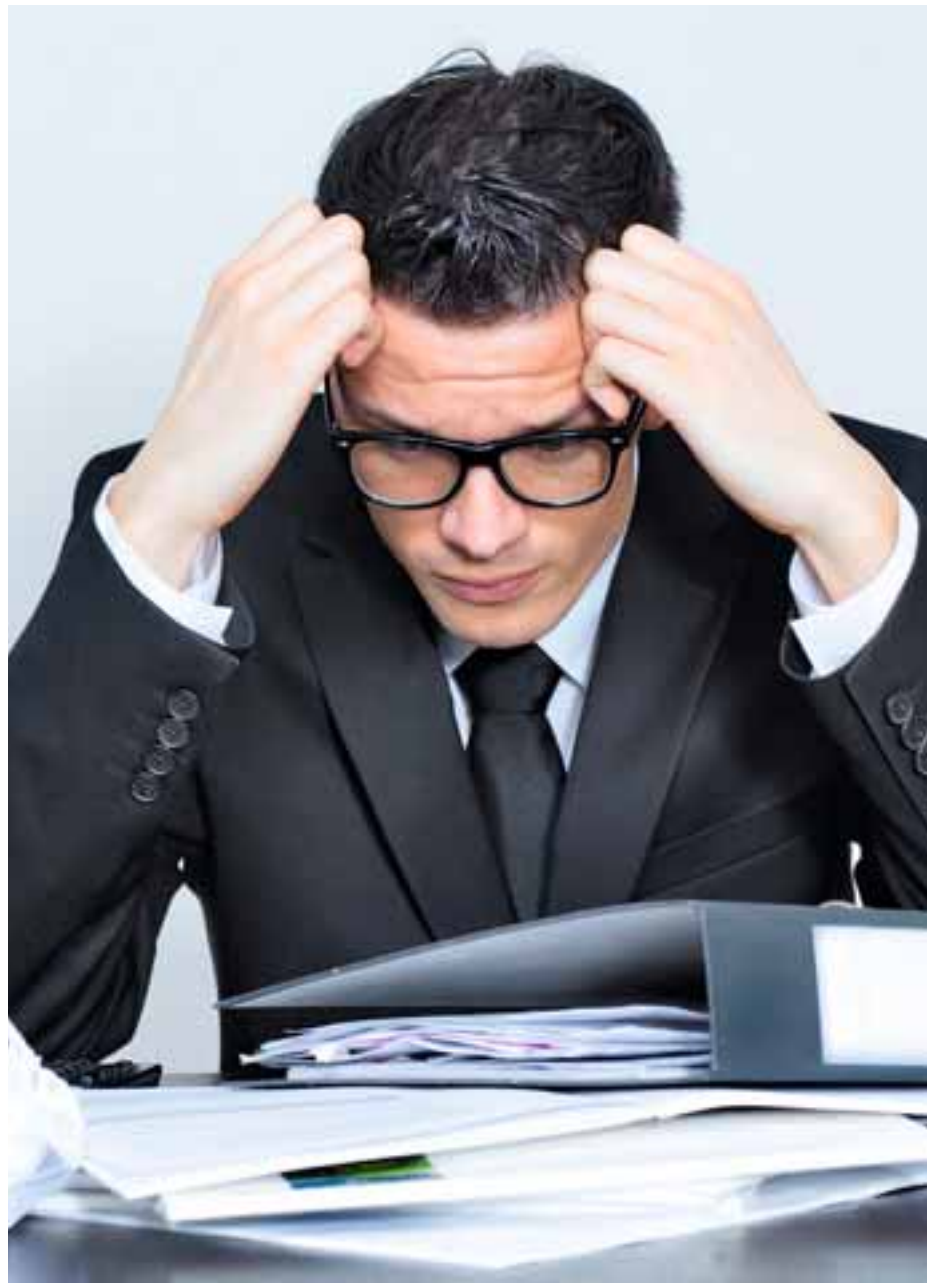
INCORPORATE RESTRUCTURING SPECIALISTS

Not every insolvency administrator is at the same time a qualified restructuring specialist and not every qualified restructuring specialist has competence in the field of insolvency law. It is therefore important that a distressed company be cared for by a team of specialists who are used to working together trustingly and purposefully in difficult phases of corporate development. So issues of corporate financing, tax treatment of restructuring profits, human resources decisions within the scope of labour law, creditor negotiations, off-shor-

ing, production optimization, customer loyalty strategies, marketing strategies and collaborations must be developed and implemented by professionals who know what they are doing.

Source: Thomas Uppenbrink

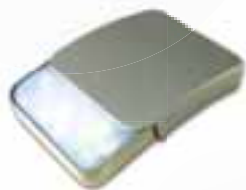
Thomas Uppenbrink is a managing partner of Thomas Uppenbrink & Collegen GmbH as well as a partner of Sozietät Spratte, Riepe & Lang Rechtsanwälte & Steuerberater attorneys and tax consultants. Along with his work as insolvency administrator, he also specializes in corporate reorganization, restructuring and interim management.





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MEDIUM-SIZED BUSINESS BAROMETER

TOP MARKS FOR GERMANY
AS A LOCATION

While a mood of crisis spreads through Germany, German business seems to be flourishing. The satisfaction of medium-



sized companies with conditions in Germany as a location has never been as great as it was at the start of the year. This is shown by the current Medium-sized Business Barometer of auditors and consultants Ernst & Young, on behalf of whom representatives from 3,000 medium-sized companies in Germany were surveyed. According to the survey, 87 per cent of entrepreneurs rate conditions in the Federal Republic as positive, with 30 per cent even declaring themselves unreservedly satisfied. For comparison: In 2005 only 10 per cent of those surveyed gave a positive appraisal, and in 2008 the agreement rate was still at just 34 per cent. Positive marks not only went to the Federal Government's policies, satisfaction with conditions within individual federal states has also achieved a new top mark. From the entrepreneurs' viewpoint Baden-Württemberg is currently the best location for medium-sized enterprises. However, particularly good marks this year also go to Saarland and Bavaria. "Germany has impressively bounced back after the economic crisis and today is clearly the most dynamic and competitive economy in Europe," comments Peter Englisch, Partner at Ernst & Young. If Germany is relatively well positioned these days, then this is thanks first and foremost to the companies located here. <

THE LABOUR MARKET IN GERMANY

EASIER APPROVAL OF FOREIGN DEGREES

In the future, it is going to get easier for immigrants to have their degrees recognized. This is being facilitated by the Act for Improving the Establishment and Recognition of Professional Qualifications Acquired Abroad which took effect on 1 April 2012. It enables fellow citizens who were born abroad to have the professional qualifications they acquired there acknowledged as being equivalent to qualifications acquired in Germany. The act applies to occupations for which access is regulated by the state. These include doctors, nurses, lawyers and craftspeople. In the case of these occupations, a check is made to determine whether the foreign degree is equivalent to the career training in Germany. If this is not the case, it is shown which further qualifications are required for the person involved to ply their trade in Germany. The equivalence of chamber of commerce qualifications is examined by the chambers of commerce, most of which will combine this task at a central location. The first place to turn to for the applicant, however, remains the local chamber of commerce. <



LUXURY GOODS

PRICE BECOMING MORE IMPORTANT

The enthusiasm of European consumers for luxury goods is waning. As shown in a study of 4,500 consumers in France, Germany, Great Britain and Italy conducted by the corporate consultancy McKinsey & Company, more than half of luxury goods consumers bought fewer luxury goods this year than last. The reason is an increasing sensitivity to price and altered buying habits. "Thirty per cent of consumers want to



spend less on tangible luxury goods in order to have more luxury experiences instead, such as trips or visits to spas and restaurants," explains Thomas Tochtermann, a McKinsey expert on the luxury goods industry. "This trend to move from luxury goods to luxury services can be observed among all the Europeans surveyed – with fluctuations between 27 per cent among the Germans and 33 per cent among Italian consumers from the top third of income brackets." The booming Chinese market is developing in the opposite direction: in the Middle Kingdom, 35 per cent of purchasers are willing to continue buying luxury goods at the full price. Among Europeans, by contrast, this only amounts to 20 per cent. Despite the small dent in Europe's luxury goods market, McKinsey & Company is reckoning with cumulative yearly growth of two per cent, making it one of the most resilient. <

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MARKETING MIX

TRADE FAIRS: A POWERFUL MARKETING TOOL

Those who exhibit at fairs for trade visitors supplement their marketing activities with a number of other instruments. This is the outcome of a study among 500 representatively selected exhibiting companies who participate in fairs targeted at trade visitors. According to the study conducted by AUMA, the Association of the German Trade Fair Industry, businesses focus their efforts on their own website (98 per cent), followed by direct mailing (89 per cent), as well as advertising in trade journals (76 per cent). Participation in exhibitions continues to



represent 40 per cent of the marketing budget and is, therefore, the most important instrument in the B2B sector. Compared to the previous year's study, a number of instruments were used much more frequently according to AUMA. These include advertising in the trade press and magazines of general interest, outdoor advertising, as well as sponsoring campaigns. The highest growth rate with eleven percentage points was witnessed in social media instruments, which are used as a marketing tool by 28 per cent of the surveyed companies. Marketing instruments that have declined in importance include events (minus 4 per cent) and field work (minus 7 per cent). <

ADVERTISING EXPENDITURE

ADVERTISING MARKET GAINS MOMENTUM

Investment in global advertising continues to rise despite the debt crisis in the euro zone. This is the result of a survey conducted by the media agency group Zenith Optimedia. Analysts are forecasting an increase in advertising spending of 4.8 per cent



for the current year, and 5.3 per cent for 2013. In addition to the quadrennial events (Olympic Games, European Football Cup and US presidential election) and the recovery of the Japanese advertising market, higher investments by multinational corporations in particular are spurring on the advertising market, according to the media agency group: "While some places in the states are plunging further into debt, the major enterprises have learned their lesson from the financial crisis of 2008 and built up cash reserves, so that the strengthened corporations are now competing for higher market shares." According to ZenithOptimedia, the advertising markets in Latin America (9.2 per cent) and the Asia-Pacific region (7.4 per cent) are growing particularly strongly. For Europe, growth forecasts have been revised downward due to the debt crisis. For Western Europe from 2.0 to 1.5 per cent and for Central and Eastern Europe from 8.0 to 6.5 per cent. <

ENVIRONMENTALLY FRIENDLY PRODUCTS

GERMANS PREFER ECO-FRIENDLY BRANDS

Germans are generally willing to dig deeper into their pockets and pay more for environmentally friendly brands. This is the result of the current survey Reader's Digest European Trusted Brands 2012 by the magazine Reader's Digest. According to the survey, about two thirds of German consumers would pay more for environmentally friendly products. The survey also provides important information for marketing: products must not simply be offered under the guise of being green. If green is on the box, green must also be in it. As the figures show, a great deal of persuasion is still needed. According to the survey, 52 per cent of German consumers do not believe advertising in which the manufacturer refers to the environmental friendliness of his offer. 70 per cent even assume that most large companies do not really care about protecting the environment. Less scepticism about environmental campaigns of businesses is shown by consumers in other countries. More than 27,000 people, including about 8,000 in Germany, participated in Europe's major consumer survey. <



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BAGS, LEATHER, TRAVEL MESSAGES FOR OUT AND ABOUT

According to the poet Jean Paul, “Only travelling is life, and conversely life is travelling”. Many of the products shown on the following pages are dedicated to the quintessence of all human mobility. With their message, they too are constantly “on tour”.

The desire to go on holiday remains strong. Such is the tenor of the recent trade show trips that took place in Hamburg, Germany last February. City tours and active holidays were particularly popular, according to results of a survey of visitors carried out by an independent market research institute. 70 per cent even said they had made several trips in 2011. 85 per cent of the respondents definitely want to go on holiday again this year. A particularly large number of visitors were interested in city trips (56 per cent), followed by beach holidays (32 per cent) and active holidays (31 per cent). The urge to travel is, of course, also welcomed by those in the promotional products industry who supply all the big and small accessories for a mobile world. And this also includes the broad sector of business trips which, as we know, is always in demand. In addition, we are also presenting numerous containers which prove particularly useful in everyday situations, and thus demonstrate their promotional effectiveness each day. <



COOL SHOPPER

Truck tarpaulin has been one of the most sought-after materials for bags for some years now. One of the very first tarpaulin pioneers was the promotional bag expert Halfar, which brought the first promotional bag made of truck tarpaulin, the LorryBag, to market. With the LorryBagECO, Halfar is now offering a tarpaulin bag with outstanding value for money that is deliverable from stock. Completely new to the tarpaulin bag range is the Moonraker model. This is a cool shopper in black and white with distinctive, wide handles. All the bags can be personalized as requested in proven quality.

45666 • Halfar System GmbH • Tel +49 521 982440

info@halfar.com • www.halfar.com



HAVE A GOOD FLIGHT!

It is sometimes hard to get comfortable while sitting in an airplane because babies are crying or the person sitting next to you wants to read and has the light on, even though you would rather sleep. In situations like these it is a good idea to have the Flight Kit from Bio Laboratories with you on board because it contains a black eye mask that stops the annoying light from bothering you. The kit also includes earplugs, which are just the right trick for making the noise level bearable, and a roll of peppermint sweets, which will guarantee that you have a nice taste in your mouth for the rest of the flight. Advertising can be placed on the packaging and the different products in the kit can also be personalised according to the customer's wishes.

45839 • Bio Laboratories Ltd. • Tel +44 161 9039520

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THE PERFECT PROTECTION

The company The Leather Business has more to offer by way of iPad cases. Their product-line now includes a folder in an A5 format and an iPad case made out of PU. The A5 folder is made out of real leather and has flexible connectors so that most tablet PCs can be hooked up to it. The PU iPad is a less expensive alternative to the leather version. If a customer has special colour or design requirements, the cases can be custom-made for a minimum order of 100 units.

46523 • The Leather Business • Tel +44 1562 733904

sales@leather-business.co.uk • www.leather-business.co.uk

TIE FOR TRAVELLING

An exquisite collection of high-quality silk ties and scarves for a professional appearance, including while travelling or at trade fairs, is available from Club Cawatte Crefeld. Whether the models reflect the corporate colours or are finished with a logo depends entirely on the customer's requirements. Thanks to innovative finishing techniques, such as jacquard weaving, textile printing and embroidery, the distinctive men's accessories with loving attention to detail become effective eye-catchers.

43606 • Club Cawatte Crefeld • Tel +49 2151 7812990

service@club-cawatte.de • www.club-cawatte.de



STYLISH AND PRACTICAL

The new products from Quadra – Beechfield's own brand – offer an ample selection for everyone. From school and students' bags or high-performance rucksacks and travel bags to shoe bags and retro reporter bags, new styles and upgrades can be found in the 2012 catalogue. All the new models are characterized by the distinctive, modern design and highly developed practical usability. School-bag fans, for example, will be delighted by the QD452 model (reflective bag) or the QD Premium School Bag. The QD452, made of pure 600D polyester, is the new school backpack for first-year pupils and is an example of Quadra's tried and tested commitment to quality and functionality. Quadra has also invested a lot in its sports bag collection. A whole six new sports, team and outdoor styles have been released. And anyone who likes to remember the good old times will certainly get their money's worth with the retro models.

46002 • Beechfield Brands Limited • Tel +44 161 7629444

sales@beechfield.com • www.beechfield.com • www.quadra.com

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ALWAYS KEEP COOL

Thoughts of cool bags are generally associated with bulky boxes in which the family picnic for a day in the country has always been stored. The promotional bag expert Halfar has now interpreted the concept of the cool bag in a contemporary way and created a small but attractive selection of new models. These include the Satellite cool bag, which looks, at first glance, more like a compact leisure bag. But it is really quite something, as it can not only keep up to three litre bottles or your provisions cool, it also has a headphone outlet, various compartments and comfortable carry handles. This makes Satellite the ideal companion for trips and sporting activities.

45666 • Halfar System GmbH • Tel +49 521 982440

info@halfar.com • www.halfar.com

A MOUSE WITH PIZZAZZ

Intraco Trading is presenting a computer mouse that not only fits inside any pocket, but that can also work without a USB cable or extra battery. This way the user will have an environmentally friendly accessory at hand which runs on two built-in rechargeable power sticks. An advertisement can be realised by placing a LED logo on the top of the mouse. This is one of the features that makes the pocket mouse with the brand name Xoopar so special.

43540 • Intraco Trading bv • Tel +31 75 647 5420

info@d-vice.info • www.intraco.nl



HIGH-TECH MEETS RETRO

The laptop bag in trendy retro style developed by SL Lederwaren makes a fashionable, exclusive impression. It comes with a high level of functionality and is fully equipped to meet the needs of today's high-tech devices. High-quality PU leather and metal hinges give it a fashionable and exclusive look. It can be used not only in everyday business, but also as a travel bag. In addition, the manufacturer offers various colours, as well as printed or embossed customization. SL Lederwaren is a family enterprise that has been making a name for itself since 1973 with its own production facilities in the Netherlands and the Far East.

