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POWER FOR PROFESSIONALS
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JOURNAL



Thomas Karlowsky
Karlowsky Fashion
"I Need The Challenge"



Michael Bernstein
New Chairman And
CEO Polyconcept

Promotion World 2012
On The Upswing

Product Guide
Writing, Office,
Electronic And
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EXPENSIVE OCEAN FREIGHT: CAUSES AND CONSEQUENCES



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EDITORIAL

PRODUCT UNCERTAINTY

I was sitting on the terrace of the Bosch bar in Palma. The tourists were valiantly resisting a massive attack of the pedlars from Kenya, Malawi and Ethiopia. Flashing, gaudy rubber balls, plastic flying objects that howl like a dog that has been trodden upon, fake watches of all luxury brands, and caps with integrated fans. None of these products had ever seen a technical inspection. And what got on our nerves at the Bosch bar could be found at all the markets and on all the beaches on the island. The same thing happened a month later in Rome. A novelty, at least for me: Young men were smacking colourful plastic compounds on the ground; they flowed apart like a fried egg before reforming into small plastic monsters. Out of curiosity, and probably at a price with a thousandfold mark-up, I bought such a "gift for the little bambini". At home, I wanted to check it. Forget it. It very quickly ended up in the trash outside the hotel. The little beast stank like the plague.

Hours later I was sitting at the airport reading a mail exchange between colleagues of the German Association of the Promotional Products Industry (GWW) on the Product Safety Act (ProdSG) in Germany. Another world. Interpretations of words, opinions of lawyers, questions from members of PSI. For almost half a year now, the German promotional products industry has been preoccupied with this law. Other countries in Europe will also have to deal with it because it is based on a directive of the European Parliament and European Council. All member states must implement the regulations, sooner or later.

Now the implementation is quite a difficult thing, as we can see in Germany. The "new" product safety law of the German Federal Republic has all the shortcomings that more and more laws have. They have been created in an ivory tower without any practical knowledge or expertise. The individual regulations are non-binding, unclear and raise more questions than they provide answers. Ultimately, judgments of the courts will once again be the actual execution policies. This is how far we have already come.

But what if the market surveillance fails miserably as we have already witnessed? What will then happen to the safety of the citizens? Who will protect legitimate businesses from the ever-present grey markets with dumping prices? What can we expect from our politicians? They must provide clear and understandable legislation and then sanction it. Everywhere, even on the streets and public places. Otherwise it will be increasingly difficult to demand citizens to be law-abiding. This is true everywhere in Europe.

On this note



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser



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DAILY AT HAND

20

We have them daily at hand and thus also constantly in sight: office accessories and writing utensils. As ever they are right at the top of their recipients' popularity charts. In our Product Guide, we keep you up to date on the fashionable, trendy new products from this highly effective promotional product group. In addition, we show you electronic and digital advertising vehicles.



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In February of this year, shipping companies reduced loading capacities while at the same time raising rates for container transport from the Far East by around 400 per cent. A similar situation, which can considerably exacerbate the day-to-day business of importers with delays and cost increases, was last seen after the crisis of 2008. We illustrate the background of the developments in maritime cargo transport and point out how promotional product importers can take action.

PROMOTION WORLD 2012: ON THE UPSWING 62



This year's edition of Promotion World was largely quite well received. Embedded in Hall 16 at the Hanover trade fair, this promotional products show drew great interest from the trade professionals. The exhibitors also appeared to be predominantly satisfied.

DAIBER EVENT: FANTASTIC ANNIVERSARY TRIP 86



100 years of textile competence - an occasion which deserves special attention. Daiber, the traditional company based in southern Germany therefore invited guests to an exclusive event in a unique ambiance. 400 guests together with the Daiber crew celebrated the 100th anniversary of the successful company on the event ship Sonnenkönigin in Bregenz on Lake Constance.

THOMAS KARLOWSKY: "I NEED THE CHALLENGE" 92



The company of which Thomas Karlowitz has been the fourth-generation head since 1990 is now turning 120 years old. This former top athlete has shown ambition and perseverance in making his heritage into what it is today: Karlowitz Fashion, a modern manufacturer of corporate wear and partner to the promotional products industry for professional quality textiles. The exciting tale of a company that has had to weather rough times and of a courageous entrepreneur who made the impossible possible.



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A TOKEN OF APPRECIATION

Motivated employees are an asset to any company because they are efficient, dedicated and loyal. It is known that praise and appreciation, as well as collegial collaboration help ensure that employees feel they are in a good company. One of the "motivational factors" slightly neglected in research but very important for the industry was carefully examined by a research team led by the German-based behavioural economist Sebastian Kube recently: employee gifts. In an experiment, researchers showed that little things make people more productive – in fact a lot more than a salary rise would achieve. The researchers provided evidence under natural working conditions. As reported in the Harvard Business Manager magazine in its latest issue, students served as test persons. They were invited to a university library to catalogue books. During observation some of them received an unexpected salary increase for their work, while others received only the agreed fee. The research team gave another group a surprise in the form of a thermosflask; the rest were given a pay increase in cash in the form of a folded origami male pressed into their hand. The result: The non-monetary gifts increased the performance much more than money. A result that the industry can easily communicate to their customers.

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For a long time now, chocolate has been considered good for the heart and circulation. Now sweet-toothed people can enjoy sweet treats even more intensely. A recent US study of chocolate has put its reputation of being a calorie bomb into perspective. Scientists at the University of California in San Diego examined the body mass index (BMI) of 1,000 women and men and found that regular chocolate eaters are slightly slimmer than those who rarely eat chocolate. This may lie in the fact that chocolate stimulates the metabolism according to the investigation. A result that should please all sweet-toothed people. For the industry, it offers an array of sweet treats. Be inspired by the following selection.

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EXPENSIVE OCEAN FREIGHT

CAUSES AND CONSEQUENCES

In February of this year, shipping companies reduced loading capacities while at the same time raising rates for container transport from the Far East by around 400 per cent. A similar situation, which can considerably exacerbate the day-to-day business of importers with delays and cost increases, was last seen after the crisis of 2008. We illustrate the background of the developments in maritime cargo transport and point out how promotional product importers can take action.

In the past few years, imports have become more expensive due to wage cost hikes, the development of the inner-Asian domestic market, higher energy prices and increased expenses for compliance and quality management. Another important factor affecting import prices is the cost of container transport from the producing countries to Europe. Since February 2012, there has been a veritable explosion in rates for maritime cargo transport. Big shipping companies already raised their prices for container transport from Asia to Europe from US\$ 800 to twice as much on 1 March. On the whole, rates rose by around 400 per cent from February to May. When we went to press in early May, a 20' container cost up to US\$ 2,400. This is also an issue for promotional product importers, especially since there is no commercially attractive alternative to shipment by sea. When one parameter which in principle cannot be influenced can hinder your own business, it is worth your while to at least take a closer look and explain the mechanisms which determine the development of this parameter. To this end, we look at it from the point of view of the shipping companies.