48221 • KYMM Bags by SL Lederwaren b.v. • Tel +31 575 515455

info@kymbbags.com • www.kymbbags.com



A SPACE-SAVING TRAVEL SET

The new high-quality three-piece travel set from the company Lehoff is made up of a rucksack with an adjustable shoulder strap, a travel bag and a trolley. The trolley and travel bag are collapsible and can be stored easily, making them great save spacers. The front side of the trolley is very stable because it is made out of EVA rigid foam. On the inside it has an elastic luggage lashing strap. The entire travel set is made out of 600D nylon.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070

info@lehoff.de • www.lehoff.de



MOBILE ENTERTAINMENT DEVICES

Intraco's product line now has even more Philips' products that are "must-haves" for any journey, including among others, a HD camcorder and a GoGear MP4 player. Both products are absolute highlights because of their technical features and the fact that they are so easy to use. For example, the camcorder can record videos with high definition quality and can play videos on a high performance monitor. The MP4 player is capable of playing music for up to 30 hours or videos for up to five hours. High-performance earphones are also included.

43540 • Intraco Trading bv • Tel +31 75 647 5420

info@d-vice.info • www.intraco.nl

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A THREE-PIECE TRAVEL SET

There is a new travel set on the market from the cosmetics specialist Francos which ensures perfect body care even when travelling. It comes in two different standard combinations: one set has shower gel/shampoo and body lotion and the other is made up of an anti-bacterial gel/Aloe Vera after-sun lotion/sunscreen SPF 20. However customers can also create their very own set by selecting from the variety of products on offer. The highlight of this product is that you have the option of selecting the bottles in such a way that they match each other. Each label for the bottles can be printed in up to four different colours.

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

AN END TO THE OVERWEIGHT

Nearly every airplane passenger has had the unpleasant experience of standing at the check-in counter and discovering that their luggage is too heavy. They could have found this out at home if they had had the luggage scale from Nestler-matho at hand. With this scale you can quickly and easily weigh things with a weight ranging between 50 grams and 50 kilograms. The scale has a digital display and weighs only 90 grams. The product can be finished with an advertisement placed on the side. It comes in black packaging and batteries are included.

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



ECOLOGICALLY SUSTAINABLE

Bags that have been made out of ecologically friendly organic cotton and that have been produced in a fair and socially responsible way are the basis of Green Promotion's product-line. The specialist for sustainably made promotional products has a bag in stock that comes in the popular standard size 38 x 42 centimetres and that comes with either long or short handles. Upon request, it can also have multicolour imprints placed on it. In addition to the standard models, Green Promotion is also selling a variety of special formats and sizes, which can be custom-made to meet the customer's requests.

48641 • Green Promotion • Tel +49 7131 2791033
info@greenpromotion.de • www.greenpromotion.de



The advertisement features a woman in a white tank top and black leggings riding a stationary bike. She is holding a blue Contigo water bottle. A large orange Contigo water bottle is shown in the center. The background is a light gray wall. The Contigo logo is prominently displayed at the top left. Below it, the text 'SUPERIOR PERFORMANCE FOR ACTIVE LIFESTYLES' is written. To the right of the orange bottle, there is a QR code and the website 'www.mycontigo.com'. At the bottom right, there are four icons representing the bottle's features: one-handed operation, leak and spill proof, autospout lid, and BPA free.

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A SPORTY APPEARANCE

Because playing sports is increasingly becoming a popular recreational activity, it is not surprising that the need for sports bags is also increasing. Mid Ocean Brands has a wide selection of bags on offer that will catch people's eyes with their distinctive striped design. The company has a variety of different models on offer, even for special sports like bowling. But the bags are great to use for more things than just sports, like for example, the shoulder bag is perfect to take along to school or while out shopping in the city.

46280 • Mid Ocean Germany GmbH • Tel +49 261 9284463
scharfs@midoceanbrands.com • www.midoceanbrands.com

LEATHER FOLDERS AS REQUESTED

Because Bühring is a specialist for high-quality office accessories, it can also produce custom leather folders according to customers' specifications. These college folders of roughly 35x25x3 centimetres were also done in different designs and colours for men and women. The inside features an especially high-quality lining, and the inner flap is made of leather. The main compartment of the college folder was designed with a tone-on-tone textile lining, and receptacles for writing utensils are provided on the sides. On the back there is a pocket for keeping papers or brochures ready to hand. Advertising can be applied in the form of unobtrusive blind embossing.

40807 • Bühring • Tel +49 4154 7954012
buehring@buehring-shop.com • www.buehring-shop.com



WORLD-WIDE PROTECTION AGAINST LOSS

Who hasn't had the experience of forgetting their handbag in a taxi or leaving their suitcase in a hotel? With the key finder from the manufacturer KeyRefinder, which is being distributed by the company Art di Como Design GmbH, the chances are high that you will have the item you have lost back again in just a few days. This product, which is made out of stainless steel, has a cleverly-devised system for identifying and returning lost bags to its owners; on the backside of every key finder is an individual code and information for the person who finds the bag. The lost bag is registered on the internet and KeyRefinder organises the pick-up service and sends it back to its owner.

45495 • Art di Como Design GmbH • Tel+49 9123 989980
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SHOPPING ADVERTISING WRIT LARGE

B Brilliant colours and large-size logos made the PP carrying bags from Asia Pins into advertising vehicles with a long-range effect. Practical, comfortable and functional, their shape, colour and design can be tailored exactly to customers' individual wishes. The tear-resistant, fold-up bags can be printed using screen as well as digital processes. The surface lamination can be glossy or matte, as desired. And customers can even decide whether they would rather have a cloth handle or a cord. Finally, interior dividers and a zipper make the bag's individuality complete.

45428 • Asia Pins Direct GmbH • Tel +49 30 720200400
info@apd-gmbh.de • www.asiapinsdirect.eu

A PORTABLE CUP FOR ENJOYING YOUR COFFEE

D rinking coffee is done nearly everywhere, be it in the car, train or at the office. But you don't always have the right cup available for enjoying a delicious brew. The company Raja is selling a cup that is made out of a particularly durable ceramic and that will really serve you well when travelling. There is also a double-sided model available: the interior keeps a drink warm for a long time and the additional layer on the outside prevents you from burning yourself. It has a practical top with a sipping spout which prevents unwanted spills, should the cup fall down. Raja has a wide selection of different shapes, sizes and colours available and there are numerous options for placing an advertisement on the cup that can be specially selected.

48570 • Raja Europe BV • Tel +31 43 4079200
info@raja-europe.nl • www.raja-europe.nl



FAST FOOD STYLE

A t Stiefelmayer-Contento there is something very special for sale which fans of grill parties and picnics should be happy about. The company's dishwasher-safe plates are perfect for such occasions and have a traditional fast food style to them. The plates come in upbeat colours, making them real eye-catchers. The individual plates are made 100 per cent out of melamine. They have a long use life, are very durable, dishwasher-safe and easy to clean. They can also withstand heat of up to 70 degrees Celsius. The product can be ordered under the name "picnic fast food".

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



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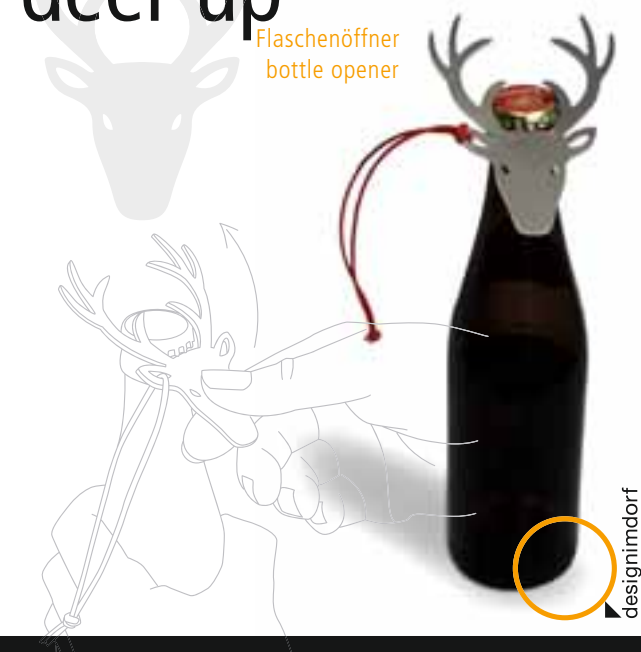
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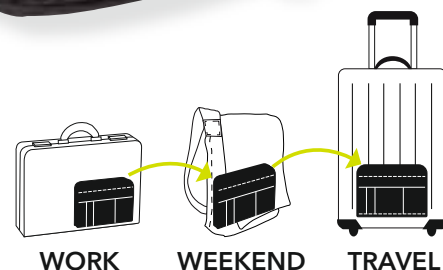
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www.troika.org/ipack





A HUGE ADVERTISING SPACE

Some automobile drivers will be complaining again about how hot their car is after it has been sitting in the hot sun. But the company Clipy has a simple solution to this problem. Their solution is a practical protective cover that is clipped onto the front windscreen when the car is parked and then when you don't need it anymore it can be folded up to the same size as a mobile phone. What is more, the sun shade also has a large space available for placing an advertisement on it, which is sure to get lots of attention from passers-by. Clipy offers an endless number of different options and colours for the design of the advertisement to be placed on the shade. The material of this patented protective cover is very durable, giving it a long use life, and the colours will not fade even when exposed to strong sun rays.

45619 • Clipy • Tel +34 91 5238206
clipy@clipy.com • www.clipy.com

ELEGANT WOODEN CASES

The company Holz Fichtner is selling an elegant protective cover in the form of a hand-made wooden case for the new iPhone 4S. The case is made out of oak or beech wood and the typical grain of the wood gives each case its very own individual look. Although the iPhone is optimally protected from mechanical influences, the touchscreen control system will still work without any problems. Advertising is lasered on the case ensuring the best quality possible.

41782 • Reiner Fichtner • Tel +49 921 789510
Info@holz-fichtner.de • www.holz-fichtner.de



A PLEASURABLE SHOPPING EXPERIENCE

With the roomy bag XL from koziol, every trip to the shops will be a pleasurable experience. It is sure to be a hit because it can hold a lot; it comes in a handy size; and it is very comfortable to carry. On the other hand, the mini versions also serve as an off-beat desk accessory which can be used in a variety of different ways, for example as "packaging" for a small present, as a flower vase, or as a mobile phone holder for your desk. Like all koziol products, these bags are top quality products.

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



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THE UMBRELLA OUT OF A CAN

At first it only looks like a well-designed can with elegant designs and modern colours. But then you are in for a big surprise because the Tube – Brain Promotion GmbH's smallest umbrella – is hiding inside the can. The product was specially designed for advertising purposes and is perfect for many marketing activities: for example, it is an ideal give-away at trade fairs or it can be used for mailing supplements due to its size. There is no annoying umbrella cover to deal with, because the Tube simultaneously serves as the umbrella handle. The huge surface of 260 square centimetres can be used for advertising messages. Advertising can be lasered on the Tube for minimum orders of only one unit, which makes it possible to write individual names on it.

40585 • Brain Promotion GmbH & Co. KG • Tel +49 212 2801555

info@brain-promotion.de • www.brain-promotion.de

AN END TO THE CABLE CHAOS

Thanks to the new wire tamer in business card format from the company elxact, there is an end to the tangle of earphone wires. Simply secure the headphones in the two slots, wind the wire around the card and fasten the end in the other two slots again. The card (without wires) can be easily stored in your wallet.

44457 • elxact Internationale Werbemittel GmbH • Tel +49 6126 951175

psi@e-xact.de • www.e-xact.de



EVERYTHING INCLUDED

With the iPad protective case from Troika your electronic friend is not only safely stored, but you can also use it to carry all kinds of accessories, like keys, cards, USB cables or your mobile phone. The product, which was christened with the name IPack, is made out of polyester and has six exterior pockets where there is plenty of room for storing things. The cases really stand out with their red trim which lends them their distinctive design. A microfibre cloth is also included for quickly cleaning the display. The dimensions of the case are 293 x 230 x 32 millimetres and Troika indicates that it weighs 178 grams.

46311 • Troika Germany GmbH • Tel +49 2662 95110

troika@troika.de • d.roether@troika.de • www.troika.org



REFLECTING DETAILS

The new bag series Grey Line from Elasto Form will captivate you with its piping made out of reflecting material. Grey Line is available as a practical shoulder bag, a spacious travel bag or as a classic rucksack; all of these bags have a main compartment and a compartment on the front. The largest bag in the series also has two other zipper compartments on the sides and comes with carrying handles as well as an adjustable and comfortable shoulder strap. The shoulder bag has a zipper compartment on the flap and an adjustable shoulder strap. The two net pockets on the sides of the rucksack are ideal for holding water bottles. The rucksack is also comfortable and easy to carry with the carrying handle and padded shoulder strap that it has. All the bags can be finished using transfer printing.

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

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ON HOLIDAY IN STYLE

There are lots of different kinds of baggage tags on the market. The young generation of trendsetters are looking for modern shapes, colours and materials to express their own personal taste. The new advertising tag X-TAG Survive sold by the company Die Drucker offers them just that. It is made out of sturdy truck tarpaulin and has a metal ring and a snap hook. This practically indestructible accessory can be hung on bags, luggage, jackets, rucksacks, or sports and technical equipment. The tarpaulin can be imprinted in any colour the customer wants and can also be personalised individually. These options turn the ring into a real collector's item and make for a great souvenir from a fun trip or a cool event.

48551 • Die Drucker • Tel +49 6162 6554

salewski@diedrucker.de • www.diedrucker.de

A GOOD FACELIFT

The English company The Leather Business has given its Warwick products a facelift, although its prices haven't changed. In terms of quality, the products have also stayed the same. The manufacturer states that all models are in stock and come in the colours black or navy blue. The service team in Worcestershire would be happy to inform you of all the options available for placing advertising on the products.

46523 • The Leather Business • Tel +44 1562 733904

sales@leather-business.co.uk • www.leather-business.co.uk



INNOVATION IN CREDIT CARD FORMAT

The After Bath Pocket Lotion from Création Cilia is an attractive convenience product, as it will easily fit into any beauty case, washbag, bathrobe pocket or, of course, the car's glove compartment. The natural aloe vera moisturizing complex and provitamin B5 make the skin supple and protect it from drying out. Without emulsifiers and preservatives and with a neutral pH value, the lotion is absolutely skin-friendly. The item is unbreakable and also environmentally friendly, since the contents have been developed without propellant. An ideal promotional medium, including at trade fairs and as a customer giveaway.

43431 • Création Cilia Cosmetics GmbH • Tel +49 2235 691328

info@creation-cilia.de • www.creation-cilia.de



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psi@team-d.de www.team-d.de



MR BERT ON TOUR

Mr Bert, the athletic little man on luggage, goes along on trips as a faithful and discreet travelling companion. This eye-catching luggage tag from mbw is made of high-quality soft PVC and has a covered address panel on the back where travellers can easily write in their address. The size of this novel tag is roughly 10.5x6.5 centimetres and hence is also ideal for smaller pieces of luggage. Also new to the mbw program are solid-colour PVC address tags for luggage. They come in green, blue, pink, yellow, red, white and black and are 6x11 centimetres in size. The front can sport customized printing and there is a clear vinyl window on the back.

42020 • mbw Vertriebsgesellschaft mbH • Tel +49 4606 94020

info@mbw.sh • www.mbw.sh

MOBILE DENTAL CARE

The company Francos – Image, Cosmetics & more is presenting a useful new product: a travel toothbrush that is ready to use always and everywhere with its integrated toothpaste. Whether on the train, at a trade fair or after a cup of coffee, the travel toothbrush renders valuable services and provides for the desired fresh breath at all times. Available in the standard colours of white, yellow, blue, pink, orange and green, the toothpaste can also be combined to form a set with a plaster pack and stain removal tissue. Advertising can be applied to the packaging with 2c printing.

47463 • Francos GmbH • Tel +49 2521 8255112

info@francos-gmbh.de • www.francos-gmbh.de



SHINE WHILE TRAVELLING

To give your trip a shine in the true sense of the word, you can count on the shoe care set in various sizes and combinations available from Frank Bürsten. These practical click boxes fit into every piece of luggage and have every utensil you need for well-groomed shoes. The small set comes with a shining brush, while the large set also has a brush for cream and full grain leather. And it's all rounded off with a polishing cloth and neutral shoe cream. The manufacturer will print a logo or advertising message in up to two colours on the product right at the factory.

41853 • Frank Bürsten GmbH • Tel +49 7673 888650

info@frank-brushes.de • www.frank-brushes.de

-Advert-



WWW.INTRACO.NL



MORE SPACE IN HOTEL BATHROOM

Reeko design has thought up a clever solution to make better use of the often quite small space in hotel bathrooms. You put a sort of coat hanger on the toilet bag to hang all your beauty and body care accessories close at hand on the wall while travelling. Many different, large compartments for all kinds of utensils let you keep everything orderly and easy to find. And when you leave, the bag takes up no more space in a suitcase than a conventional toilet bag.

46261 • reeko design GmbH & Co. KG. • Tel +49 4106 7660

info@reeko.com • www.reeko.com

BRILLIANT PRINTING

All of Selecta Signé's products that are made out of leather or artificial leather can be finished by placing a high-quality digital print on either their exterior or interior. The images can also be placed on the packaging. There is a minimum order of 50 units for large products and 100 units for smaller products. The delivery time is approximately eight weeks. On Selecta Signé's website you can find numerous examples of different designs.

41650 • Selecta Signé B.V. • Tel +31 186 654065

selectas@selecta-signe.nl • www.selecta-signe.nl



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LISTENING TO YOUR FAVOURITE TUNES

Sometimes you cannot or do not always want to listen to music on a loudspeaker. While you are on the go, it is usually more practical to use earphones and when you are in the bus, train or at home you do not want to bother anyone around you. If you want to enjoy listening to your favourite tunes while you are working up a sweat when doing sports or while out and about, then the allround model T-109 from the company lifestyle is just the thing you need. This model fits perfectly in your ear, has brilliant sound quality (frequency response range from 20 to 20,000 hertz) and makes for a wonderful promotional gift that will be well-received. Other products being sold by lifestyle can be found on their website.

48388 • lifestyle + promo it • Tel +49 7633 802190

henfling@lifestyle-promo-it.de • www.lifestyle-promo-it.de

ON TIME WHILE ON TRIPS

If you want to make good use of your time on vacation or on trips, you will have to rise and shine early. Nonetheless, the new WT 171 radio travel alarm clock from technoline lets you start your day relaxed. This small, handy travelling companion can not only be counted on to wake you wherever in the world you may be, but its snooze alarm also lets you turn over and catch a few more winks. Its fold-up plastic cover makes it easy to set up, and it is extremely compact when folded. Customized with printed advertising, it will put people in mind of customers and business partners first thing in the morning.

43817 • Technotrade Import-Export GmbH • Tel +49 3375 216050

info@technotrade-berlin.de • www.technotrade-berlin.de



CONVENIENT FOR EVERY DAY

Spranz describes its new Travel in Style model as convenient for every day. This handbag is ideal as hand luggage for a short trip, and you can adjust its carrying handle and strap to your own wishes and habits. Various accessories round off the picture of this bag. The Big Weekend Bag is likewise ideal for short trips, and can also be carried in two different ways. Modern travellers who do not need too much storage space for a weekend trip will also be delighted at the various inside compartments for keeping everything in order.

41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de



PERFECTLY STORED

Netbooks and tablet PCs are delicate devices and should be protected from being knocked around, from dust and from any mechanical influences. Trendbagz has a product for just this purpose – the Truckz Net – which is made out of truck tarpaulin. The case not only protects electronic devices, but it also offers you a large area for placing advertising on it. It can be applied with excellent quality by means of screen printing or embroidery. The product is kept in stock and different colours can be selected.

48336 • Trendbagz GmbH • Tel +49 201 8993650

info@trendbagz.com • www.trendbagz.com

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www.ksw24.eu



ELEGANT JEWELLERY PROTECTOR

This practical jewellery roll from Bodenschatz offers room for all the pieces of jewellery a woman needs on trips. It is also easy to pack into an already full suitcase without damaging valuable jewellery. There is plenty of storage space, with one holder each for ring and bracelet, 14 slots for earrings and two zipped compartments. Two covers protect against dust and scratches. The removable zipped bag also mobilizes. Ready for any occasion, it is practical to tuck away in a handbag. Moreover, the elegant surface of the high-quality Kings nappa leather is very attractive. The soft feel of the leather makes it pleasant to carry. Incidentally, the jewellery roll was awarded the Buyers' Best award at the ILM, the international leather goods trade fair in Offenbach, Germany.

41855 • Boschagroup GmbH & Co. KG • Tel +49 9222 600
service@boschagroup.com • www.boschagroup.com

PERFECTLY NATURAL LEATHER VARIATIONS

Leather is entirely natural and the basic material used by the Wilhelm Schmidt company to fashion a wide variety of collections with a broad range of traditional and casual accessories. Belts, wallets and key cases for women and men can be used to especially good effect as promotional products. Here embossing on the leather or embossing and print on the buckle can provide an impressive place for advertising messages and logos. The products are convincing thanks to their form and feel, as well as their long service life, which gives them a lasting advertising presence with their recipients. Appealing, high-quality packaging makes these products into genuine highlights and a good way to show special appreciation.

48591 • Wilhelm Schmidt GmbH & Co. KG • Tel +49 421 71081
wsmhb@t-online.de • www.wilhelm-schmidt-bremen.de



FOR WOMEN ONLY

Women always want to look good, especially when travelling or at a business appointment. To keep it that way, a sliding makeup brush made of genuine goat hair can be ordered from Barbara Hofmann GmbH. Of course, waxed tips ensure that cosmetics are applied gently and evenly. The matte black metal case gives the product an elegant character. Advertising messages can be applied as desired.

48350 • Barbara Hofmann Cosmetic-Pinsel GmbH • Tel +49 6661 963216
m.thamm@barbarahofmann.com • www.barbarahofmann.de

-Anzeige-

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PSF FORUM IN LUCERNE ON 24 MAY 2012

SIX PROMOFRITZ AWARDS



Promoswiss, the association of the Swiss promotional products industry, will be awarding the coveted award for promotional products to six winners on 24 May 2012 in the Schweizerhof hotel in Lucerne during the PSF Forum, which is the Swiss trade fair for promotional products and promotional textiles. The PromoFritz award comes in gold, silver and bronze for the best promotional product of the year, for the best design, for innovation and for the best campaign of the year. The association hon-



ours outstanding promotional products and concepts that are used in commercial, cultural or public service areas in Switzerland. The new prize "Campaign of the Year", which was added last year, is awarded to a merchandising product that has been used as a medium in a general advertising campaign. The head of marketing at Promoswiss Michael Mätzener remarks, "The objective of the award is to

raise the awareness of decision-makers in the marketing sector about promotional products being a tried and tested communication medium." Marcel Spiess, president of Promoswiss, explains, "Promoswiss uses an independent jury to ensure that the regulations of the contest are followed, to rank the products, and to promote the PromoFritz award among the general public. The jury is comprised of experts from the areas of marketing, advertising, the trade press and the promotional products industry. Entries are judged using the criteria of originality, novelty, the way the advertising message is implemented, communicative sustainability, the range of functions and the practical value that the product has." Manufacturers, importers and distributors can submit their promotional or merchandising products to Promoswiss up until 15 May 2012.

www.psf-forum.ch – www.promoswiss.ch

NEW ON THE MARKET

NOTARNICOLA JOINS THE LEATHER BUSINESS

The Leather Business is delighted to announce that Lui Notarnicola has joined as Sales and Marketing Manager. Leather Business Managing Director John Thorp said: "it is not often that a candidate of Lui Notarnicola's quality comes on the market and we were delighted to be able to attract him to our company. He will be covering the UK and will be responsible for launching new products and sales initiatives to existing and new customers. I am sure that he will be a great asset to our business." www.leather-business.co.uk



Lui Notarnicola

VERTICAS

CHANGES IN MANAGEMENT



Steffen Weigand

Steffen Weigand (41), authorised signatory and manager of the marketing and sales divisions of the German-based full service agency Verticas since 2003, was appointed to the company's board of management in January 2012 and became the partner

of Klaus Ritzer, who founded the company in 1990. Steffen Weigand, who has been active in the trade since 1995 and who gained his experience in promotional products working for other companies and as manager of advertising agencies, will now accept even more responsibility for the area of full service within the Group, expanding it and developing it further. www.verticas.de

KHK, MAGNA SWEETS, MBW, STAEDTLER
HARTWIG REPRESENTS IDEAS4

The German companies KHK, Magna sweets, mbw and Staedtler, which cooperate under the name of Ideas4, have managed to obtain the services of Arnd Hartwig, a Hamburg-born freelance sales representative, for the regions of north and central Germany. Having worked for several years in the promotional products industry, he now supports Frank Magin, who works in southern Germany, Austria and Switzerland for the four companies of the marketing alliance. www.ideas-4.de



Arnd Hartwig

GUSTAV DAIBER GMBH

GMINDER BECOMES MEMBER OF MANAGEMENT BOARD

Fitting for Daiber's anniversary in 2012, the fourth generation of the family-run business is being officially introduced. Kai Gminder, managing director Rolf Daiber's nephew, is becoming a new member of the management board and will gradually be assuming new areas of responsibilities in the company. After completing his A levels,



Kai Gminder

Kai Gminder first got vocational training as an architectural draughtsman because he originally wanted to become a civil engineer. But after having several summer jobs at his uncle's company and several discussions about his aspirations, he quickly came to the conclusion that the textile industry "suited him better". Thus he studied marketing/communications. Unlike Rolf Daiber who is more of a visionary in the company, Kai Gminder is responsible for implementing these visions in the company's operations. He has significant influence over the new trends and designs as well as the new catalogue "Compendium 2012". Gminder says, "With the existing team I can look ahead to the future with a very good feeling." The goal is to continue achieving the company's objectives over the next 10 to 15 years and become No.1 in the area of caps and promotional textiles in Europe. The 35-year-old is optimistic saying, "I think this goal is very realistic." Kai Gminder would also like to increase the popularity of the in-house brands Myrtle Beach and James & Nicholson. www.daiber.de <

GWW

PREMIERE FOR CODE OF HONOUR CERTIFICATES

Hans-Joachim Evers, the Chairman of bwg until January of this year, got the Code of Honour for the German Association of the Promotional Products Industry (GWW) off the ground. For this reason, it was only logical that his company was the first company to be issued the certificate that is now being presented to companies which uphold the association's ethics code. The tenor of this honour code stipulates that member companies of the trade associations in GWW (AKW, bwg, BWL and PSI) have the duty to adhere to the principles in the following subject areas: equal employment opportunity/non-discrimination, business customs, competition laws/design protection, anti-corruption, avoiding dangerous substances, social legislation, environmental protection, privacy and data protection, and quality standards. These principles are binding for all GWW members and their member companies. When Patrick Politze, Chairman of the GWW, presented a certificate to the company Evers, he emphasized that the Code of Honour was the first important step towards obtaining other qualifications including the certification of a company in the industry. We are striving towards having companies follow European-wide standards that enhance the image and commercial success of companies in a sustainable way. <



Kristin-Helen Evers presenting the Code of Honour certificate.

RED DOT AWARD: PRODUCT DESIGN 2012

SUCCESS FOR SENATOR CENTRIX



The Centrix combines design and product concept to create an innovative advertising medium.

The new Centrix from Senator has impressed the international panel of experts of the red dot award: product design 2012. The innovative plastic writing utensil received one of the most coveted prizes, convincing a panel of 30 expert judges. Creative minds and manufacturers from around the world had submitted a total of 4,515 designs for this high profile competition. The new Centrix wowed the professionals with the high quality of its design, clinching the red dot award as a result. The internationally recognised seal of quality will be awarded on 2 July 2012 at the traditional red dot gala, held in the Aalto Theatre in Essen. After the presentation, the Centrix will be put on show in a four-week special exhibition in the red dot Design Museum. The Centrix combines design and product concept to create an innovative advertising medium. The striking, broad clip, placed in a prominent position in the centre of the pen, makes this a perfect place for an advertising message. With its unusual proportions, the Centrix is an individualist of modern, innovative design. For more information, please visit www.senatorglobal.com <

FYVAR

NEW BOARD TAKES OFFICE



Gabriel Moese

At their 59th General Meeting, the Spanish-Portuguese association Fyvar elected a new board. For the coming three years, the following persons will be members of the board: Gabriel Moese (Paul Stricker, S.A.) will continue to serve as President at the head of the association. His deputies are Romà Bruch (Camimpress Comercial, S.L.U.) as Vice President and Nuno Oliveira (Marketing e Brinde, LDA) as Vice President for Portugal. Félix Abian (Donodare venta de soportes publicitarios, SLU) was called upon to be Secretary, his deputy is Alejandro Ibañez (Promociones Técnicas a Temps, S.L.). In addition, Josep María

Pont (F. Puig Suc. Puig Domingo, S.L.) will serve as the new Treasurer and Miguel Pérez (2000 Publimark, S.L.) as bookkeeper. Further members of the board are Joan Panadès (Graficser, S.L.), Rodrigo Martín (Idea Publicidad de Avila, S.L.), Sara Ogan-do (PSL Europe Spain, S.L.), Sonia Greño (Prodir Iberia, S.A.), Celestino Blanco (Sedesma) and Silvia Pecker (Gravalaser, S.L.). www.fyvar.es

BOSCHAGROUP GMBH & CO. KG

ADELHEID STAUSS-WISSIG JOINS THE SALES DIVISION

Boschagroup GmbH & Co. KG, which is located in the Upper Franconian town of Presseck, has managed to secure the services of Adelheid Stauss-Wissig from the trading company “markenbotschafter”



Adelheid Stauss-Wissig

to assist them with their sales activities. Boschagroup, a company with a long-standing tradition, is a specialist for leather goods and individual solutions in the form of custom-made products. Adelheid Stauss-Wissig has extensive knowledge of the industry from her several years of working in the industry. She is representing the brand Bodenschatz as well as the licensed brands Betty Barclay Accessories and Sansibar Bags for the promotional product sales division. Tel: +49 6202 9456692 info@markenbotschafter.eu www.boschagroup.com

L-SHOP-TEAM GMBH

MADEIRA EMBROIDERY THREAD NOW AVAILABLE

L-Shop-Team, the supplier of promotional textiles, has extended its range to include Madeira embroidery thread. Now, textiles as well as embroidery threads, needles and anything else needed for embroidery can be found easily at the company in Dortmund, Germany true to their motto, “one order, one delivery, one invoice, one partner: L-Shop-Team”. Madeira is among the world leaders for top-quality embroidery threads. The label stands for superior expertise, an inexhaustible font of creativity and a high level of environmental awareness“. A highlight of the range is Polyneon 40, a thread which is available in spools of 1,000 metres or 5,000 metres and in all the regular 100 colours. Polyneon 40 can even be ordered in single spools of 1,000 metres per colour. For more detailed embroidery, Polyneon 60 (1,500 metre spools) is recommended. Both threads are certified in accordance with the EcoTex standard. Other articles from the Madeira range offered by the L-



Shop-Team are pre-spoiled loop threads, embroidery needles, stabilisers and stabilisation layers. Now, textiles, Madeira embroidery threads and embroidery accessories can be combined freely and are available from the webshop www.wahlbuch.com. www.l-shop.de.



JUNG AND EMOTION FACTORY

THORBEN BRENECKE JOINS THE FIELD TEAM

Thorben Brennecke is the new field staff member at Bonbonfabrik GmbH & Co. KG and its subsidiary company emotion factory and is responsible for all sales territories north of the Main as



Thorben Brennecke

well as Scandinavia. The industry expert comes from the Hamburg advertising specialist Giffits, where he was responsible as head of purchasing. At the confectionery specialist Jung, Thorben Brennecke will be looking exclusively after the distribution partners of the promotional products manufacturer. www.jung-europe.de



PRODUCT SAFETY ACT

INITIAL MEASURES FROM PRACTICAL EXPERIENCE

In the long term, no industry will be able to get around this law; the requirement to label applies to all consumer products – and thus also to promotional products. However, there are options we can take to act in the short and medium term to ameliorate the situation and avoid the worst. Here is an interim assessment of the topic of Product Safety Act from the BWL, the German association of promotional products suppliers.

According to the BWL, it is by all means advantageous for suppliers to exchange information with their distributors. Relevant details on the law, together with the specific measures suppliers can take, must be clearly communicated in advance. At this point, the trade has an opportunity to put forward any labelling wishes of its own.

GENERAL REQUIREMENT TO LABEL

The general requirement to label in accordance with the Product Safety Act has been in effect since 1 December 2011 and applies in principle to all consumer products, and thus to all promotional products, too. Every product must be labelled with the name and valid postal address of the manufacturer or whoever imports the product into the European economic area and makes it available here. Along with the name and address, a serial or type number is obligatory for clear identification. Instead of the supplier, the name and address of the promotional products consultant or the ad-

vertiser itself can be used. They are thereby considered to be the manufacturer, in a manner of speaking, and as a consequence assume all liability risks for the product. In principle, all products must be labelled.

EXCEPTIONS

Only in exceptional cases – for instance, when there is too little space – is it permitted to label the package rather than the product. Stickers or hang tags containing the necessary data and firmly attached to the product should as a rule suffice to fulfil the labelling requirement. The provider should write up and file appropriate documentation for products which, in the view of those responsible, would be unreasonably expensive to label. To avoid fines, labelling pursuant to the Product Safety Act should be done by the importer at the latest. Recipients can refuse to accept products which are not labelled by referring to the Product Safety Act. The Product Safety Act also entails obligations for the authorities. They must inspect a specified

number of random samples on the market. Thus they are required to perform an increased number of checks. In Germany, more than 100 government agencies are responsible for this work. This means that every provider should have run through their product range from A to Z to find all exceptions to the labelling requirement. However, this will only apply to a very few products, such as shopping trolley tokens. The promotional products trade can obtain further information from its BWL suppliers. Another good place to find information is the BWL Newsworld day on 3 May 2012 at The Squire Conference Center next to the Frankfurt airport. <

CONTACT

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www.bwl-lieferanten.de



This year the centre for advertising materials in Obertshausen could be seen from far away by the huge blow-up sculptures.



K+M's Managing Director Stéphane Hennig (r.) has a strong and warm relationship with the exhibitors. Here he is standing with Rafael Kladzinsky from Chocollissimo (photo on the left).



K+M WERBEMITTEL GMBH: 40TH SPRING FAIR

A HIGH STANDARD

It has been a while since the centre for advertising materials in Obertshausen, Germany was turned into a highly frequented event location for a day. One has very fond memories of the special day where business was conducted in the pleasant surroundings at K+M Werbemittel; there were good business discussions, the opportunity to see many product ideas and meet cheerful participants. Then it's no wonder that the 40th edition of the spring fair was a total success again this year and that the product show was seen by many visitors.