PROBLEMS WITH CONTAINER SHIPPING

Container shipping is influenced by various factors. It is highly dependent on the boom and bust cycles of the world economy, resulting in varying capacity utilization for ships both from the Far East to Europe and vice versa. The import volume from China to Germany is relatively high, yet in no case can the transport sector cope with it in such a way as to cover costs. And although Germany is one of the biggest exporting countries, freight volumes still remain below capacities from the point of view of the shipping companies. The consequences were ships from the Far East to Europe (westbound) which were not filled to capacity and eastbound ships making even less use of capacity. So there is nothing anywhere near a balance with regard to container capacity utilization. However, not only is the capacity utilization of the

ships a problem, but also the resulting need to take empty containers back to the Far East. After all, there are always more loaded boxes arriving from the Far East than boxes loaded with freight going back there. Eastbound ships therefore always have to carry empty containers. Although these containers bring in no revenues, they still generate terminal handling charges (THC) where they are loaded and unloaded. In Hamburg, the regular THC, for instance, is € 230 to € 250 per box. When the economy is heading toward a crisis and total freight volumes drop, shipping companies can rack up losses amounting to millions in some cases. For example, the Great Recession of 2008–2009 and its consequences cost the Maersk shipping company US\$ 500 million in the first quarter of 2010.

HOME-MADE CRISIS FOR SHIPPING COMPANIES

Container shipping is supposed to be reliable, and assumes that several ships will leave and arrive at each port every week. There are alliances to ensure this, mean-

ing that three or more shipping companies join together to form a single service. Each of these shipping companies will schedule, for instance, two ships per week on the Tianjin–Shanghai–Hong Kong–Singapore–Rotterdam–Hamburg–Singapore–Hong Kong–Shanghai route. Thus these shipping companies can offer one departure and one arrival almost every day. The ships run in so-called rotation, that is, they always head for the same ports on set dates. In some cases, you can now already request the schedules for December 2012. This system is thus very complex and scheduled for the long term. Of course, agreements are made between the shipping companies involved. In recent months, these agreements have concerned the rates as well as keeping down loading capacities and changing the schedules. Competition among shipping companies is tough, yet such agreements are made again and again, nonetheless. Most recently, this rivalry led to absolute dumping rates cost-

ing each shipping company hundreds of millions of dollars.

THERE ARE MANY REASONS FOR LOSSES

However, many factors are involved in such losses. The increase in energy costs, the cost of launching new ships on the market, developing ever larger container ships, as well as the concomitant changes in the world economy all play a part. Here are some figures in this regard: Calculations have shown that the rates prevailing at the turn of the year were only able to cover not quite 45 per cent of the operating costs of ships in service. Building a new container ship costs about US\$ 40 million. The biggest ships right now load a maximum of 14,000 TEU (TEU = twenty-foot equivalent unit = a 20' container), the next generation of container ships will have an average load capacity of 16,000 to 18,000 TEU. So there are way too many ships at present, and that is bound to have negative effects on financing funds. Recently one fund for financing tankers had to be liqui-



DURATION COMPARISON 2008 - 2012

SERVICE MODULE	EXPRESS IN 2008	STANDARD IN 2008	EXPRESS IN 2012	STANDARD IN 2012
Complete export management in China	3 days	5 days	4 days	6 days
Actual travel time HKG – HAM	21 days	24 days	24 days	26 days
Import management in Hamburg	2 days	4 days	3 days	4 days
Onward carriage by lorry to place of destination	2 days	2 days	2 days	2 days
Complete duration from takeover in China to place of destination	28 days	35 days	33 days	38 days

Source: Cargo Seal

dated at a total loss. Many externally financed ships are therefore offered for sale on the world market for their salvage value after only five years or so. The problem is exacerbated by the differing ship capacity utilizations, dumping rates and rising energy costs. One other reason, however, is bound to be that the current rates are definitely too high.

CONSEQUENCES FOR MARITIME CARGO TRANSPORT

Hence shipping companies are at present trying to get a grip on their often home-made problems by time-tested means. This is causing considerable capacity problems for container shipping due to the fact that the shipping companies have just decommissioned a large number of ships at short notice. These are lying "in the roads" and generating high costs for upkeep and mooring fees each and every day. At the present time, 300 ships have been taken out of rotation around the world, thus leading to considerable uncertainties and delays. Containers cannot be loaded and in some cases arrive weeks late. Moreover, many

ships are sailing more slowly to lower fuel consumption. In any event, running times are longer. For instance, the route between Hong Kong and Hamburg took 20 to 22 days before 2008; now carriers calculate 26 days just for the voyage. What is more, on-carriage in many regions becomes more expensive when fewer ports are called at. Clearly, these are worse conditions, yet at present – just as at the end of the previous crisis – shipping companies have the upper hand. If you want to transport your goods, you will simply have to pay more. Apart from higher rates, importers must also put up with worsening service. Because less loading capacity is available, loads must be transferred more often, which also increases the danger of damage and causes additional delays. All importers are suffering under these complex consequences, since most calculate on the basis of maritime freight. The fact is that such a large volume of cargo can only be transported around the world by ocean freight. Air freight will never be a real alternative owing to cost and capacities, but also for

reasons of environmental policies. Logistic processes nowadays are so sensitive that the consequences of delays can often threaten a company's existence, so that reliable container transport always has to be the primary goal. For this reason, it is urgently necessary for shipping companies, investors and forwarders to think over their requirements and interests. The actual demands and the desired result of talks held on a partnership basis must be: reliable ship departures as needed, flexible service, quick connections between the world's trading centres and a sensible pricing policy. This is the only way to ease the current situation quickly.