It practically goes without saying that everyone who attends K+M Werbemittel's in-house event ends up staying a long time and feels at home in the surroundings. This is surely due to the expertise, down-to-earth nature, and cheerfulness of K+M's Managing Director Stéphane Hennig and his team. They tirelessly led the customers through the aisles and showed them this and that. One can only guess how much work they invested in this event which takes place once a year. The con-

cept behind the fair is surely another reason for its success. The exhibitors, who are comprised of both regular and alternating suppliers, have a permanent presence in the exhibition area; their products are always kept on display in the shelves of the showroom. They look after these displays on a regular basis and bring their new products and bestsellers with them to the fair. This approach to their exhibitions saves them from having to waste time and money with bringing and building up

stands, and it gives them time and energy to focus on the event itself, leaving them in good spirits.

GOOD FEEDBACK

Despite all that is going on Hennig always has time to have a chat. "This year 60 exhibitors participated in the event and 350 companies registered on the customer website. It looks as if all of them came to the event." As was done three years ago, K+M also organized its very own display of new products this year. "In the entrance area



Great products, professional advice and a good atmosphere – the 40th K+M spring fair was clearly a treat for the participants.

we are showcasing the products that the team found at the PSI Trade Show. You can also see what highlights we found while doing our own research.” The Swiss distributor and cooperation partner, who takes care of K+M’s joint customers in Switzerland and capitalises on the synergy effect, is also present at the in-house fair. The Swiss company has left visitors with quite an impression with their very high blown-up sculptures that were placed on the grounds outside.

NO COMPROMISES IN TERMS OF QUALITY

What is the mood in the market? Hennig doesn’t have to think a long time about an answer: “We had a very successful year. But at the moment it looks as though customers are waiting to see how the economy is going to develop. We may have lots of work and are continually writing price estimates, but orders are coming in slowly.” But Hennig also maintains his resolve when it comes to quality. There is still considerable risk that people could be harmed by products that do not conform to stand-

ards. “We only work with suppliers who can prove that they have a complete quality assurance system in place. Everyone knows that social audits, lab tests and conformity efforts cost money and inevitably lead to higher costs for products. Unfortunately many customers are still not aware of how important this is because they are still demanding the impossible: low prices for safe products. The industry still has some work to do in this area in terms of informing them of the situation.”

ALL-AROUND SERVICE

K+M’s new internet site made its debut, just in time for the in-house event. K+M presented its user-friendly, quick, clearly arranged and very informative site to its customers. Hennig also drew attention to the new shopping portal Wetterdepot.com,



Innovations from the PSI Trade Show could also be seen.

which is a traditional B2C shop where users can purchase products related to the topic of weather. This shop includes everything from rain ponchos in a wide array of colours to deckchairs or flags for cars. The special thing about this shop is that the system guides the user while shopping. For example, if he orders ten rain ponchos then the system calculates how many more ponchos he would have to order in order to be eligible for the next higher discount. In this respect, the shop is just as ideal for individual users as it is for companies which want to give their employees or customers weather accessories. Hennig goes on to explain: “This shop for end customers really serves as a demo version because it shows customers how the shops we have developed could look like.”





Corporate wear at its best: the team supporting Ralf Hesse (on the right), following the tradition of the fashion-conscious boss from head to toe – well equipped for the event in the BayArena.



Highly motivated exhibitors, interested customers.



M.E.S. MARKETINGSERVICES GMBH

SPORTY SHOW

The clever talents at m.e.s. Marketingservices once again came up with something special for their exclusive exhibition this year. A high-quality product show under the motto “2012 – Your spring fairy tale” was hosted at BayArena Stadion, home of the German Bundesliga football team Bayer 04 Leverkusen.

If the Bayer Leverkusen football team regularly delivered results like the recent 1:7 away game fiasco in the Champions League against the top-ranking Spanish team FC Barcelona, the days would most likely be numbered on which they would be allowed to play their home games in the prestigious BayArena. But Leverkusen was able to celebrate again just two days later: as the home stadium of the first division football team served as the impressive venue for the company exhibi-

tion of m.e.s. Marketingservices from Solingen and Münster. The crew supporting managing director Ralf Hesse, as always in good cheer and fashionably dressed, once again proved that a visit to the BayArena is well worth the trip.

50 EXHIBITORS IN A PREMIUM ENVIRONMENT

The 50 supplier partners showed roughly 220 customers from 150 companies the highlights of the promotional products industry in one of the arena's superb VIP

lounges. In addition to product innovations and current trends, customers also received comprehensive advice on the use of old favourites such as writing instruments, textiles and electronic USB goods. Superior products, attractive novelties and first-class support were the order of the day in Leverkusen. Delicious snacks, including the extremely popular “Currywurst”, a sausage, and a 30-minute tour of the stadium with a visit to the interior, changing rooms, stands, players' tunnel,



Impressive: The tour of the stadium.



press rooms and VIP areas rounded off a day filled with fascinating encounters.

INFORMATIVE PRESENTATIONS

What's more, interesting presentations were held during the course of the exhibition day. Speaker Tobias Erdmann, managing director at Erdmann GmbH from Solingen, provided information on IT security & data protection and Oliver Haarmann, managing director of oh! Kommunikation from Remscheid, spoke about the use and benefits of QR codes for contemporary and successful marketing. Patrick Politze, from the German Promotional Product Association, GWW, summarised the results of the GWW's first representative study on the impact of promotional products, which was released at the beginning of the year, and emphasised the high standing as well as the position and effectiveness of promotional products as part of the communication mix. <

IN TALKS WITH THE PSI JOURNAL: RALF HESSE, MANAGING DIRECTOR OF M.E.S. MARKETINGSERVICES GMBH



Ralf Hesse

Mr Hesse, in the year of the European Football Championship in Poland and the Ukraine, does the product range here in the Bay-Arena also focus on the world of football?

Yes, of course we have many colourful promotional products here that relate to the football theme, particularly as we identified increased interest among our invited customers in the lead-up to the event. But this theme alone does not make a company exhibition!

What are the current trends or new products that are sure to put a smile on the faces of customers?

There are so many, I wouldn't want to emphasise one in particular. We always offer a wide

mix. There are certainly also a few exotic products on show. The selection has always been and remains a matter of taste.

How do you judge the current mood of industry customers?

In my observations, I have noticed that the economy is slowly picking up. The increasing economic activity naturally also has a positive impact on my business.

Is „made in Germany“ becoming increasingly popular again?

This is definitely true. German products have become far more attractive as the price differences are no longer as extreme. Furthermore, the shorter delivery times also make products produced in Germany more interesting.

There has been an important change in your team: Markus Rensmann, who led the sales office as an authorised signatory in Münster until recently, has jumped ship. What can we expect next?

Of course, when we lose a staff member we also lose a part of our capital – that's clear. But business continues to run well and most satisfactorily in Münster. After all, we have Boris Künzel there, a recognised expert, and he is excellently supported by Ms Eßer. All in all, a strong team. I look positively to the future.



HAUPTFLEISCH GMBH

A GIFT OF A DAY

Since the 1980s the Karlsruhe Promotional Products Day has become something of an institution in the industry. After a three-year break, promotional products specialist Hauptfleisch staged the event at Kunstwerk in Karlsruhe, Germany and provided customers and visitors with many ideas and stimuli.

With the “Karlsruher Werbemitteltag” Wolf Hauptfleisch, and meanwhile his son Christian Hauptfleisch as well, has been providing an appealing point of contact packed with high-quality and colourful products for more than 30 years now. The event was a complete success this year, too; after all, both the supplier partners and the Hauptfleisch customers had had to do without it over the past three years.

However, the short break had done no harm to the whole business – on the contrary, as the Karlsruhe promotional professionals thought up a special concept to celebrate the revival: their present to their customers was a day full of promotionally effective hours. 29 February appears on the calendar only once every four years, so why not use the additional day in an ideal way? With that in mind Hauptfleisch set

up the trade show in the Kunstwerk events hall which, as a former sewing machine factory combined with the modern artworks on display there, offered visitors an extremely pleasant atmosphere.

COLOURFUL TRENDS

Wolf and Christian Hauptfleisch and authorised representative Tullio Coveli consciously decided on Kunstwerk ahead of time, as the events hall offered sufficient, but above all not too much space. This is actually what managing director Christian Hauptfleisch had had in mind, as welcoming his customers to an event in a trade show hall atmosphere was not his intention. A total of 219 visitors from 127 companies called by and allowed the 30 exhibitors to show them what the promotional products industry has to offer. Thanks to the diverse offering the organisers were delighted to see throngs of visitors to Kunstwerk right from the early morning. There was much for the visitors to see: Be it mugs, ball pens, vases or ties – almost all exhibitors agreed that strongly luminescent col-



ours above all are particularly in demand at the moment. Christian Hauptfleisch is convinced of this, too. However, he sees an additional strong trend in the promotional products industry: Quality, as confirmed by the selection of products presented by the suppliers. Thus, visitors and exhibitors alike were greeted with a successful colourful spectacle, and this was naturally reflected in the mood.

A POSITIVE MOOD IN THE INDUSTRY

"The Karlsruhe Promotional Products Day is a very lively and also very popular trade show that's just right for everyone," reports Ralf König from Jung Bonbonfabrik. The good mood among the promotional products manufacturers was probably helped by the fact that, after the past few admittedly difficult years, there is light at the end of the tunnel again. It is true that many entrepreneurs are still hesitating to invest,



Tullio Coveli, Wolf R. Hauptfleisch and Christian Hauptfleisch (left to right).

as reports of a crisis-ridden Europe have not abated, but Christian Hauptfleisch is also certain that the industry is on a positive path. Nothing, therefore, could break up the buoyant mood. The end of the day saw organisers and exhibitors delighted about a customary trade show success and visitors going happily and contentedly home, spoilt by many impressions, good advice and good food.

INTERVIEW WITH CHRISTIAN HAUPTFLEISCH

Mr Hauptfleisch, how do you assess the mood in the promotional products industry at the moment?

The industry has some hard times behind it and, in my opinion, has not yet fully recovered. Nevertheless, it is well on its way to recovery. In recent years especially it has turned out that if you're a distributor, you need to be broadly positioned. This does not just mean your customer base, but also the service you offer.

What are your customers demanding and how are you meeting their needs?

In my view, what is getting more and more vital is quality. Customers are increasingly insisting on high-quality products, but also demanding more quality in the service that distributors provide. As a full service provider it is our goal not only to offer standard products and concepts, but to offer the right product and concept by means of individual consulting. We are endeavouring to perform an all-round service in promotional products and have thereby been able to gather very positive experiences so far.



The Cineplex theatre in Münster, Germany provided a spacious venue for the Vierung Promotion Days 2012. Representatives from 200 companies came to find out what the promotional world has to offer.

VIERING GMBH

PROMOTIONAL STARS FOR ALL OCCASIONS

Vierung used some creative mailing to invite its customers to the Cineplex theatre in Münster, Germany for two days this time. As part of the Vierung Promotion Days 2012, besides competent advice and promotional resources to generate strong dialogue, an original competition was also on offer.

As always, the powerful team from the German-based promotional products specialist led by managing director Mark-Oliver Schrader had come up with numerous bright ideas for the two-day product show and this year, the red carpet was rolled out exclusively for its customers in the spacious Cineplex in Münster. Under the motto: "Werbestars by Vierung", exactly 40 exhibitors demonstrated that, at Vierung, besides a broad selection of creative product ideas, competent provision of advice is always at the forefront. A cre-

ative, multi-level mailing, zippily tailored to the theme, had been sent to around 2,500 addresses by way of invitation. The approximately 320 persons from 200 companies who had come to Münster were not disappointed.

COLOURFUL PROMOTIONAL IDEAS FOR THE BARBECUE SEASON

Seek and you will find: after all, Vierung had something to offer for every budget, every purpose, and taste. These items also included products to market this year's European Football Championship in Po-

land and Ukraine: "Although the European Championship is quite far off, it will gain major attention through the summer's public viewing. Football events are always an occasion for private television evenings with friends, too. That is why we came up with the idea to combine the theme with barbecues and barbecue accessories," explains Vierung managing director Mark-Oliver Schrader.

ENDURING HITS WERE INCLUDED TOO

Naturally, however, other promotional resources in the Cineplex played an impor-



tant role: "The stable runners in the range continued to be, for example, lanyards, textiles, and electronic items and bags," enumerated Schrader. Variety at the harmonious location was taken care of by a competition, with every visitor receiving 3D glasses which they could use to discern the question and answer options at each one of the 40 exhibitor booths, in order to enter the solution on their tracer cards at the end. The organiser thereby provided an additional incentive to view the full diversity – and created a good mood among exhibitors: "The concept is as effective as it is simple, and it gives each of us the opportunity to enter into dialogue with customers," said Patrick Polaniok from tie specialist Alta Seta on behalf of his colleagues.

ATTRACTIVE COMPETITION

In line with the theme with its summer season focus, the winner of the competition initiated on site had the honour of accepting the advertised first prize, a high-quality kettle grill. And anyone wishing to do so was able have themselves formatted by a professional photographer into a scene from a movie classic such as Casablanca or Spiderman and take away the printed photo. In addition to the informative tour through the colourful Viering promotional products world, culinarily sophisticated catering ensured a smooth round-off to the event. <

PSI JOURNAL INTERVIEWS VIERING MANAGING DIRECTOR MARK-OLIVER SCHRADER

How do you assess the current mood among industry customers?

It is more positive than it was last year. Of course, however, there are differences in the various sectors. Some are really racing ahead again, others are still keeping their budget small. The trend is primarily moving towards giveaways with a high-quality look.

Looking back on 2011, which product segment was the one with particularly strong growth?

In the textile area, in bags, lanyards, and USB devices, the trend continued upwards, but mugs also continue to maintain their unaltered high standard with regard to sales.

Comparison between "made in Germany" products and Asia products: Asia products have become more expensive. Does this mean an upwards trend for German products?

This naturally affects German products, but above all those of European manufacture, which are currently experiencing considerably higher demand. After all, in Asia, besides the prices for raw materials and freight, wage costs have clearly risen. Additionally, due to the bigger demand in the internal market, delivery times have worsened for us.

What are your expectations for business year 2012?

It's quite clear: After the boom years of 2007 and 2008, there were somewhat weaker sales in subsequent years. In 2012, however, we intend to land right on top again. By recruiting new sales employees we have stepped up our acquisition activities. This is making us very confident.



Mark-Oliver Schrader



Obviously pleased with the success of the event:
Anne and Tobias Bartenbach, managing directors of
Bartenbach Marketing Services.

BARTENBACH MARKETING SERVICES: 8TH MAINZ PROMOTIONAL PRODUCT DAY

PROMOTIONAL PRODUCT TRENDS IN THE LOKHALLE

The Mainz Promotional Product Day, which was initiated by Bartenbach Marketing Services, has become an essential part of the events in the region. In its eighth year, this event, which is now popular beyond the local boundaries, is not only rated as a success by its organiser but also by the exhibitors and customers. This is a promising concept.

The eighth exhibition of products of Bartenbach Marketing Services, which traditionally takes place in mid-March in the Alte Lokhalle of Mainz, Germany also showed a broad spectrum of promotional products of all product groups and price categories. 37 exhibitors displayed a large variety of products; both innovative ideas and old favourites. One could even get some last-minute ideas for the two major sports

events of the coming summer season: the UEFA European Cup and the Summer Olympics in London. But the selection didn't stop there; it also included the company's own creations and special sets, as well as an outlook on Christmas 2012. 390 visitors from over 200 companies used the day in the extravagant location to get a live impression of the effective promotional products. Quite a few let themselves be inspired to new

ideas. The entertainment programme, which included a biro workshop and some useful hints on healthy nutrition at work from the food consultant Reinhard-Karl Üblacker, were met with a lot of interest. All in all, it turned out to be an informative, eventful and communicative day with a relaxed atmosphere; a day on which everybody enjoyed themselves thanks to the personal care of the Bartenbach team. <

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SCHOLZ PROMOTION SERVICE GMBH

EXPERIENCE THE SERVICE

The whole is greater than the sum of its parts – based on the freely adapted quote from Aristotle, Scholz Promotion Service GmbH held the WEMA for the twelfth time. In Stuttgart the promotional products professional made its holistic range of services a tangible experience for its customers.

Scholz Promotion Service GmbH wanted to provide its customers a feel-good event with the WEMA. This was achieved because the colourful in-house fair presented by managing director Alexander Helm once again provided an ideal opportunity to learn about new products and exchange information about new developments in the promotional products industry. 36 exhibitors presented their products

to more than 360 visitors from 182 companies. Under the motto “The whole is greater than the sum of its parts”, especially the service and philosophy of the company were the centre of attention in Stuttgart, Germany. Römerkastell provided the perfect backdrop. What had served the Romans as a fortress for many years was the venue of the WEMA mid-March where a diverse range of quality products were on

offer in the colourful hustle and bustle. A large number of visitors had already been recorded in the morning. According to Alexander Helm, electronic products were extremely popular. However, it is important to provide users of promotional products with more than just the product. True to this year’s concept, it offers its customers „the whole“, which consists of the sum of the individual components of consulting, suppliers and products. Since 1996, Scholz Promotion Service GmbH has been owned by the Helm family, which attaches great importance to reliability, stability and future-oriented development within the company. In 2009 Alexander Helm took over the management of the company from his father. According to Helm, WEMA is an ideal opportunity for him to thank his customers for a good cooperation and to strengthen partnerships. The feedback was very positive this year. The exhibitors enjoyed the substantial and promising contacts with customers and the visitors enjoyed the expert advice and a service-oriented event that certainly lived up to its concept of “the whole is greater than the sum of its parts”. <

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HEALTH AND FITNESS IN GOOD SHAPE

Health is an important personal and social value. Promoting and maintaining good health do not require a great deal of effort: usually adequate exercise and an appropriate diet are sufficient. What is more expensive, however, is attempting to restore health.

According to the World Health Organization, health is “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”. This is the holistic approach of a healthy person, which resonates even in the Latin “mens sana in corpore sano” (a sound mind in a healthy body) and sees a connection between physiological and psychological components. Sounding more pragmatic, however, is the view of the philosopher Friedrich Nietzsche, for whom “health is that degree of illness that allows me to pursue my essential activities” – a view which, at first glance, does not seem to be quite in keeping with the times, which in today’s (professional) life is all too often apparent. The dictum of the nursing educator Reinhard Lay sounds much appropriate: “Health is a satisfying development of independence and well-being in the activities of life”. Products which support this in a promotionally effective way can be found on the following pages. <



ATTRACTIVE EYE-CATCHER

World-renowned professional athletes made hologram armbands their own a while ago; in the meantime, they are enjoying more and more popularity even among the non-sporty, as demonstrated by sales of the bands distributed by Lehoff. The Vital Maxx Armband is available for ladies and gents of all age categories and can be worn in everyday life as well as during sport.

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

AIR FRESHENING VIRUS KILLERS

An ultra-compact air purifier with ionising function and dust collector from Klarstein is available at Ceotra. The compact device can be operated via connection to regular mains or also to a 12-Volt cigarette lighter. It is suitable for use in spaces up to 15 square metres, in vehicles or camper vans. The Klarstein AP-15M ensures that breathing air is considerably freshened up and in the process produces active oxygen, whereby bad odours are neutralised and viruses plus micro-organisms, fine particulates, pollen, and fungal spores are killed off.

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



SPORTY OUTFITS

Daiber has the right textile outfits at the ready for every sport type and every taste. Equipped with a zipper and the CoolDry technology are the BikeT Half Zip plus the Bike Short Tights from James & Nicholson, ideal for cyclists of both genders. The fibre in the upper-body garments transports body moisture to the outside, is breathable, and ensures comfortable wearing. The reflective printing on the cyclist's shorts, which fit snugly like a second skin and absorb moisture, takes care of safety even in the dark. Furthermore, many more appealing and high-quality sport items are available from Daiber, including jogging clothes or comfortable hooded jackets for example, ideal for putting on during training breaks.

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

-Advert-





VITAMIN B2B

The makers at Jung Bonbonfabrik know exactly how to deliver vitamins to the target group at trade shows or at the POS in a particularly tasty way: with the vitamin gum tetrahedron. The fruit-juice-quality taste experience with peach pieces is also a winner looks-wise: Three promotional sides of the tetrahedron can be customised in four-colour print and thus provided with not just one, but up to three different promotional messages.

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

IDEAL SWEAT DEFLECTOR

A sweat-absorbing and simultaneously fast-drying microfibre workout towel with waffle structure is part of the Troika range for hobby athletes. The high-quality Sweat Deflector features a practical zip pocket for accommodating MP3 player, credit card, or key, plus a loop for hanging up. The Sweat Deflector does full honour to its name, is available in grey, and measures 1,140 x 240 x 6 millimetres. The no-sweat way to customer success.

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



EFFECTIVE CULINARY HERBS

A whiff of nostalgia and a strong flavour – these are the effective ingredients with which emotion factory has equipped its attractive flower or herb box made out of galvanised metal. It contains a peat tablet and herb seed mixture with basil, marjoram, and chive. In addition, the cardboard lid offers up an optimum promotional surface, which the customer can have customised in four-colour digital printing from an order quantity of 250 pieces.

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



GENTLE ON JOINTS

The Nordic Walking Crosstrainer von Lehoff gives the user the option of whole body training that is gentle on the joints. After all, during Nordic walking the strain is on the muscles as well as the cardiovascular system, which with consistent training can help tighten up body tissue even in the lower pulse range. The belly cushion can be individually adjusted to body size. Besides training time and number of steps, the training computer also displays average calorie consumption. The device can be folded up to save space.

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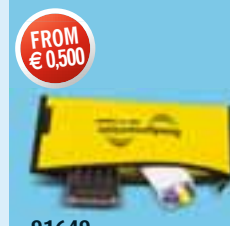
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SPORTY AND STRONG ON PROMOTION

Get fit at every turn and, at the same time, retrieve individual values such as training time, routes run in kilometres, plus the calories consumed on the way – this is made possible by the USB Activity 3D pedometer from Kasper und Richter. The data can be effortlessly transferred onto the computer via plug-in by means of the USB stick. The small, ultra-flat, stylish and sporty tool is absolutely ideal for healthcare and prevention campaigns.

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



LITERALLY HEALTHY

The new notebook from Ralev is devised for promotional use in the travel and wellness field. The book, available in different design variants, is ideal for use by companies that are active in the medical or pharmaceutical sector, as for example the cover is produced out of skin-friendly materials.

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VERSATILE TRAINING AID

In the health and fitness field, a wide range of appealing products is available from Mid Ocean for promotional use as well, among them the latex gymnastic band. The product is equipped with easy-grip handles made out of ABS plastic and will accompany the user through demanding training. To make sure that the user is also aware how extraordinarily versatile training with the gymnastic band can be, no fewer than 14 different exercises are illustrated on the latex surface. There is no chance of getting bored.

42042 • Mid Ocean Germany GmbH • Tel +49 261 92840

sales.deutschland@midoceanbrands.com • www.midoceanbrands.com

MINIBIKE HOME TRAINER

Minibike Heimtraining Reha Fahrrad is the name of the nifty, efficient home training idea from the Ceotra range. Compact set-up dimensions and low weight ensure optimum stowability. The Minibike, for users weighing up to 100 kilograms, is the space-saving, mini offshoot of large fitness machines and the bicycle itself. Use is even possible while sitting, on the living room sofa for example, meaning that training sessions can be relocated directly in front of the television, for instance. The sports device works the same muscle groups as during training on road bikes and is thus ideal for everyday training of leg or arm musculature. Results such as distance, time, calories and a counting function can additionally be read on the large display.

47689 • Ceotra Vertriebs- und Handels GmbH • Tel +49 30 36424914

thomas.faisst@ceotra.de • www.ceotra.de



MUSCLES ON COURSE FOR EXPANSION

Fit into the springtime is the motto for everyone who trains with the Expander Stretch from the range by Inspirion. The fitness device is perfectly suited to building up strength. The Expander consists of two pleasant-to-touch, sponge rubber coated handles and a flexible rubber band 115 centimetres long. By pulling the handles apart slowly the user can specifically strengthen individual sections of muscle such as pectorals, back, arms, and shoulders.

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

info@inspirion.eu • www.promotiontops.eu



COMEBACK FOR BEACHMINTON

Beachminton is the name of the new brand in the range from MTS Sportartikel. Well, it's not new, but it's new in the range: Power badminton outdoors and on soft sand is now experiencing a comeback with MTS. Under the Talbot-Torro roof the specialist in racquets and fun sport is developing brand-new product features and has now transformed the indoor beach brand into an all-round concept for all settings. A shortened racquet with a specially shaped head results in improved handling and a particularly stable design that enables more power. Finally, the Beachshuttles are also smaller and heavier than feather shuttlecocks – and thus far less susceptible to gusts of wind.

48527 • MTS Sportartikel Vertriebs GmbH • Tel +49 8171 431825
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LOVE YOUR SKIN

Natural care products for hygienic use in the wellness field are included in the repertoire of Turkish company H & S Kozmetik. Part of the range, for example, is the natural combination of sea sponge and soap in weight categories 120 or 200 grams. The duo is obtained exclusively from natural ingredients and provides gentle and beneficial care for the skin. Furthermore, a combination of that kind for healing extremely chapped skin is available, along with a high-quality massage oil made out of native olive oil plus tea tree extract, which renders the skin particularly soft and smooth. In each case there is room for the customer logo on the ribbons.

46953 • H & S Kozmetik • Tel +90 216 6270314

info@hskozmetik.com • www.hskozmetik.com

VANILLA-FLAVOURED KISSES

Natural lip care sticks with vanilla or chocolate flavour are part of the wide range of cosmetic items provided for the promotional products sector by UK-based Bio Laboratories. The British company's product range additionally includes many more skincare products and other cosmetics, available as gift sets in environmentally friendly packaging. The deliciously intensive and natural-smelling scents of vanilla and chocolate, and their composition out of environmentally friendly ingredients, make the lip care sticks real blockbusters for the spring and summer season.

46839 • Bio Laboratories Ltd. • Tel +44 161 9039520

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PROMOTIONAL SOCKS

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WELL DISPENSED

New from koziol is a practical pill box by the name of Well.com, which is ideal for transportation in jacket pocket or handbag. The insert comprises four compartments, into which the respective tablet rations can be sorted. To enable easy cleaning the insert can be removed from the box and then rinsed off.

47406 • koziol »ideas for friends GmbH • Tel +49 6062 604273

Katrin.bode@koziol.de • www.koziol.de

RELAX IN TEA

The Relaxing Bath Tea bags from Multiflower reveal themselves to be a beneficial bathing pleasure. The sachets are simply added to hot bathwater, whereupon a magnificently relaxing scent unfolds in the bathroom. Precise instructions and the ingredients are printed on the packaging. The standard motif provides sufficient space for the promotional message; but also completely customised ideas with regard to design are possible from an order quantity of 250 pieces.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



PASTA FOR RUNNERS

Racing ahead in the sector is runner-shaped pasta from Gutting Pfalznuudel. Plenty of carbohydrate power is provided by the culinary promotional products that comprise real added value for running athletes, and even their looks are an encouragement to get racing. The compact packets of carbohydrate are available in all packaging sizes from 10 to 500 grams – and are therefore almost universally deployable, from mailings, through giveaways, to attractive gift sets. The latter are on offer in the form of the pasta combined with a delicious pasta spice mix. Custom promotional label design and many selectable colours are available as options. The other sport-standard shapes include golfers, tennis racquets, soccer balls, bicycles, archers and hikers.

46944 • Gutting Pfalznuudel GmbH • Tel +49 6323 5719

info@pfalznuudel.de • www.pfalznuudel.de

-Advert-

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PRACTICAL TEA FILTER

Following the original DropStop wine pourer and the practical IdentiTire tire marker, Kandinsky has now added another mailing-capable give-away to its product range. The chic TeaCone is a food-safe fold-up tea filter whose high-quality photographic printing makes it a real eye-catcher. In quantities of 250 or more, the TeaCone can be customized, including four-colour photographic printing, within ten to fourteen days. Since it weighs less than three grams, it can be used in many different ways: as an insert in a letter or magazine, adding almost nothing to the postage, or it can be machine processed and show off any design to best effect. Its high-quality, long-lasting material offers you an eye-catching, long-lasting market presence.

46232 • Kandinsky Deutschland GmbH • Tel +49 211 770577-0
info@kandinsky.de • www.kandinsky.de

CUTE STORAGE JAR

It is small, timelessly clad, and ideally suited as storage for small giveaways, such as for example spices, herbs, tea, or sand: the original, quadratic jar with cork seal from Gläser und Flaschen, Berlin. Motifs and logos can be glued or even sandblasted onto the vessel's smooth surfaces. In addition, custom labels can be printed and attached.

48609 • Gläser und Flaschen GmbH • Tel +49 30 33778833
stefanie.burmeister@glaeserundflaschen.de • www.glaeserundflaschen.de



FIT AND HEALTHY

Varied and effective specials for health-conscious fitness fans are on hand at micx media in Bielefeld. Anyone who wants to stay in shape from spring into summer can start with the attractive DVD training content by fitness specialist Johanna Fellner, including an adjustable jump rope. In addition, you can get Vital DVDs and a wide variety of music or audio book concepts in the form of individual sets. Micx media has a surprisingly large selection and broad spectrum of topics on offer. Additional closely coordinated, rich and varied presents and premium arrangements for stylish advertising messages are also found in the new micx media in concept catalogue.

45899 • micx – media in concept – gmbh & co. kg • Tel +49 5205 9910-0
info@micx-media.de • www.micx-media.de



-Anzeige-

SHORTY
MADE IN GERMANY





INVIGORATING BATH

The five colourfully assorted bath fizzers contained in each pack from the Multiflower range will ensure a sweet-smelling, sparkling bathing experience. The original, attractive packaging and presentation in the shape of a decorative tub will look attractive in all settings. Even in the standard design, the circumferential sleeve provides sufficient space for promotional slogans. Customers can have the sleeve designed to their own taste from 250 pieces.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de

ALL'S WELL IF HANDS ARE WELL

The SaniStick from KHK is ideal for cleaning and disinfecting hands quickly and hygienically. Small and handy, it fits into even very small bags and its patented click fastener makes it easy to use. This hand disinfectant spray has been tested in accordance with DGHM and EN 1500, it is highly effective against a wide range of microorganisms, and a dermatological test found that it has "very good skin compatibility".

As an advertising vehicle, SaniStick communicates a likeable image because it is used in the interest of health and well-being. The all-round label is customized using 4c printing. Its fine spray can be pumped as many as 200 times, so the advertising message will be around for quite a while. The spray can be ordered in quantities of 250 or more, and the delivery period amounts to around three weeks.

46131 • KHK GmbH • Tel +49 221 98547

sales@lipcare.de • www.lipcare.de



ULTRA-TRENDY SPORTS BOTTLE

Adoma has equipped its dishwasher-safe sports bottles – made out of an innovative material – with a 750 millilitre volume for additional drinking capacity, plus a larger promotional surface on the bottle's neck. The extra large filling apertures on the taste and odour-neutral containers will even enable filling with ice cubes. The Adoma sealing system equips every bottle with a double-sealed closure. On request, the plastic can be custom printed and a matching designer bottle holder can be realised in the customer's exclusive design.

43999 • Adoma GmbH • Tel +49 7522 9716-47

info@adoma.de • www.adoma.de



EFFORTLESS ENERGY HARVEST

With the gift sets Fresh Energy plus Fresh Vitamins koziol offers its customers the ideal assistants for the fruit season. Bo and Fibs are two happy helpers that double the fun when freeing mandarins and bananas from their skins. Users of the Fresh Vitamins gift set additionally get easy access to fresh vitamins: After all, the set contains the original orange peeler Emma P, the grapefruit spoon Pink, plus kiwi spoon Kiwi. Snacking on vitamins thus becomes a relaxing indulgence.

47406 • koziol »ideas for friends GmbH • Tel +49 6062 604273

Katrin.bode@koziol.de • www.koziol.de

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RELAXATION MIRACLES

The Energy Ring distributed by AS Advertising Support helps users to relax during stressful situations and gather new strength. The ring is simply pulled on and thus massages the reflex zones on the fingers. This is where the organs' meridians are located, so that when there are symptoms of stomach ache, exhaustion, high blood pressure, back and respiratory pains, plus a sore throat, relief can set in. Traditional Chinese medicine has known about these points for millennia. The ring is provided in a sachet, which can be customised in four-coloured offset printing from 500 pieces.

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



KEY TO MORE SECURITY

Security key fobs comprising two white LEDs for many occasions and two flashing red LEDs, which as warning signals will take care of safety on walks, when jogging, in the event of accidents, or on the way to school, are available from Spranz. The fobs are equipped with securable switch and NiMH battery and come supplied in a designer cardboard box. These and many other designer products on many other themes as well are listed in the catalogue belonging to the current Spranz collection. The German-based company has several products in stock and is available for full one-stop service, including advice, sampling, pre-press, printing, and shipping on the customer's behalf.

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



OPEN AND SHUT

The patented system of the drinks can seal by the name of Cligloc – available from Produktionsteam Gesellschaft für Medienproduktion mbH – is not only cleverly designed, but also customisable in an attention-grabbing way. Cligloc safely, easily, and reliably seals all commonly available drinks cans in sizes 0.33, 0.335 and 0.5 litre. No more spilt tipped-over cans, carbonated drinks will retain their sparkling flavour right until the last sip. The surface material can be individually and sophisticatedly designed, via photo-realistic portrayals in the offset printing method, for example.

48106 • Produktionsteam Gesellschaft für Medienproduktion mbH • Tel +49 211 977169-70
cligloc@produktions-team.de • www.produktions-team.de

-Advert-

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katharina@roesler-ceramtec.de

www.roesler-ceramtec.de



ELEGANT GARDEN PAVILION

The fold-up garden pavilion with a roof in two shades of brown called Pagoda from E-U Up is an elegant adornment whose high-quality workmanship deserves an attractive place in the garden. With a roofed area of around 16 square metres, this garden product has plenty of room for guests looking for a little seclusion in the shade on sunny summer days. The pavilion is not only easy to set up, but also very light in weight. When folded up, it can find enough space to spend the winter in nearly any niche in the cellar or garage.