EXPERIENCED CARRIER HELPS

In a nutshell, our goal is to achieve the shortest handling times in the ports and minimum travel times – all with the objective of gaining time for ocean transport and in the end avoiding as much as possible expensive alternatives such as sea/air by way of Dubai or air freight. Accordingly, carriers are now confronted with the challenge of creating a sensible balance between service

and cost and thus offering importers a helpful, reliable LCL service. Experience has shown that well organized ocean freight transport is often the ideal solution. The goal here must always be to keep all transport processes running as quickly as possible. In this connection, the following are key components

- absolutely avoiding extra costs generated by air freight or sea/air service
- handling export entirely at the place of loading, flexibly and within a limit of four days
- choosing the shortest voyage from port of lading to destination
- enabling import duties at the port of destination and finally on-carriage up to the actual destination within, say, only two days
- avoiding unnecessary extra costs, such as “China import service fee” and other obscure transfer expenses

Hence a flexible, experienced carrier is an important partner to an importer. Here good, personal consultancy, with plenty of ideas, will quickly look for express solutions tailored to each specific case. And always with an eye to maritime shipping, which still functions and is commercially necessary. In the current situation there is a great danger that importers will have to fall back on expensive sea/air service or even air freight to meet deadlines. Of course, this will ruin any calculation built on maritime transport because air freight costs an average of thirteen times as much. In general, you should book early when prices are high and capacities low. Anyone who is able to count on a reliable logistics service partner at present is clearly at an advantage. The running times listed in the tables could sometimes be further shortened through expedited action, or lengthened through changes in the travel time. Here the travel time is always a con-

stant. This component is influenced solely by the shipping companies, which is why a commercially reasonable consensus based on partnership should definitely be reached among those involved.

LOGISTICS SOLUTIONS TO SAVE TIME AND MONEY

Importers in the promotional product industry do not necessarily see the increase in maritime transport rates as a problem. As our survey showed, there are various points of view on this topic, all of which make sense. Especially companies with large storage capacities are not as dependent on exactly timed logistics and can plan for the long term. They have also long profited from low transport costs. Experienced importers are also aware of the instability of the price structures in ocean freight transport and can prepare for them so that the rates alone are not such a big deal for them. However, as soon as maritime freight is no

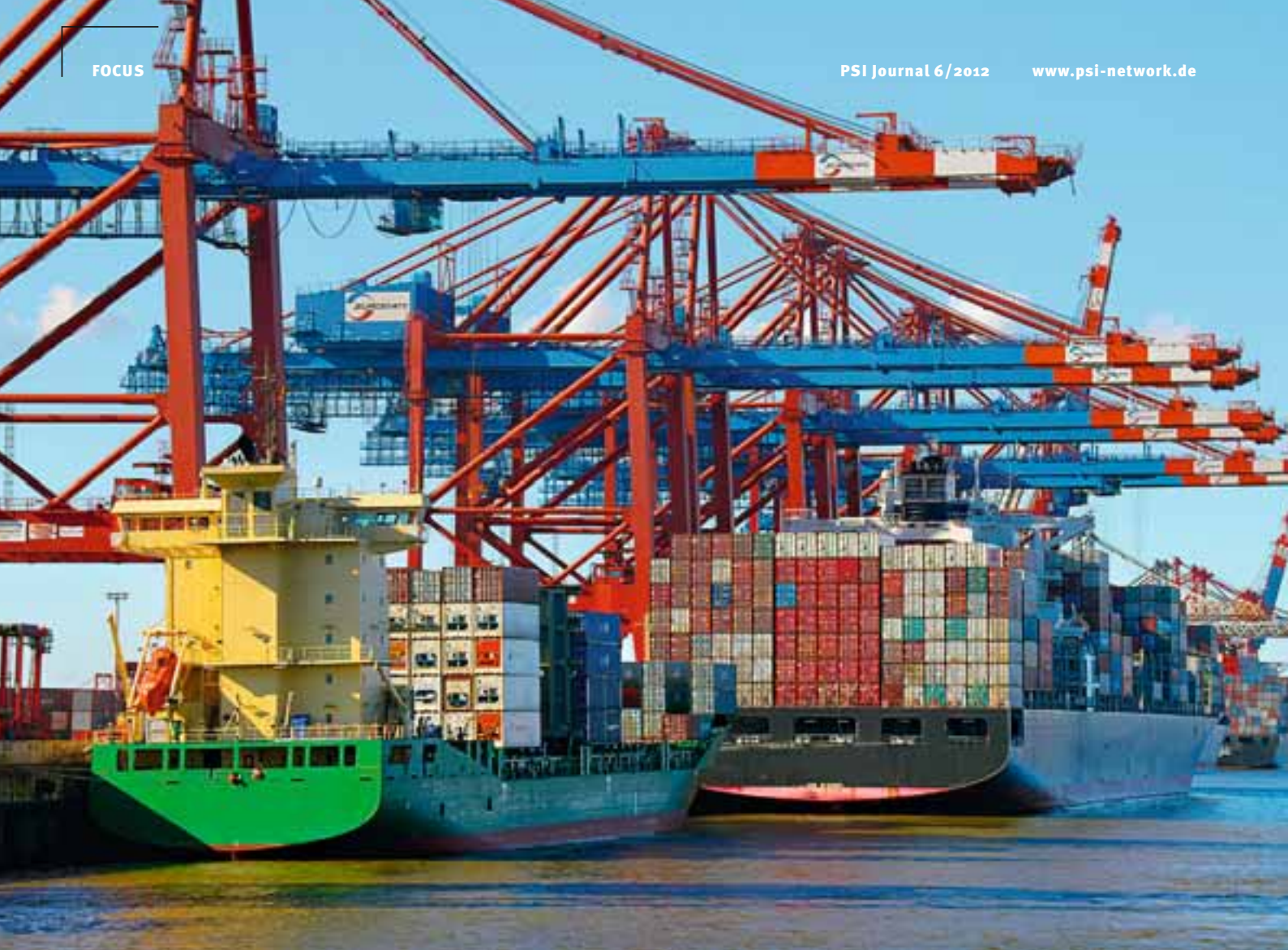
COMPARISON OF COSTS AND DURATION

50 cartons 1,000 kg / 2 m³

Transport from „FOB“ Hong Kong to carriage paid to Nuremberg

	DURATION IN 2008	COSTS IN 2008	COSTS IN 2012
Transport by airfreight via Frankfurt	4 days	€ 3,800	€ 4,100
Sea/Air service via Dubai / Frankfurt	21 days	€ 2,550	€ 2,800
LCL express service via Hamburg	28 days	€ 700	€ 750
LCL standard service via Hamburg	35 days	€ 650	€ 700
A theoretically possible alternative to LCL using high-speed vessels via southern Italy	23 days	€ 1,300	Currently not possible as the vessels travel too slowly

Source: Cargo Seal



longer sufficient, or takes too much time, they too are affected.

RELIABLE OCEAN FREIGHT SHIPPING IS THUS PARTICULARLY IMPORTANT

- when there are production delays at the suppliers;
- when containers cannot embark due to lack of capacity;
- when ships have to run longer to save costs (slow steaming);
- when time really is at a premium and the time window is a good 30 days from the outset.