47558 • E-Z UP Europe B.V. • Tel +31 30 635 4133

ivdm@ezup.com • www.ezup.com

MOBILE DENTAL CARE

Attractive, healthy teeth are the best business card. With the frosted plastic blue dental care set from Kundenpflege everything that belongs to proper dental care is ready to hand: The compact set consists of a ten-gram tube of toothpaste, a toothbrush with protective cap, an hourglass, two dental floss sticks, an interstitial toothbrush, plus a little box of dental floss, all packed in a practical box that can be custom printed.

46887 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950

info@kunden-pflege.de • www.kunden-pflege.de



GOOD SCENTS

It makes "good scents" to go for the room scent items in the product range of Wilhelm Schmidt in Bremen. The more than 20 million nerve endings of human olfactory cells are only waiting to take the advertising message right into the middle of the brain's emotion centre. Attractive glass or ceramic containers with scented sticks or fragrant oil burners are available for this purpose. If you choose these high-quality, certified liquid scents, which come in many different fragrances, you will prove that you have a good nose for marking the right place with your own scent. A customer logo can also be applied to these products.

48591 • Wilhelm Schmidt GmbH & Co. KG • Tel +49 421 71081

wsmhb@t-online.de • www.wilhelm-schmidt-bremen.de





TO TAN OR NOT TO TAN ...

The UV-Watch card on offer from JHI Hackel Industrievertretung shows the current intensity of sunshine and thus alerts you to harmful doses of UV radiation. The card is furnished with a UV-sensitive field which darkens as the sun's intensity increases. This practical credit-card-sized sun protection, also available as an armband, also offers a sufficiently large advertising space for customized messages.

48291 • JHI Hackel Industrievertretung GmbH • Tel +49 621 74814-66
info@j-h-i.com • www.j-h-i.com

-Advert-



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Mt's production partners in the various regions of China meet all European standards.

MT PRODUCTS GMBH

THE SPECIAL TOUCH

Far Eastern imports, quality standards and special designs completely tailored to customer needs – mt products GmbH shows that these components are not mutually exclusive, but contrary to popular belief can complement each other perfectly.

The young, innovative company based in Hamburg, Germany is managed by Martin Koglin and Jeffrey To, two long-standing partners with industry-related expertise. Koglin, who gained his expertise in the Far Eastern branch of Terrex and as a sales manager at Michel Toys, and To decided to establish an import business on their own. This led to the founding of mt products GmbH and to the connection to mt products Hongkong Ltd in Shenzhen, China at the beginning of 2010. In addition to offering traditional promotion-

al products, the company specializes in supplying tailor-made custom designs from the Far East – this was no coincidence, as Martin Koglin has roughly twenty-five years' experience in dealing with the promotional product trade.

DIRECT "HOTLINE" TO CHINA

The tightly knit collaboration between the two cornerstones of mt products in Germany and China forms an ideal bridge for a smooth process from submitting offers to punctual delivery, thus ensuring that customers' demands are met flexibly and quick-



ly. A large pool of various partner factories in the Far East ensures a quick realisation of customer requests. "Our close integration enables an around-the-clock control of our partner factories. This permanent follow-up enables an on-schedule, high-quality production that meets European standards and also reduces costs. In addition, we have our products tested by internationally recognized institutes such as TÜV Rheinland and SGS. Especially when it comes to product safety, the requirements in recent years have become much more stringent. We take the associated responsibility toward our customers very seriously and therefore supply only faultless, standards-compliant products," emphasizes Martin Koglin and adds: "That's why we employ inspector teams in the various production regions in China to monitor the manufacturing standards and thus ensure an ongoing quality assurance. Quality as-



The company mt products is located near Hamburg: It is here where the mt team processes orders quickly, efficiently and reliably.



Examples of custom-designed products produced by mt products



Managing Director of mt products, Martin Koglin.

insurance in the ongoing process does not lengthen the production time, but provides assurance for everyone involved."

RELIABLE AND CREATIVE

A customer of mt products is, in the real sense of the word, always "on the safe side". Characterized by an unconditional commitment to customer service and the maxim of "100 per cent reliability", mt products has already managed to acquire major advertising medium partners in a short time. Koglin considers it important that a customer of his company feels that "he is in good hands". Personal contact and con-

stant communication build trust and thus the indispensable foundation for a successful business relationship. "Our ambition is to work together with the customer to create the right, unique product. It is equally important, however, that together we have fun developing a unique, incomparable product as an advertising medium. This ensures the highest effectiveness of the resulting promotional product." The mt products team advises and supports its advertising media customers right from the word go, from the product idea through to the technical feasibility and "neutral" delivery to the customer.

INEXPENSIVE AND FAST

"Because of our relatively small overheads in China, we are able to work cheaply without compromising quality. With direct access to Chinese factories, we are in a position to bring together products from different production regions in a relatively uncomplicated way and can thus ship goods cost-effectively. Thanks to our extensive

network we can submit offers within just one to three days," guarantees Martin Koglin. A sophisticated logistics system enables products to be at the right place at the right time. To this end, the company cooperates with major logistics partners who efficiently manage the transport by sea, air and land. Near Hamburg a small warehouse intended exclusively for new designs and goods for collection is sufficient.

SPECIALITY "MAGIC TOYS"

In addition to product categories such as bags, plush, chinaware, electronics, decorative products and textiles, mt is a specialist for toys which are marketed under its own trademark "Magic Toys" and "meet the highest requirements". In addition, the company also offers direct purchase from China. "We handle everything from quality control to shipping," says Koglin. "We even handle FOB (free on board) business. If we have to organise shipping transport, we pass our negotiated rates on to our customers." www.werbemittelimport.de <



LEXON S. A.

ART FOR EVERYDAY LIFE

The French company Lexon has set themselves a goal: to make everyday life a little more beautiful. Clearly defined shapes, the simple elegance and aesthetics play a large role in achieving this. Thanks to its top-class designers, Lexon has been able to turn everyday objects into artwork for everyday life.

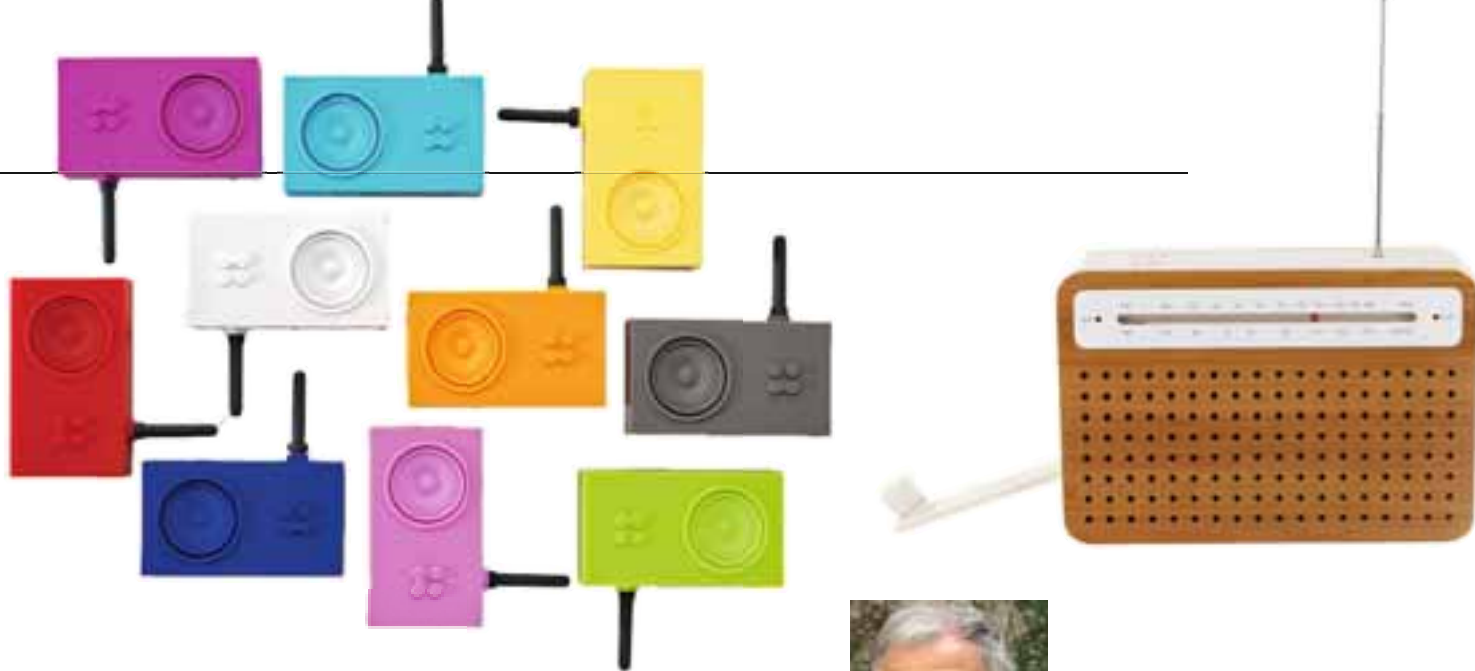
Great importance is attached to creativity at the French company Lexon. And the designers prove this every day by coming up with new products. The French designers make quite an impression with the simple elegance and clear lines that are reflected in every product they create – whether it be bags, office supplies or umbrellas. Last year, Lexon celebrated its twentieth anniversary. In 1991 René Adda founded the company with the goal of coming up with something special for every-

day life. His big breakthrough came later that year: with ten products under its belt Lexon presented its first product line at the PSI Trade Show. And the company didn't have to wait long for its first big success. Although the company first produced its products for the French market, Lexon is now winning over the promotional product industry in 55 countries around the world with its typical designs. Despite this success, the company is still a family-run business. Twelve employees are employed

at its headquarters in Boulogne, which is located near Paris. In honour of the company's twentieth anniversary, an exciting party was held with all its employees and customers from around the world.

EXCELLENT PROMOTIONAL PRODUCTS

Combining art with objects for daily use is what Lexon products are known for. Maybe it is due to the fact that Lexon has been able to get top-class designers to work for them. Philippe Starck, Marc Berthier and Theo Williams are just a few of



The Tykho radio set the stage for what was to follow and today is still one of the company's best-sellers. The designer Marc Berthier has been rewarded for his efforts: He has received several prizes and his design is on exhibition at the MoMa and at the Centre Pompidou.



"What sets Lexon apart is the design. We try to be different," explains René Adda, Lexon.

the many creative minds who design for the company and who pass on the Lexon style to the products. The success the company has achieved speaks for itself. Some of the objects, such as the Tykho radio, are a part of a permanent exhibition at the New York Museum of Modern Art (MoMa) and the Centre Pompidou in Paris. The mini radio has been quite a sensation primarily because of its expressive colours and unusual material, and it has continued to be a best-seller up until now. The designer Marc Berthier has received seven awards for the Tykho radio, which is made out of solid rubber. Lexon also scores well with its bag collection. The Airline Collection comes in every possible form, including document cases and travel trolleys. Details, such as specially placed zippers and the round

and soft shapes of the bags, make their design truly special. According to Lexon, this travel companion has the advantage of being made out of a very light micro-fibre material.

STYLISH FOR THE ENVIRONMENT

The company invests a lot of time in selecting the materials for its products. Above all else, the company's priority is on the finishing process for the environmentally-friendly materials. A brand new addition to its product line is the Safe Line. The radios, clocks, calculators and pens are made out of bamboo, a fast-growing raw material, and a biologically-degradable plastic known as PLA. Again it is the apparently insignificant details that make all the difference: the Safe Radio runs on a dynamo. You can enjoy music for 30 minutes by simply winding up the crank handle for one

minute, which makes it ideal to take it along while you are on the go. Meanwhile, the clocks and calculators in the collection are powered by solar modules, so there aren't any batteries that have to be discarded.

A GIANT STEP FORWARD

Originally all of Lexon's products were only being made for the promotional product market. Although this is still true for 75 per cent of their products, some individual products are also for sale in retail stores. Recently Lexon has started conquering the Asian market. In 2009 the company opened its first offices in Shanghai and Xiamen. But Lexon has even more plans for the future. True to Lexon's motto "Always forging ahead without interruption," the company is expected to spruce up the lives of South Americans in the near future with art for everyday life. <



LEXON S.A.

Tel. +33 141 102000
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contact@lexon-design.com
www.lexon-design.com



A successfully ingenious team:
Silvia and Yasmin von Schweinitz.



The Multi-Fit scarf for sporty people can also be used as a bottle holder, a peaked cap and as a belt.

LUNARI OUTDOOR, WERBEMITTEL & VERLAG GMBH

VERSATILE PRODUCT INNOVATIONS

The German company Lunari surprises with a number of promotional products whose multi-functional benefits help to ease everyday life in a pleasant way. Behind the products are two people with an innovative spirit and a great deal of passion.

The remarkable history of the company Lunari is also the story of two sympathetic ladies. It began five years before the official founding of the company on a rainy day in 2000. Silvia von Schweinitz was standing at the window of her house in Lemwerder near Bremen and saw a mother riding on a bicycle on the street, the child seat exposed to the rain without

protection. She immediately began generating ideas as to how the problem could be ideally remedied. Her ingenuity was awakened and from then on there was no turning back. This was also the birth of the "Lucky Cape," the nucleus of today's success. Lucky Cape is anything but an ordinary rain poncho; its development from the initial design cost several months of

tinkering and testing until the first prototype was able to leave the sewing workshop after satisfactorily meeting the high demands of the creator. "My mother paid attention to every little nuance with her creation," recalls daughter Yasmin von Schweinitz, who manages the company together with her mother. Indeed the special feature of "Lucky Cape" lies particularly in



It all began with the Lucky Cape.



The Color 4Life rain poncho for the wheelchair, equipped with lots of extras.



The new, spacious company building.

the detail. Here we see the motto of Lunari is fulfilled: "More than one sees at first sight" – because the rain protector combines four functions. Firstly, it protects the child, the saddle, it also serves as a waterproof packaging for the seat as well as the items transported on it, and detached from the bicycle it can be worn as a classic rain cape. Designed entirely according to customer wishes, the Lucky Cape can also be turned into a travelling billboard.

SUCCESS WITH "LUCKY CAPE"

It took until 2005, however, before this patented product was ready for series production. From then on the company with the crescent moon in its logo gathered momentum. First, the Lunari team tried to market the rain protector through direct sales to individual bike shops. With increasing awareness the demand also increased. The breakthrough came with a wholesaler who supplies bicycle shops throughout Germany. Yasmin von Schweinitz was able to locate a reliable production partner - in-

itially in Poland and later in the Far East. The final quality control and despatch of the manufactured products made of high-quality materials, however, is still carried out at headquarters.

ADD A TOUCH OF COLOUR TO LIFE

Until today, the Lunari portfolio has expanded with some more imaginative multi-functional products. The Color 4Life series - as the name suggests - brings a little colour and lightness to life. It consists of a special rain poncho for the disabled, designed for the wheelchair with many extras and a walker frame protection for seniors. Tie Fit is a scarf for sporty people, which can also be used as a bottle holder or turned into a sweat-absorbing cap in a jiffy or turned into a handy belt with pouch. Lunari also continued to think about the cyclists. Flex123 is a stylish, connectable and naturally waterproof saddle protector which can also be used as a basket or as a normal bag. Relatively new to the range is the Flex1-2, a saddle protector which

serves either as a handlebar bag or as a handy bag. All products can of course be customized.

HARMONIOUS DUO

With increasing success, the original premises became too small. In late summer 2011 the Lunari team moved into a new, spacious office building near the old one. Here is where the product samples are created, and where Silvia and Yasmin von Schweinitz work on new ideas and concepts. While the mother appears as the creative mind, the daughter, a graduate of psychology and economics, takes care of marketing and product sales. Both obviously pursue their profession with a great deal of passion. In the future Silvia and Yasmin von Schweinitz want to remain faithful to their good intentions, "to design innovative and high-quality products that help make life easier." Going by the qualities that have previously shaped their company, they should succeed in this, too: "With passion and fun!" www.lunari.de





RALF RÜHLEMANN

“EVERYTHING WE DO MUST MAKE SENSE”

When Ralf Rühlemann joined his father's company Kasper & Richter, he had already lived in the USA for ten years where he completed his studies. In addition he gained valuable work experience in Germany. Gradually he further developed the product portfolio of this manufacturer of fine mechanical precision instruments. Today the company supplies high-quality instruments for measuring and counting, optical products, travel accessories, as well as outdoor and fitness products.

Compasses, pedometers, stopwatches, card measurers and heart rate monitors, bicycle computers, timers, wind and altitude meters, barometers, thermometers, thread counters, tally counters, magnifying glasses, field glasses and more – if it can be measured, counted and dis-

played, Kasper & Richter is almost certain to have the right instrument. If you find the variety of terms confusing at first, you are guaranteed to be well informed after studying the well-structured main catalogue, and will understand how this broad spectrum of precision instruments is ar-

anged. Divided up into the areas of orientation, fitness, time measurement, optics, weather, travel, metrology and key chain pendants, distributors will find items used at work and in everyday life, for sports and leisure time. They make many activities safer and more relaxed, facilitate orientation and are indispensable on trips. The “Manufactured by K & R” label indicates the company's own product developments, most of which are still made at the main plant in Germany. What particularly struck us was that the products shown and thoroughly explained in the catalogue are all quite sophisticated and fill quite special needs. And they all have one thing in common: they are extremely useful. That is why the K & R brand, with its functional and clever high-quality products, is also well known in the specialized trade, department stores and outdoors shops. Mail-order houses, forwarders and online shops also successfully carry K & R items. Another important distribution channel has always been the promotional products business, for which K & R has many suggestions for out-of-the-ordinary campaigns.

WIDE PRODUCT RANGE

Ralf Rühlemann is very serious about fashioning the product portfolio, for the product range is, after all, the central feature his whole business revolves around. That is why he attends to this job himself. "Starting from our traditional, organically grown core competence in manufacturing precision instruments, we are confronted time and again by the challenge of expanding this portfolio and adapting it to the spirit of the times. Especially the promotional products trade demands innovations and ideas for the widest range of uses. Like my father before me, I keep to the adage that all new products must fit in with the existing product range, be very useful and make sense!" Kasper & Richter is a specialist for precision devices and has thus successfully been serving a niche market since it was founded in 1920. Despite all the creativity and innovative power, Rühlemann has no intention of watering down the profile of his offering. That would also be decidedly unwise, for K & R's unique articles have now taken over a unique position, and this has to be retained and strengthened. However, before we go into the current strategy in more detail, let us take a look at the previous generation.

FAMILY OF MERCHANTS

Ralf Rühlemann comes from a family of merchants who did business in the wholesale and retail food business for several generations. His grandfather also ran a food wholesale business with its own coffee roasting house in Thuringia. However, when it became clear that East Germany was about to be cut off from the West, the family left everything behind and settled with only a few suitcases in Meiningen, only a few important kilometres to the west, in 1952. "There my grandfather started over from scratch and once again built up a business, now aided by my father, Gerhard Rühlemann. This went well until chain stores forced their way into the market – with the result that smaller businesses had to give up. So he finally sold it off to one of the bigger players." Gerhard Rühlemann, however, did not want to admit defeat in this

situation and began to think about new fields of business. Here he was helped by coincidence: he read in the newspaper that Kasper & Richter, a manufacturer of precision instruments, was being sold for lack of a successor. The businessman did not hesitate, and so the Rühlemann family acquired the enterprise. Full of vigour, he took the reins of his new company in hand.

NEW MARKETS OPENED UP

Gerhard Rühlemann soon opened up the USA as an export market for his precision products. At that time, the USA was in many respects a role model for Germany, sending a large number of trends over the pond. So he took a thorough look around and discovered the pedometer, a product already well established in the USA yet entirely unknown in Germany. It appeared particularly well suited to expanding the product range. He set up an affiliated company in Orlando, Florida and sold pedometers there which broke into Europe as an innovation. During this period, the corporate branches on both sides of the Atlantic helped each other get ahead, each profiting from the other's trends. Distribution by way of the promotional products trade also began during this phase. "Even back then, my father clearly saw that the promotional products trade was open to interesting products. However, he was equally convinced that you have to distinguish yourself from the common range of products to be successful. The pedometer, which has been practically a USP for us up to the present day, was the first product of the new generation, then stopwatches and compasses were added." K & R has comprehensive expertise in these segments, and has established itself as a specialist on the market.

COLLEGE YEARS IN THE USA

Quite in line with the spirit of the late Seventies, the USA was also the land of Ralf Rühlemann's dreams, a place he just had to go to. Of course, the fact that his family did business there made this goal a lot easier for him to achieve. So he set out for Orlando after finishing school. Then as now, he likes to do a good job of whatever he does. So he added another two years of

high school and then got a four-year college degree, also in Orlando. He still raves about those years, which helped him get on in more ways than one. For instance, he improved his French in the USA, eventually getting so good at it that he was allowed to spend a year at a partner school in Paris. Before he could attend an American university, he had to show two years of professional experience. Of course, finding a suitable job in Germany was no problem for a young man who was perfect in languages, and so he gained work experience at adidas and René Lézard. Back in the USA, he received his MBA two years later.

NEW CHALLENGE

When Ralf Rühlemann returned to Bavaria at the age of 29, after having spent a total of ten years in America, it was not easy for him to get adjusted, for the social fabric and mind-set of the people are, after all, quite different. He describes coming back by saying, "The Americans are more interested in performance, and although they have less security, they are often more cheerful and even-tempered than us Europeans." Hardly had he got used to being back in Germany when his father turned ill and needed help with his company. His son was happy to accept this challenge and quickly grew into the enterprise. He continued carefully enlarging the product range of his father, who gradually withdrew from the company.

MULTIFACETED PRODUCT PORTFOLIO

Today, Ralf Rühlemann has positioned his enterprise both as a reliable, flexible manufacturer and supplier for industry, and as a partner of the specialized trade and the promotional products business. Purely precision products are still being made in Germany. Kasper & Richter is now the biggest German manufacturer of compasses, pedometers and card measurers. Items which fit in well with this core assortment are bought in addition. Products worthy of special mention are the high-end compasses which the company has been supplying for years to Nato, among others. They feature a thermoelastic fluid capsule which enables them

RALF RÜHLEMANN IN PERSON



What was your first thought this morning?

Hopefully our dog – a young golden retriever – hasn't got his bed into a mess again ...

When is your day a good one?

When it is a good day for the whole family.

What gets you in a good mood?

Good weather in the Alps.

And what drives you crazy?

Complicated people.

What are you most likely to forgive yourself about?

Being a man of pleasure and often acting as one.

When do you lose track of time?

Mountain biking together with my son.

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

In any case where there is no mobile phone reception.

What do you like spending your money on?

On good food.

Do you let yourself get seduced by advertisements?

Most certainly. That's the purpose of good advertising.

When is a promotional product a good promotional product?

When it has such a lasting impact that I unconsciously think about the company I got it from, even after months or years.

What is the best promotional product you have ever received?

Whether it was the best or not, I really can't say, but I like it a lot: While studying in the USA, I received a genuine hand-sewn major league baseball. In any case, I still use it quite often in the summer after all these years and it has always given me a lot of pleasure. Simply good quality.

to provide extremely exact results even at extreme temperatures. Also available from K & R are upscale old-fashioned measuring instruments, such as the heavy-weight sighting mirror compass made of brass, the prism compass with a floating dial or the sextant in a fine wood box, all hand-made of high-quality materials in the tradition of antique models. All these treasures can be used as individual acknowledgements or valuable premiums. Or the historic safety glasses – the ideal present for motorcyclist and convertible drivers. From these

examples alone you can see the broad range of the product portfolio. On this subject, Ralf Rühlemann says, "We have all price categories in all product segments, ranging from simple, functional items up to specific products for the professional trade. The promotional products business can profit from this extensive offering, since you can use our products to implement a great many marketing ideas."

SIMPLE TO HIGH-END: PRODUCTS THAT WORK

Here Rühlemann points to the many different ways the items can be used. "Any slogans or sales arguments which have to do, for instance, with getting ahead, keeping in step, being successful, seeing clearly, perspective, motivation, exercise and sports, health, travel, orientation, adventure and many other topics can be brought alive by our products." K & R products are also ideal as premiums. This is something the Federal Ministry of Health has also realized and for years has been reinforcing its campaign for more exercise not only with testimonials from celebrities, but also with pedometers and odometers from K & R. Rühlemann himself shows how: he is a passionate skier who also likes to ride his mountain bike and spends time outdoors every day with his dog.

MANUFACTURING COMPETENCE AND SERVICE

There can be no doubt that K & R is a manufacturer which can offer its customers tailored solutions and excellent service, because it is so flexible. Products can also be designed to customers' specifications, as with all kinds of lettering, logos, coloured materials, customized scales and dials, as well as package designs. Completely new developments can also be accomplished. Professional consultancy, from planning a campaign along the entire production chain up to implementing projects, is also included in the range of services. On request, the company also takes care of storage, shipping and logistics. Thanks to the know-how of this specialist, it can also offer repair and warranty service. Considering the background of the company's 90-year history, being on time and reliable is a matter of course. A high level of quality, both in its own products as well as imported items, is ensured by inspections in the company's own testing facilities. Ralf Rühlemann also sees the future of his company as being in manufacturing competence, service orientation and specialization in precision instruments with a high utility value. And it is exactly these competences and USPs that the promotional products business can make use of to ensure its product range stands out from the masses. <

Werden Sie gefunden? Will you be found?

Sind Sie unter den TOP Lieferanten der TOP10 Produktbereiche im PSI Supplier Finder 1/2012?

Are you one of the TOP suppliers in the TOP10 product areas in the PSI Supplier Finder 1/2012?

KALENDER / CALENDARS

Geiger Aktiengesellschaft	18%
Eckenfelder GmbH & Co. KG	14%
Lediberg GmbH	14%
Bühner Werbemittel GmbH & Co. KG	6%
Ulrich Ripkens Graphische Betriebe	5%

SONDERANFERTIGUNGEN / SPECIAL MAKES

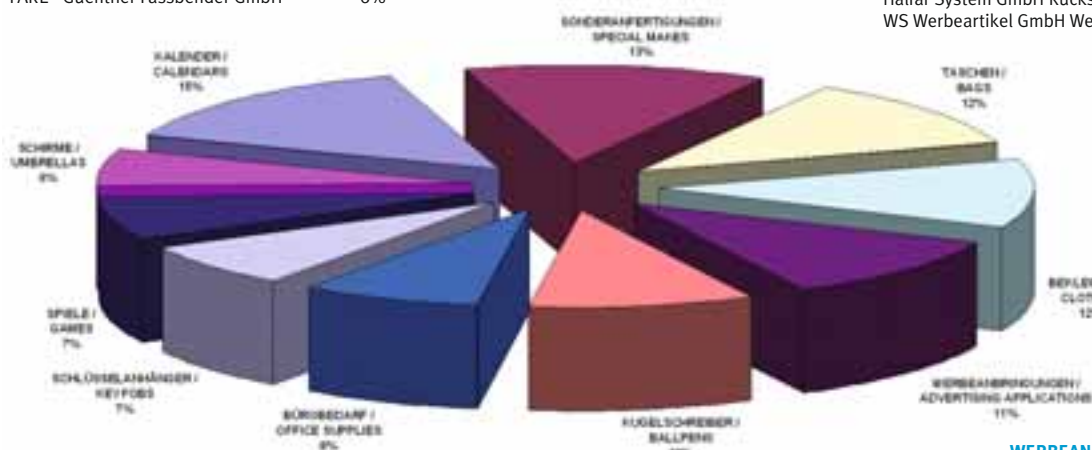
Gerhard Riegraf GmbH + Co. KG Tresor Verlag	4%
LAEISZ & LÜDERS Import- und Vertriebsges. mbH	4%
Artihove Regina B.V	3%
Ballon-AS GmbH Werbung und Dekoration + Co. KG	3%
Gabriele Bühring	3%

SCHIRME / UMBRELLAS

WIL Langenberg GmbH	34%
EBERHARD GÖBEL GMBH + CO	13%
HAWECO Import GmbH	13%
BRAIN PROMOTION GmbH & Co. KG	6%
FARE - Guenther Fassbender GmbH	6%

TASCHEN / BAGS

WIL Langenberg GmbH	40%
Dan Way Design Lizenz GmbH	8%
EUROSTYLE - Emil Kreher GmbH & Co. KG Lederwarenfabrik	6%
Halfar System GmbH Rucksäcke und Taschen	6%
WS Werbeartikel GmbH Werbeartikel - Import und Druckerei	5%



BEKLEIDUNG / CLOTHING

MAPROM GmbH	17%
Ipeknur Textile Clothing Co. Ltd.	15%
Brecht Profashion GmbH	10%
Jura-Textil-GmbH	8%
MALGRADO fashion & promotion GmbH	7%

SPIELE / GAMES

elasto form KG	17%
Gollnest & Kiesel KG	8%
HEPLA-Kunststofftechnik GmbH & Co KG	8%
Spielkartenfabrik Altenburg GmbH	
ASS Altenburger Spielkarten	8%
B.W.S. SPRL	6%

BÜROBEDARF / OFFICE SUPPLIES

HEPLA-Kunststofftechnik GmbH & Co KG	13%
Veloflex Carsten Thormählen GmbH & Co. KG	8%
AERO d.d. Celje kemica, graficna in papirna industrija	5%
Bindewerk GmbH & Co. KG	5%
Marbo-Werbung Norbert Bokel GmbH	5%

WERBEANBRINGUNGEN / ADVERTISING APPLICATIONS

elasto form KG	9%
HEPLA-Kunststofftechnik GmbH & Co KG	7%
Club Cawatte Crefeld	5%
Floringo GmbH	5%
Jura-Textil-GmbH	5%

SCHLÜSSELANHÄNGER / KEYFOBS

HEPLA-Kunststofftechnik GmbH & Co KG	16%
aloga gmbh	5%
Asia Pins Direct GmbH	5%
Gerhardt's - Neuheiten Werbe- und Geschenkartikel	5%
LAEISZ & LÜDERS Import- und Vertriebsges. mbH	5%

KUGELSCHREIBER / BALLPENS

HEPLA-Kunststofftechnik GmbH & Co KG	14%
SENATOR GmbH & Co. KGaA	14%
Ritter-Pen GmbH	12%
uma Schreibgeräte Ullmann GmbH	8%
burger pen AG	4%

Aktualisieren Sie Ihr Lieferantenprofil im PSI Supplier Finder und erzielen Sie Reichweite!

Update your supplier profile within the PSI Supplier Finder and achieve a broad reach!

So werden Sie im PSI Product Finder und PSI Supplier Finder gefunden.

The way to be found within the PSI Supplier Finder and PSI Product Finder.

www.psi-network.de/supplierfinder

Deadline: 11. Mai 2012 / 11th May 2012

Rufen Sie uns an, wir beraten Sie gern!

For any queries, please contact us!

Tel.: +49 211 90 191-321 · E-Mail: supplierfinder@psi-network.de

INNOVATIVE PROMOTIONAL PRODUCTS



SCENT AS THE FOURTH DIMENSION

Now that customers are being practically overwhelmed by strident visual and acoustic advertising messages, erga is backing a combination of scent and photorealistic depiction with its Pura DigItaly. This scented ballpoint pen gives the company using it to advertise an identity you can not only see and feel, but also smell. Every aroma helps build up emotions and associates images with positive experiences. Pura DigItaly is for enhancing customer loyalty through olfactory experience. Pura DigItaly has a cellulose polymer in its clip which is ideal as a carrier material for scents. Seven standard scents are available, as well as custom scents.

42480 • erga Srl • Tel +39 11 2733032

info@ergaonline.com • www.ergaonline.com

SHAPING FRUIT GUMS

The customised specials from the promotional sweets company Kalfany Süße Werbung offer unique shapes, sizes, tastes and colours. The fruit gum customised specials can be produced in virtually any design and can echo the company logo, as well as the actual product they are advertising. This symbiosis of the individual fruit gum and packaging design attracts very positive attention. The very bespoke fruit gums are available with ten per cent fruit and natural flavourings. The recipient receives the colourful mixes either in transparent or white 10-gram promotional bags or in flow packs with 16 or 50 grams contents.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010

info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



PEPPERMINT IN MINI FORMAT

In addition to the well-known box with the folding lid, the Peppermint Company now also offers a micro version of this pack for tasty peppermint sweets. The cute little tin, which is marked Baby Tin, is available in nine different colours. Each of the tins is filled with 9 grams of peppermint and is individually packed in a sleeve. Tins can be custom-printed in one to four colours in order volumes of 288 or more. This makes them an eye-catching and refreshing giveaway which has a lasting effect. Once the mints have been eaten, the micro tin can ultimately be used as a trinket box for keeping all sorts of small items.

44176 • The Peppermint Company • Tel +31 53 4750430

info@peppermint.nl • www.peppermint.nl

2012 B&C COLLECTION

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2012 B&C Collection, Be inspired. www.be-collection.eu

T-SHIRTS - POLO SHIRTS - SHIRTS - SWEATSHIRTS - OUTDOOR FLEECEES - JACKETS



WRITING ON A SMALL BUDGET

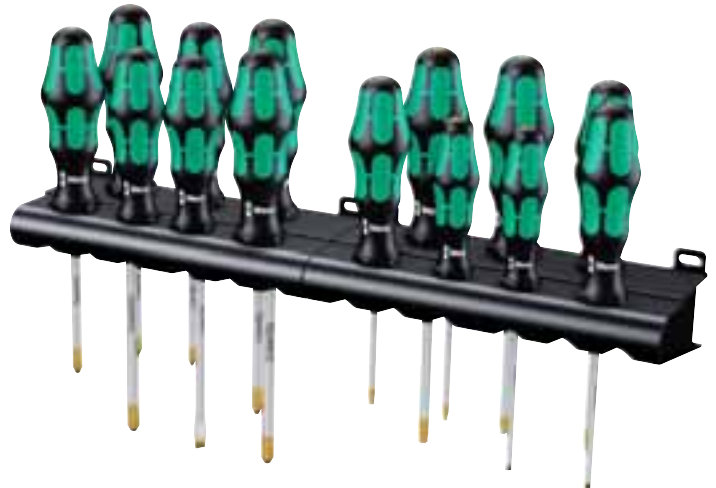
The look and technology of the new UP twist ballpoint pen from uma are all that is going steeply upward. The costs of the model are still rock-bottom and show that advertising can be effective even on a small budget. An elegantly rounded design plus an exciting material mix and a pleasant functionality that softly glides make this pen stick out from the masses. The pen will be an attractive everyday companion with both muted as well as trendy transparent colours. A high-gloss barrel combined with a matte clip structure and the characteristic burlled surface between clip and stopper give it a particularly interesting look. By the way, individual ballpoint pen variations can be put together online in the product configurator at www.uma-pen-konfigurator.com.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 70740
info@uma-pen.com • www.uma-pen.com

SIZE MATTERS

Here is where size really does matter: the new Big Pack from assembly tool specialist Wera contains all the screwdrivers a pro usually needs. Thus he will be well equipped for nearly all applications. The Big Pack 300 includes 14 screwdrivers with Phillips, slotted, Pozidriv and Torx heads in various sizes, as well as two racks to store them neatly. All screwdrivers have the time-tested Kraftform handle for safe, ergonomic working. The Phillips, Pozidriv and slotted tools are equipped with laser tips, as well. They keep the tools from slipping out of the screw head, which makes screwing faster and easier.