This is when carriers with creative solutions are called for. The main imperative here too is to offer ocean freight service that is as fast as possible, since every day that transport time can be shortened avoids expensive air freight consignments or sea/air shipping. For one air freight consignment, you can ship ten to twenty comparable ocean freight consignments, depend-

ing on the volume/weight ratio. Carriers who understand their business have good contacts to shipping companies and know how to minimize time and costs, for instance, by using the fastest ships or incorporating reliable shipping companies with daily departures. <

FURTHER INFORMATION

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Cargo SEAL is a specialist for import and export logistics, both by sea and by air. Powerful partners in the Far East and North America guarantee professional transport solutions tailored to customers' personal requirements. Shipping focuses on imports from China to Europe, as well as regular import and export traffic from the USA and Canada. A reliable

partner for handling all of an importer's door-to-door logistics needs, as well as all kinds of customs clearance. Many years of experience, including collaboration with importers in the promotional products industry, assure benefits and minimize risks in the transport business.

The economic conditions for imports have changed considerably in recent years. One of the factors that can affect the daily business of importers is the price for container transport, which in recent months has increased many times over. Normal market-related variations, or a problematic development which may lead to price increases? Here are some thoughts on this from the industry.



»The market will resolve the problem«

Rolf Daiber, Gustav Daiber GmbH

The increase in freight rates is an important issue. However, the conditions for importers have already changed in recent years: energy, labour and raw material costs have risen, but also higher social and environmental standards have contributed to an increase in costs. Of course the market has responded to that.

SOLVING TASKS CREATIVELY

New production and importing countries such as Burma are being discussed and will certainly evolve in the long term. We have good long-term relationships with suppliers in our classic production countries. We will continue to cultivate them, especially to maintain our quality standards and to continue to be able to offer our customers products with an excellent price-performance ratio. However, we have to continue to work hard to optimize processes and batch sizes. We have achieved a great deal to ensure that many products are available on the market at the same price or with moderate price increases despite rising costs. Of course we had to pass on the extreme increase in the cost of cotton in 2011

to the market – like any textile supplier – but we were able to substantially reduce the product prices again at the beginning of 2012.

RETURN TO A FAIR PRICE

Transport prices have always been subjected to increasingly large market-driven fluctuations. The capacity of the logistics in recent years has grown faster than the world economy. That is why some of these fleets are currently lying idle, and will be reactivated with rising freight costs as well as increasing freight volume or made inoperative as a result of price pressure. The current market prices are certainly fair prices for all partners in the chain in the long term. After the freight costs had dropped sharply in 2011, the recovery to a realistic, break-even level for logistics came of no surprise to me.

SHIFT IN COSTS

We treat all our partners fairly. We clearly see that it is economically unrealistic to bring a container from Asia to Europe for US\$ 800. Due to the price situation in 2011, the transportation time has become up to



two weeks longer as ships travel much slower in order to save fuel. Because 10 per cent less speed saves 30 per cent fuel. Consequently, additional air freight becomes necessary in some cases in order to guarantee punctual delivery. This has resulted in a shift in costs. The costs incurred as a result of faster shipping are capped by less air freight. Entrepreneurs who are interested in the preservation of jobs and a profit margin for their company combined with customer service and top products have an enormous creative potential in my view. We will certainly consider alternative solutions in the future, but one thing is certain: the market will regulate that! <



»We have not had any problems so far«

Thomas Selter, Gustav Selter GmbH & Co. KG



To date (mid-March), we have not felt the increased cost of ocean freight rates. Thus we have not had any problems with our calculations. We are more concerned that the developments in Europe and America will eventually lead to disruptions in the exchange rate relations that could cause significant problems. Let us not forget that until the day when Lehman Brothers collapsed, almost everyone believed that everything was wonderful and that we were on the eternal path of growth.

ONLY SHORT-TERM PRICE ASSURANCES

We actually see the development in China with a smile in one eye and a tear in the other. Significant increases in labour costs, driven in particular by the automotive industry, and the permanent price increases also cause us problems. Sometimes we get price assurances for a few weeks only. We suffer from this. On the other hand, we are also manufacturers of handmade pins which are easier to sell as a result of rising incomes in China.

FIND ALTERNATIVES

In the case of substantial price increases, we respond by increasing our search intensity. So if one partner increases his prices disproportionately, we usually look for and find alternatives which we can live with. However, you have to be really careful and

make sure that we do not end up paying for poor quality.

NECESSARY ADJUSTMENTS

In my opinion, China has for many years kept their prices artificially low by an undervaluation of their own currency and through subsidies. This is no longer possible and in a short time we have witnessed adjustments that otherwise happen gradually over several years. This will continue, just as it did in Japan and later in Taiwan.

PRICES MUST RISE IN THE LONG TERM

I believe, however, that our customers will agree that prices will rise again, especially since they are still at a level that you have to call amazingly low. And if China becomes more and more expensive, they too will look for alternatives such as Vietnam or perhaps even African countries, although that is difficult to imagine today. And eventually the entire industrialized world will have a similar wage level - and that would also be beneficial for the people and of course open up markets for Western goods. <

»Not a real concern for us«

Meinhard Mombauer, LM Accessoires



From the perspective of our company, the current increase in freight rates is not a real concern. After the last significant price increase in April 2010 and the subsequent phase marked by dumping prices, I see rather a return to the market price at the moment. In our opinion, an increase to a realistic price level was inevitable. As we have a large storage volume, the price increases affect us only to a limited extent, since container prices only account for part of the freight costs. There are also the costs of transport by truck from the port. In addition, we also supply many customised products which are frequently transported as general cargo. However, we are also feeling the effects of the reduced sailing speed of cargo ships in the past few months to save fuel; longer lead times have to be taken into account. <



»Freight rate increases affect prices and the ability to deliver«

Reenald Koch, reeko design



What we are experiencing at the moment are the effects of the almost oligopolistic organisation of sea transport: The five biggest shipping companies dominate the market and affect the capacity, lead times and prices. Within this group there is virtually no competition. The fact that the freight rates have now increased so extremely is an annoying issue that we witness again and again. In fact, the freight rate increases aggravate the increasingly difficult import conditions even more: The increase in wage costs of 15 per cent in China over the past two years, more stringent requirements imposed by the EU, the cost of social compliance, environmental and product safety requirements, increase in commodity and energy prices - all this has led to an increase in import prices of around 30 per cent. The fact that transport has become more expensive has exacerbated the situation further. At some point we will need to adjust the prices further. The ocean freight rate increases not only affect the price structure but also the ability to deliver, which has a particularly negative impact in the case of customised

goods. Not only are there fewer ships travelling at the moment, they are also travelling more slowly. All this means that we should once again question China as a supply market, because given the background described, „Made in Europe“ is definitely becoming quite interesting - in terms of price, speed and quality. For some time now we have noticed that business is becoming more difficult for the distributor as the industry customer is increasingly demanding commodities together with test reports. In any case, it is truer than ever that the best policy is to rely on an experienced importer to ensure quality management. What we precisely do in daily operations is we hold price negotiations and try to consolidate as much merchandise as possible i.e. to combine the consignments already at the production site. If we are clever, significant savings can be made in this way.

»We always take a tough stance when negotiating freight rates«

Martin Koglin, mt products

The situation in the Asian market has changed fundamentally. Particularly noteworthy is the regional variation caused by the shift of production from the coastal region to the Chinese hinterland. This was the only way to counter the skyrocketing labour costs. Rising energy costs have a considerable impact on the price of materials.

OPTIMIZATION THROUGH CONSOLIDATION OF GOODS

The increase in freight rates is part of an import cost calculation. Of course we must include price increases in our calculation. We always take a tough stance when negotiating freight rates. We invite more carriers to make us an offer. We also optimize our freight costs through consolidation of goods by our partner company in the Far East.

CERTIFIED QUALITY IS IMPORTANT

The European market's demand for certified quality makes it essential to have a close cooperation with international test institutes - a very positive development for us. It shows that only an effective cooperation between the importer and promotional product distributor can lead to high-quality products which meet high standards. Another positive aspect is that our partner factories do not pass on all of the costs to us; they look for optimized production processes themselves.

PRICE PERCEPTION

GERMAN CONSUMERS ARE VERY PRICE SENSITIVE

In an international comparison, German consumers are regarded as particularly sensitive to price. This is clear from the current price study by consulting company OC&C Strategy Consultants which investigated the price position and perception of 270 leading in six countries and industries. According to the study, German consumers often react to a price increase by choosing an alternative retail store; 27 per cent look for a cheaper competitor. 29 per cent remain loyal to the distributors but choose



a cheaper product. Consumers in other countries often simply buy less when there is a price increase. "In no other country does the price level affect the choice of retailers and products as much as in Germany. Price increases in this country can therefore cause much stronger shifts in market share and product mix than abroad. A wise and prudent pricing strategy is therefore of particular importance in Germany," comments Christian Ziegfeld, a partner at OC&C, on the results of the study. A total of more than 130,000 consumer ratings were taken into account in the evaluation. <

CONSUMER RESEARCH

SAVING OR SPENDING: EUROPEANS DELIBERATE

The European middle class are tightening their belts. This has emerged from the latest study "European Consumer Barometer 2012" by Commerz Finanz GmbH, which is based on a representative survey of over 6,500 Europeans. According to the study, consumers in eight of the twelve countries surveyed are planning to increase their savings in the coming months. Even the Germans are saving their money. This has practical reasons: "Statistically, incomes are relatively stable, but financial burdens are increasing: from private pension investments

to individual contributions to the health system, increased spending on education as well as increased travel costs," explains Dr Berthold Vogel of the Georg-August-University Göttingen and Hamburg Institute for Social Research. Only the French, Italians, Poles and Russians are resisting the general "savings mood". They want to build up fewer reserves in the coming months. Despite their intentions to save, Europeans do not want to go without a holiday and a variety of recreational activities: For half of the respondents, spendings on travel and leisure are therefore at the top of the list. <



NIELSEN STUDY

SCORES FOR PERSONAL RECOMMENDATION



The word of mouth enjoys a high level of trust among consumers worldwide. This is shown by the findings of a recent Nielsen study on information provided by 28,000 internet users in 56 countries. According to the study, 70 per cent of respondents worldwide trust the advice of friends; in Germany it is 88 per cent. Even traditional advertising has a high relevance: almost half of the respondents worldwide trust advertising forms such as TV and radio commercials, print ads and outdoor advertising; in Germany about a quarter. Worldwide most money flows into traditional advertising. According to the global study Nielsen Global AdView Pulse, spending worldwide in 2011 rose by seven per cent compared to the previous year. "Because of its unparalleled level of coverage, traditional advertising will continue to remain a primary method of how companies reach their target groups," comments Björn Sprung, Director of NM Incite, on the results. <

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HEALTH TIPS

**HOME OFFICE:
FIT IN YOUR OWN OFFICE**

Many people now work from home. This trend allows flexible scheduling and saves you from the daily stress of travelling to and from the office. TÜV Rheinland provides useful health tips for working in the home office. The institution draws particular attention to the ergonomic requirements for the workplace: "Many people now tend to use only a notebook in the home office even though the device is not ergonomically suitable for work over a longer period of time," says Werner Lüth, an expert on workplace safety at TÜV



Rheinland. The problem: Because of the low position of the screen, many people tend to lean to the front. An overstretched neck and muscle spasms are the result. For those workers who do not want to go without their notebook, Werner Lüth suggests extending the home office to include external devices such as a monitor, keyboard and mouse. But even for those who heed this advice, sitting in front of a screen at home is not necessarily healthy. Also, a monitor mounted too high can have unpleasant consequences. "Anyone who looks upwards over an extended period of time hurts his eyes as this makes it difficult to moisten the eyelids," says health expert Dr Ulrike Roth of TÜV Rheinland. The upper edge of the monitor should therefore be at eye level. <

NIelsen STUDY**PRINTED ENVELOPES: EFFECTIVE MAILINGS**

Printed envelopes are conspicuous and gladly opened. This is the result of a recent study by market research firm Nielsen Media Research which analyzed the promotional effect of direct mailing compared to e-mails using a real test. The study shows that advertising which is mailed to consumers draws more attention than promotional e-mails. Every 20th e-mail recipient recalled the corresponding test e-mail whilst direct mail enjoyed a recall rate of 31.8 per cent. Among the mailing options the "wrapper" (a form of advertising that is mainly sent in the USA) was the best performer with 38.3 per cent, followed by the printed envelope with 35.8 per cent. As far as reading readiness is concerned, the printed envelope turned out to be unbeatable: 84.5 per cent of respondents opened it to read the contents. The main incentive for the positive review is the high value that the respondents attribute to the direct mail version. More results of the study are available at www.nielsch.com. <

**TRENDS IN ONLINE PAYMENT METHODS****PAYMENT IN THE TRADITIONAL WAY**

In online retailing the traditional payment methods such as bank transfer and direct debit continue to dominate. However, new payment systems such as PayPal, credit card and ClickandBuy continue to catch up. This is shown by the current study "Internet payments from the perspective of distributors," which was recently published by



E-Commerce Trade Centre (ECC Trading). According to the study, there are differences between the payment procedures offered to businesses and consumers. In the B2C sector, the PayPal payment system, payment on collection, cash on delivery and credit card are offered more frequently than in the B2B sector. Here the invoice and payment in advance play an important role. On average, traders offer 5.5 payment procedures. The study "Internet pay-

ments from the perspective of distributors," is based on an anonymous online survey of 619 self-employed and employees of companies who sell their products over the internet. The complete study is available (in Germany) at www.ecc-handel.de. <

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WRITING AND OFFICE ALWAYS AT HAND

At work they are always at hand – and can therefore be seen every day: office accessories and writing instruments. The latter also belong to the constant companions in every home. In terms of popularity, they are still among the recipients' favourites.