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



IT'S TEA TIME

As the distribution partner of Bodum JHI Hackel, Tea For One is presenting a gift set produced for Orthomol, which consists of an imprinted tea glass with a plastic filter and a 60 gram tea mix. The tea glass was made out of double-wall, high-quality glass and the advertising print was placed on the exterior side of the inner-panel of glass. The advertising cannot get scratched or become faded as a result of being washed in a dishwasher. The filter doesn't allow heat to escape because the filter has a cover and fits the dimensions of the glass exactly. The double-sided receptacle goes the extra mile so that tea is kept hot for as long as possible.

48291 • JHI Hackel Industrievertretung GmbH • Tel +49 621 74814-66
info@j-h-i.com • www.j-h-i.com





READY FOR THE FESTIVAL SEASON

No matter whether it's the European Football Championship or the 2012 festival season, Kandinsky Deutschland GmbH is on the ball with three effective, practical and exclusive advertising ideas. The practical, fold-up Octopus carrying handle can be had in five different sizes so that everything from shot glasses to bottles up to various sizes of mug can be transported safely to their destination. They can be customized with their own colours on orders as low as 1,000 or more and have a logo printed on them. The patented Kandinsky football sound opener plays an individual sound for 15 to 30 seconds when a bottle is opened and is also a long-lasting buddy as refrigerator magnet. The likewise patented Kandinsky Bodyflag comes in a personalized design on orders of 500 or more, no matter whether country, football or brand flag – the Bodyflag is a real eye catcher at all sports or fan events. This wrap-around flag, with its practical sleeves and arm loops, also protects against rain and makes for a long-lasting, prominent brand presence.

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

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<p>FROM € 0,270</p> <p>90546</p>	<p>FROM € 0,405</p> <p>91798</p>

AND MORE!
WWW.TOPPOINT.COM
These are nett prices



INDIVIDUAL FROM THE WORD GO

Schnappschussverlag at PikSieben.de is now presenting an interesting way to offer individualized promotional playing cards on orders of one or more. It used to be that prohibitively large minimum order quantities kept promotional backs or customized decks from being used for advertising purposes, but now new possibilities are opening up. The same applies to individual memos, puzzles and such. The decks can also be personalized and used as a mailing. Packages start with a transparent box and range to folding boxes you can design yourself, up to decks in unusual boxes which can also be customized. Leather cases and high-quality metal boxes can also be supplied.

48614 • PikSieben.de by Schnappschussverlag KG • Tel +49 37602 76122

anfragen@piksieben.de • www.piksieben.de

FAN FUN FOR THE SUPER YEAR OF SPORTS

Whether hip soundtracks, remarkable audio books, vivid movies or freaky AD games, the media pros at micx are offering fan fun of the finest for 2012, which is going to be a super year for sports. Thus they are creating a corridor to give multimedia with an athletic brand presence and feisty advertising messages even more impact. These media mood makers have a wide variety of attractive and emotional advertising vehicles, especially for on-by-pack concepts, to encourage top athletic performance and to display effective advertising messages to best advantage. Further innovative concepts and ideas for music and media specials can also be had from micx-media.de.

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

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



CLASSICS FURTHER IMPROVED

At the request of customers, meterex has revised and expanded its Chroma series of tape measures. The five-metre model now comes in widths of 25 millimetres, which increased the stability of the tape measure by 2.2 metres. This property is held in particularly high esteem by professional users. The new width means that the scale and numbers are also larger, making it easier to read accurately. Starting immediately, a ten-metre tape measure is on offer as the new top of the range. This length puts it in the category of the longest pocket tape measures in the world with automatic rollup. A clip on the back lets you hook it onto a belt. The steel tape measures from Chroma are extremely precise (EEC Class II) and their nylon coating protects them perfectly from abrasion and corrosion. Thanks to two strong magnets on the tapes measure's corner, it sticks to metal doors or shelves, thus eliminating the need for an edge or a second person.

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

kuntze@meterex.com • www.meterex.com



Inserentenverzeichnis/Index of advertisers:

PSI Nr.	Inserent / Advertiser	Seite / Page
45235	B&C - The Cotton Group S.A/N.V	087
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	067
48159	Beutler Verpackungssysteme GmbH	035
45767	Bottle Promotions a Tacx International Company	067
49043	bwg Bundesverband der Werbemittel-Berater und -Großhändler e.V.	055
41275	C. Jul. Herbertz GmbH	067
45619	CLIPY Artur Begin, S.L.	015
45562	Design im Dorf 25 Stefan Spitz GmbH & Co. KG	029
45720	DreamPen, Polish Ball-Point Pens Producer	
	Inh. Dariusz Libera	027
43420	EBERHARD GÖBEL GMBH + CO	035
47503	eco-promo GmbH	041
41369	elasto form KG	U2
44127	Elektronica SM-Handels GmbH	007
45997	emotion factory GmbH	037
42480	ERGA Srl	071
48521	F&F Verpackingen Foppen Grafische Bedrijven BV	029
47463	Francos GmbH Image-Cosmetics & More	065
46415	Giffits GmbH	093
42819	Gustav Daiber GmbH	005
45666	Halfar System GmbH Rucksäcke und Taschen	019
42907	Inspiration GmbH	U3
43540	Intraco Trading bv	023, 033, 036, 061, 065, 072
41545	JUNG BONBONFABRIK GmbH & Co KG	U4
42706	Kalfany Süße Werbung GmbH & Co. KG	039
48425	Kambukka BVBA	025
46131	KHK GmbH	063
46591	Kreutz GmbH	017
40717	Lensen Toppoint B.V.	
	019, 026, 028, 034, 039, 059, 061, 062, 068, 071, 075, 089	
48646	M&S Textilhandel e.K. Inh. Sohail Mushtaq	002
42020	MBW Vertriebsges. mbH	
	für Werbeartikel und Spielwaren	023
45974	Multiflower GmbH	031
45946	multimedia UG(mbH) & Co Musikverlag KG	075
47992	Plantanas Group GmbH	095
42332	prodir S.A.	001
	PROMOTURK Promotional Products Suppliers & Distributors Association	057
	PSI Niederlassung der	
	Reed Exhibitions Deutschland GmbH	085
47182	Reisenthel Accessoires Inh. Peter Reisenthel	025
45612	Remarkable Ltd The Remarkable Eco Factory	035
47847	Rösler Ceramtec GmbH	073
48369	Scent of Europe Kamila Szymczak	067
41838	SENATOR GmbH & Co. KGaA	021
13394	Studio anan d.o.o.	091
43053	SUCCESS - Dr. Rolf Hein GmbH & Co. KG	
	Pustefix - Dr. Rolf Hein GmbH & Co. KG	031
44186	team-d Import Export Warenvertriebs GmbH	035
44176	The Peppermint Company	012+013
48661	TimeKeeper GmbH	
	Markenuhren - Werbeartikel - Outsourcing - Logistik	031
48336	TRENDBAGZ GmbH	031
44970	TRIGON Deutschland GmbH	
	(ehemals SEMO Deutschland GmbH)	003
46311	TROIKA Germany GmbH	029
41848	uma Schreibgeräte Ullmann GmbH	033
42394	WÖRTHER GmbH	040, 069

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51ST PSI TRADE SHOW, 9 TO 11 JANUARY 2013

ATTRACTIVE OFFERINGS FOR EXHIBITORS IN HALL13



The demand for creative minds with fresh ideas is especially high in our industry. That is why the PSI called a centre for promotional innovations to life for the 50th PSI Trade Show in 2012: HALL13. Here inventors, young entrepreneurs and first-time exhibitors presented fresh ideas, fascinating inventions and new products ready to go into mass production. And the concept was a success, as the statements of exhibitors and others prove: 80 per cent of the HALL13 exhibitors gave the 50th PSI Trade Show a good to very good rating. Because the response to the hall's concept was so positive, the PSI is going to continue it. So at the upcoming PSI, which will be held in Düsseldorf from 9 to 11 January 2013, there will once again be an attractive platform for promotional product innovations in HALL13. PSI is offering attractive all-inclusive packages to all exhibitors who would like to put these high-quality surroundings to use for themselves. Whether inventor, newcomer or second-time exhibitor, HALL13 has a package tailored to every target group, with a wide range of marketing instruments. Here are the attractive offerings:

THE FIRST-TIME EXHIBITOR PACKAGE – OVERVIEW OF SERVICES:

- High-quality presentation counter
- Extension arm spotlight
- 1 sideboard
- 1 stool
- Carpet
- 3.3 kW electric connection
- Auxiliary costs (AUMA, TÜV, basic entry)
- 2 exhibitor IDs
- PSI membership from 1 October 2012 to 30 June 2013
- Listing in the PSI Supplier Finder
- Use of all PSI sourcing services (incl. 360 degrees product in the Product Finder 2.0)
- Receipt of PSI Journal
- PSI marketing and press package
- Listing at www.halle13.net
- Magalog entry
- Listing as exhibitor at www.psi-messe.com
- Listing in the folding map of the hall

CONTACT

Sabine Porrmann
Tel: +49 211 90191-304
E-Mail: Sabine.Porrmann@reedexpo.de

The all-inclusive package for first-time exhibitors costs € 1,999 plus VAT. The number of spaces is limited. They will be assigned according to the date of receipt of the registration at the PSI. Here you will find the application forms: www.psi-messe.com/ausstellerpaket

THE SECOND-TIME EXHIBITOR PACKAGE – OVERVIEW OF SERVICES:

- High-quality presentation counter
- Extension arm spotlight
- 1 sideboard
- 2 stools
- Carpet
- 3.3 kW electric connection
- Auxiliary costs (AUMA, TÜV, basic entry)
- 4 exhibitor IDs
- PSI membership from 1 October 2012 to 30 June 2013
- Listing in the PSI Supplier Finder
- Use of all PSI sourcing services (incl. 360 degrees product in the Product Finder 2.0)
- Receipt of PSI Journal
- PSI marketing and press package
- Listing at www.halle13.net
- Magalog entry
- Listing as exhibitor at www.psi-messe.com
- Listing in the folding map of the hall

CONTACT

PSI Sales
Tel: +49 (0)211 90191-600
E-Mail: sales@psi-network.de

The all-inclusive package for first-time exhibitors costs € 2,795 plus VAT. The number of spaces is limited. They will be assigned according to the date of receipt of the registration at the PSI. Here you will find the application forms: www.psi-messe.com/ausstellerpaket

THE INVENTOR PACKAGE – OVERVIEW OF SERVICES:

- 1 high-quality counter, 1 stool, carpet
- 3,3 kW electric connection
- 1 exhibitor ID
- One cloakroom voucher for each day
- Listing as inventor-exhibitor at www.halle13.net
- Listing as inventor on a group site within the PSI magalog
- Listing as inventor in the exhibitor list published in the December 2012 issue of the PSI Journal (if registered by 1 November 2012).
- Inclusion in the marketing and PR activities of the PSI (PSI Journal, PSI network website, HALL13 web-

site, PSI Trade Show website, business news-letter, visitor brochure, etc.)

- Mention of the inventor-exhibitor within the scope of the PSI Social Media communication
- Participation in the PSI Genius Award for the most innovative promotional product invention, with promotional prize money of € 2,000

CONTACT

Armin Cyrus

Tel: +49 211 90191-161

E-Mail: Armin.Cyrus@reedexpo.de

The Inventor Package costs € 792 plus VAT. The number of spaces is limited. They will be assigned according to the date of receipt of the registration at the PSI. Here you will find the application forms: www.psi-messe.com/ausstellerpaket



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Weitere Informationen zu unserem Unternehmen finden Sie unter: www.giffits.de.

Ansprechperson

Giffits GmbH - Herrn Marcus Schulz - Weidestr. 122 b - 22083 Hamburg - jobs@giffits.de

WHAT PROBLEM DO WE HAVE?

What problem or rather problems? Of course, in general there is a poor economy, especially in southern Europe, indeed almost everywhere. Germany is still relatively robust, so we hear. From the perspective of suppliers, there are too few customers in terms of end users and in terms of new distributors. At the same time, criticism has been voiced about the importance of customers, both quantitatively and qualitatively. The average turnover per distributor is too low, combined with too little industry know-how and expertise. Even the end customer has insufficient knowledge of promotional products. A further challenge is the structural change of the industry, shaped by a high level of transparency and the desire of numerous participants to skip a link in the supply chain. What problem do we actually have? Well it is not a problem. It is a complexity of problems which have impacted here. The problems differ for each market participant. The major international importer has problems amortising his investment, as sales in some countries have collapsed. This is one problem that an importer who is focused on his strong core market doesn't have. Also the supplier who produces in Europe is currently in a significantly better position as he does not have to deal with the increasingly tougher conditions in Asia.



One problem is faced by the entire market, however, even though it is often of an abstract nature! It is an issue that worries me again and again and is even frustrating when one considers the poor response from the industry to date. I do not want to try to define it. I simply look at it from the perspective of the end customer who pays everyone's bills. Influenced by issues such as tax treatment, legislation, lack of information or lack of planning data, the end user actually knows very little about promotional products. There is a smattering of knowledge which tends to confuse him due to the issues mentioned. At best he knows one or more "buyers" and their showrooms. Is this just a perception or in fact reality?

Many suppliers claim that their customers have a good knowledge of promotional products. Fine! But where should new customers come from? How should they be convinced? And how do potential new customers know what quality means in connection with promotional products? And that brings us back to the quality features of advice, facts and figures. And back to the differentiation features. Every marketing manager knows his distribution channels with their strengths, weaknesses and performance data. Such data has only been available to our industry since the PSI 2012. Has it already reached marketing? Does marketing search for distributors or buyers for promotional products? What criteria does it use? Are there any seals of approval which signal that a partner is trustworthy?

Although we are still at an early stage, there are already seals of approval or they are already in the making. The fact is, we must commit ourselves even more and intensify our communication with the end customer. In-house fairs and roadshows show only a small selection of our prod-

ucts, but nothing more than that. But they are an indicator of a clearly defined path. The existing initiatives of various organizations and bodies have to be pooled. PSI and associations work closely together. They must work together even more closely, however.

PSI has developed a qualification initiative that spans multiple levels. In addition to the initiative of the German GWW with valid annual figures for the industry and the first generic data for the advertising effectiveness of promotional products, which incidentally can be used internationally, the development of a code of conduct is on the agenda. The first step in that direction was and is the Code of Honour in Germany. Further steps need to be taken collectively at European level. Admittedly this is no easy task. In this connection, we have launched a new initiative at European level: the "European Directory of Verified Distributors". This is a database that initially registers European distributors who meet the audit criteria of a PSI member. This will provide the industry an industry census as the foundation for other quality features. This initiative has met with very positive feedback and is already supported by a number of suppliers. If we look at these activities as an overall concept in the form of a pyramid, then we will have a lot of positives to communicate to the users of promotional products and can provide assistance to make marketing in a company more efficient through the use of promotional products. <

Best regards,

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

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ALWAYS PRESENT

The workplace is of particular importance for promotional products because this is where people spend a large part of the day. Always in sight, the advertising claims of the advertising messages placed here leave a lasting impression on one's memory. In the June issue, we will be presenting eye-catching innovations from the wide range of office supplies. They are complemented by electronic and digital products.

Don't forget our cover story in the July issue "Calendars and Paper" as well as "Security and Mobility" and send your product presentations (image and text) no later than 18 May 2012 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Str. 17, 55129 Mainz, E-Mail: hoechemer@edit-line.de. <



WEATHERPROOF AND WIND RESISTANT

Countless umbrellas are discarded each year. Simply because they do not work in windy conditions. One problem that the founders of the Dutch company senz° in Delft recognized and solved. Their umbrellas automatically find the optimal position in the wind and are storm-proof at wind speeds up to 100 kilometres per hour. We will be introducing the new PSI member senz° and its products in the June issue. <



FOCUS ON TRANSPORT COSTS

In the June issue we will also be dealing with changes in the general conditions for imports. In recent years it was the rising price of labour costs and the development of an intra-Asian single market which have impacted on prices. In February, the costs for transporting maritime cargo almost exploded. According to reports in various media, the major shipping companies doubled their prices for container shipments from Asia to Europe as of 1 March. Further price increases have been announced. A serious issue for importers of promotional products. <

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