The German sociologist Niklas Luhmann coined the phrase: "Without writing, you cannot think." This is only one of many clever witticisms about writing which, despite all the digitalisation of our communication habits, continues to have an important place in everyday life. No matter where we are, a writing instrument is always used and is usually at hand. Thus it is still the highly popular undisputed number multiplier for logos and promotional messages. Not all writing instruments are the same, however. The value spectrum ranges from giveaways costing a few cents to the medium segment right up to luxury writing instruments. It is estimated that every month about 300 new pen models are launched on the market. Pens that begin to smear after short use or fall apart into their component parts are bad for the image of the advertising company. A rethink to achieve better quality is in full swing. Design-oriented details, additional benefits and combinations with other products increase their value and ensure more targeted advertising. This applies equally to other office products.



VERY TRENDY

Bonus stamps have long been used as an advertising medium in the business world, and they enable companies to keep doing business with their customers in the long term. The sense of satisfaction that every customer has when he feels like he got himself a deal keeps him satisfied and coming back for more. Heri, the company with a long-standing tradition, has also been following this trend and has redeveloped the product series for bonus stamps. The products in this series come in different shapes and sizes. There is also a large selection of colours for the bonus cards available. The bonus stamp products are an all-round tool for discerning users, which was successfully thought through in detail by professionals.

41016 • heri Geräte-Produktions-GmbH • Tel +49 7725 93930
vertrieb@heri.de • www.heri.de • www.rigoni.com



A STAND-UP WRITING INSTRUMENT

The wood manufacturer e+m Holzprodukte is presenting its product Stand-up from the Simplex series, which is a special writing instrument made out of the smoothest natural materials. Stand-up has a straight shaft that looks like a pencil and it comes in the colours black or wild cherry. Both versions are made out of FSC certified wood. The model is fitted with a large replaceable black ink refill, or as an alternative, it can come with a graphite lead pencil that works with a twist mechanism. The cube-shaped pad offers customers a large advertising space where special elegant laser engraving or printing can be done according to their particular wishes.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 297575
info@em-holzprodukte.de • www.em-holzprodukte.de



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Fax: +49 (0) 27 32.59 22.51
E-Mail: info@siplast.de



PUNCH ME!

Troika is selling a mini box in the shape of a punching ball for desks. Inside there is a magnet that holds paperclips ready for when you need them. Just like the large original version, the punching ball is also made out of real leather and the metal clip is also a replication of a boxer's training device. Troika indicates that the box's size is 50 x 120 millimetres and it weighs 122 grams. The product also comes with five paperclips included.

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

NEW: WITH DIGITAL PRINTING

Starting now, popular classics such as the original Stabilo Boss highlighter, the Pendel Stabilo Boss tumbler and the Stabilo Boss Mini are available from Heroldsberg with customized 4c printing. Thus the company provides even more attractive advertising messages and image motifs with gradations and fine lines, which enhance this promotional product and enable it to leave a lasting impression.

43287 • Schwan-Stabilo Promotion Products GmbH & Co. KG • Tel +49 911 5673455
service@stabilo-promotion.com • www.stabilo-promotion.com



PERFECT MULTITASKING

The presentation of Prodir's latest product at the 50th PSI Trade Show in Düsseldorf was a total success: the new paper multitasking notebook was developed by Prodir in order to expand its current range of print media products. Prodir's new and one-of-a-kind notebook collection is elegant, handy, and above all else, versatile because it completes several tasks at the same time. Business and personal appointments can finally be written down in one notebook, which has sub-divisions for both. Both sections are symbolically joined with each other by a practical rubber band. The three sizes available will satisfy every need: extra small (10 x 15 centimetres), medium (15 x 21 centimetres) and large (20 x 26 centimetre). The notebook cover comes in eleven different colours. In addition to different sizes and colours, Prodir also offers other options which can be selected by the customer. For example, the 40 pages inside the notebook can consist of lined, checkered, blank or personally designed paper. What is more, there are three main models available with individual conceptual designs. All this is on offer for orders as small as 500 units.

43417 • Prodir GmbH • Tel +49 6762 40690
sales@prodir.de • www.prodir.com

-Advert-





Super Promotional Pens



**ALL
YOUR
PEN** 
STILOLINEA





THE ONLY THING IT CAN'T DO IS MAKE COFFEE

Probably every owner of a touchscreen mobile phone has encountered the same problem: they constantly make typing errors. Either your fingers are too big, or the keys are too small. The Power Pen iT05 from the manufacturer dynaTron is here to help you solve this problem. It has three other useful built-in features: it can be used as a touch pen, a laser pointer or a LED torch. This practical companion comes in black or silver and is packaged in a gift box. An advertising message is placed on it by means of printing or laser engraving.

46241 • dynaTron Electronics GmbH & Co. KG • Tel +49 2161 9958 13

info@dynatron.de • www.dynatron.de

A BALCONY ON YOUR OFFICE DESK

The mini-flower box for balconies called "Planzkultur" from the manufacturer emotion factory GmbH ensures shiny advertising success with its modern design, elegant aluminium look, and long-lasting growth. This mini-flower box turns every office and reception desk into a green oasis and creates a lovely ambiance at any time of the year. There is plant substrate with sunflower seeds or a mixture of seeds for herbs in the sealed aluminium basin that has a pull tab lid. The paper banderole that has a personalised message on it is placed around the basin. A minimum order of 250 units is required.

45997 • emotion factory GmbH • Tel +49 7042 81550

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



A CLEVER DISPLAY

Even in the age of electronic information, print media is still considered one of the most important means of communication. E & H GmbH has a complete assortment of stand-up displays for sale which are a clever way of putting magazines, newspapers, flyers or books in the limelight. And not only that, these organizational aids ensure that print media is always kept in an orderly fashion in your office or waiting room. E & H is also selling other products which are listed on their internet websites www.eh-heimspiel.de (fan products) and www.eh-acrylshop.de (acrylic products).

47632 • E&H Design Kunststoffverarbeitings GmbH • Tel +49 6732 93260

info@eh-design.de • www.eh-design.de



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EXCELLENT WRITING COMFORT

The writing utensil producer Nespen is presenting the new models Caprice and Progress. In their slim and elegant design, these ballpoint pens from the Slim Line series have an attractive appearance. The grip end always guarantees a firm hold and meets ergonomic standards. Made of metal, Caprice and Progress are available with a variety of surfaces, chrome-plated or lacquered. Personalized branding is possible by means of printing or laser engraving and there is an attractive gift case to go with it.

40608 • Max Nestele GmbH & Co. KG • Tel +49 7231 92070
info@nespen.de • www.nespen.de

STABLE PEN HOLDER

The pen holder Leggy from Inspirion does what it says. Two supporting feet that can be fastened by means of sticky pads provide for a firm hold. The ballpoint pen with black ink cannot get lost thanks to an elastic spiral cable. Leggy will cut a good figure on any desk or counter in public areas and is available in the colours blue, red and orange. Moreover, this functional office accessory provides an attractive advertising space on its rounded front.

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



FITS IN ANY BAG

It has happened to us all: you need to make a note of something quickly, but you have neither a pen nor paper to hand. The notepad from Lainas puts an end to this problem. The semi-hardback cover conceals 50 pages of sticky notes of 9 x 6.5 centimetres and a compartment for business cards or a credit card. A pencil can quite simply be stored inside the spine. Measuring 10 x 7 centimetres, this product will fit inside any bag and is ideally suited as an advertising medium.

47361 • D. Lainas & Co. S.A. • Tel +30 210 2510115
dimitris@lainasprinting.gr • www.lainasprinting.gr





FOLD OUT FOR LOTS OF STORAGE SPACE

Sometimes you just need more space in your bag, for instance, when you go shopping right after leaving the office. The promotional bag specialist Halfar has come up with an especially clever solution so you do not have to carry a huge bag around with you: the Matrix shoulder bag. At first glance, it looks like a casual, urbane bag. But when it is folded out, you will marvel at how much room you have at your disposal. This is because the flap on the bag can also be used as storage space. Thus the bag, which comes in cool shiny black or athletic navy blue, suddenly doubles its size.

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

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www.schneiderpen-promotion.com



LOVELY CASES

Whether for jotting down a bright idea or just a quick note, a ballpoint pen in an attractive case is always welcome. Lederfabrik Garnier GmbH specializes in developing, manufacturing and supplying such elegant cases. Here innumerable materials are used, from select cowhide to the best top-grain leather up to low-cost high-tech imitation leather or recycled (reclaimed) leather. There are (almost) no limits on colouring, either. Advertising can be applied by means of printing or embossing.

42592 • Lederfabrik Garnier GmbH • Tel +49 6175 7982710
info@lederfabrik-garnier.de • www.lederfabrik-garnier.de



IMMORTAL CLASSICS

The desk lamp with the resounding name of Tolomeo Tavolo from Lehoﬀ is a real classic and provides ideal light for a large working area. The head and arm of this aluminium lamp can be individually adjusted and it comes equipped with practical light bulbs. Hence this practical work lamp cuts a good figure everywhere.

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



FUNCTIONALITY MEETS DESIGN

The new notebook from the Geiger company fills a gap between the tried and tested notebook that has set standards as a B2B promotional product and the black classics with cream-coloured paper. The calendar producer Geiger has christened this new combination of functionality and visual effect with the descriptive name of Smart Book. On the inside, this new member of the family will impress with its micro-perforated pages with modern squared ruling, memo pages and an insert pocket. On the outside, it scores points with its appealing design with rounded corners and the obligatory elastic strap to close it. For advertising of any kind, the Smart Book provides a huge area.

41615 • Geiger Aktiengesellschaft • Tel +49 6134 1880
info@geiger.ag • www.geiger.ag

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www.schneiderpen-promotion.com



STRIKING SILHOUETTE

The current range from Spranz GmbH features two new writing utensils. Both are remarkable for the elegant look given them by their striking grip section. The body and clip are made of high-quality metal. Inside is a jumbo refill with blue ink from Dokumental® that lets you enjoy writing for a long time. A silver-black model is available under item number 651-00.008, while number 651-00.001 designates a writing utensil in matte black.

41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de

SOPHISTICATED PENMANSHIP

Whenever sophisticated penmanship is needed, the triplus fine liner pens from Staedtler always do the job. Four writing instruments in the colours black, blue, red and green come in the practical triplus black box that can be used for displaying the pens. Thanks to the 20 different colours of ink that are available, the colour of the pens in the set can be specially selected by the customer. The fine liners have a very fine tip (0.03 mm line width) with a metal frame, and its ergonomic, three-sided shaft guarantees writers easy and absolutely fatigue-free writing. What is more, even if you forget to put the cap back on the pen, it will still not dry out. The ink can be washed out of most textiles. Advertising can be printed on a label which is then placed on the box, or it can be printed directly onto the pens themselves.

41108 • Staedtler Mars GmbH & Co. KG • Tel +49 911 9365514

info@staedtler-promotional.de • www.staedtler-promotional.de



FLEXIBLE FINGER EXERCISES

The new USB keyboard from the Dutch company Intraco can't be bent; it's even water-proof; and it can be easily connected to a notebook or a PC using a USB connector. What is more, it comes in lots of vibrant colours. It is easy to take the computer keyboard along with you wherever you go; it is very hygienic since it is washable; and it has a large space available for placing personalised advertising on it.

43540 • Intraco Trading bv • Tel +31 75 6475420

info@d-vice.info • www.intraco.nl

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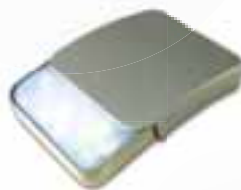
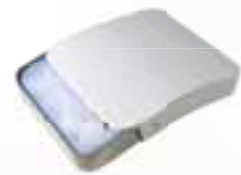
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PROFESSIONAL STORAGE

Bühring finishes its writing cases according to each customer's special wishes. The writing case Bovo is a plain writing case that has been consciously kept simple: it is made out of matt full grain leather and doesn't have a fastener. Upon request, this model can also come with a fastening strap or a zipper. A customer can choose to have it come with a notepad and pen inside or these can be ready-made and placed inside by the customer. An advertisement can also be placed on it by using subtle blind embossing. The labelling required by the German product safety law ProdSG can be done using a sticker, or it can be placed on a sewn textile label that is concealed inside the large interior compartment.

40807 • Bühring GmbH • Tel +49 4154 795400

vertrieb@buehring-shop.com • www.buehring-shop.com

SOMETHING NEW WITH JERSEY

The new metal pen Jersey from reeko proves that a writing instrument doesn't have to be like all the other writing instruments in your desk

drawer. This writing instrument, which comes in silver and blue, is individually designed and compact, and features an ergonomic shaped grip area; all these features set it apart from many of the other pens in this product category. This office supply also has a reliable press action mechanism. It comes packaged in an individual box and with a commercially available, jumbo refill tube with blue ink.

46261 • reeko design GmbH & co. kg • Tel +49 4106 766-0

info@reeko.com • www.reeko.com



THINGS ARE BRIGHTENING UP

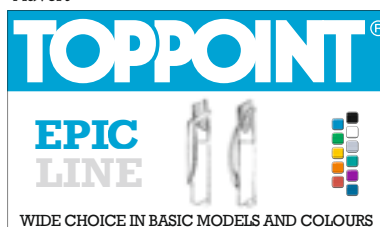
With the two-coloured ballpoint Ethic Pen, eco-promo GmbH, which specializes in innovative, ecological promotional products, is presenting a twist-action ballpoint pen that carries with it all the prerequisites for a lasting, positive effect. This popular writing utensil is now available in five additional trendy colours that can be coordinated with your corporate design. Its elegant appearance catches the eye, while it simultaneously meets high standards in terms of ecology and quality, since the casing is made of 100 per cent UK recycled plastic. The sturdy shaft with its wide metal clip in a modern design provides plenty of space for printed-on advertising. The ballpoint pen is fitted with a black refill.

47503 • eco-promo GmbH • Tel +49 9369 9835910

sales@eco-promo.eu • www.eco-promo.de



-Advert-





New and brave.

Hold on to solid things. ES2, the first pen with a metal clip, lights up with transparent neon colours.

ES2





PROFESSIONAL APPEARANCE

Anyone seeking a notebook that is excellently suited to advertising purposes should take a look at Ralev's range. Here you can find a high-quality product that will certainly not disappear in the recipient's desk drawer. The ring-bound book contains 70 pages, stored between two sturdy covers made of card, whereby the front is protected by a PVC layer. The striking feature of this product, however, is the embossed shape on the front, which can be designed according to the customer's wishes. In addition, advertising can be printed onto it or even onto every single sheet. It measures 18 x 13 centimetres.

47629 • Ralev Ltd • Tel +359 29 507760

ralevi@ralevi.com • www.ralevi.com

ORIGINAL TRAVELLING COMPANION

The two-in-one pocket spray manufactured by Kundenpflege not only looks like a pen, but also contains one. This stick has a pen on one side and on the other a five-millimetre hand disinfectant so you can be sure of hygiene on trips, during leisure time or at home. Thanks to its shape and the clip on the lid, this exclusive, original item fits in every jacket or shirt pocket and is thus always to hand.

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

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



UNTANGLE PHONE CORDS

In many modern offices a multi-functional telephone, which is commonly known as a handset that is connected to the keys by a cord, is considered a standard piece of equipment. It isn't uncommon for handset cables to get tangled up as a result of answering and hanging up the phone on a frequent basis. This is a problem that Intraco has tried to resolve with its original Untangler. The Untangler is quite literally a small gadget that is attached between the handset and the cable, preventing the cable from twisting around. A customer logo printed on the Untangler will effectively catch people's attention.

43540 • Intraco Trading bv • Tel +31 75 6475420

info@d-vice.info • www.intraco.nl

-Advert-



THE COMPLETE TOPPOINT WRITING COLLECTION IN ONE BROCHURE*



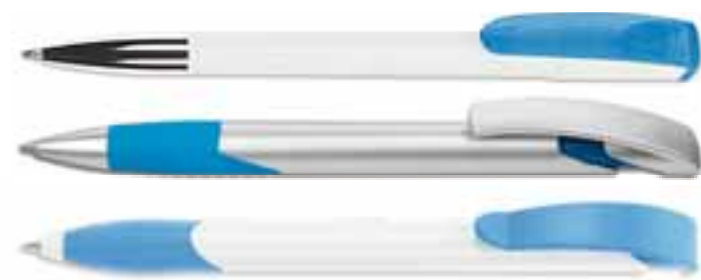
*available from week 25.

NEW: SLIM LINE, MIDI LINE & EPIC LINE

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Explanation of photorealistic printing techniques for a distinctive, trendy look.

Please contact our sales team for more details:
sales@toppoint.com



www.toppoint.com



MEANINGFUL CLIPBOARDS

The company HNC AG is selling writing boards with many different designs and in many different price segments. One of its sensational offers is the writing board Superclip, which has large advertising spaces available; advertising can even be placed on the clip itself. If needed, the board can have an individualised imprint placed on the front and back. This model comes in a wide array of standard colours, and upon request, it can be ordered in a special colour. Because the product is produced exclusively in Germany and the printing process is carried out at HNC, orders can be delivered in a very short period of time, even those requiring special printing and engraving. For discerning customers, HNC is also selling an elegant and very stable writing board called Elegance A4. This board has a built-in and detachable calculator, which is made out of high-quality aluminium and comes with either a plain aluminium clip or a calculator clip. HNC, which is located in Weiden, Germany, also has a writing board with a built-in LED light on offer which is practical when working in a dark room.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 3816-0
info@hnc-ag.de • www.hnc.ag



TIMELESS BEAUTY

The Diamond pen from Topico is so beautiful that not even time can undermine its beauty. In the transparent middle section there are removable Swarovski rhinestones which leave people with a shiny impression. Another eye catcher is the clip with its Picoworld design. The premium writing jewel not only shines with its appearance, it also wins people over with the way it writes: its soft blue lines really make it stand out. Diamond comes in a black or white design.

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

RUBIK'S CUBE SENDS SALUTATIONS

The company elxact Internationale Werbemittel GmbH is introducing its new Rubik's highlighter with the original cube design; this highlighter is something that no office desk should be without. The cube comes in two versions (a one and three piece set) and in the standard colours yellow, green, and pink. The three piece set is held together with a built-in magnet which is inside the pen. Placing an advertisement on the highlighter is carried out with an individual layout using elegant digital printing.

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



TALKING PENS

The individualised Troika writing pen with a meaningful statement on it turns this normal pen into your very own personal companion thanks to the special message on it. The body of the pen is made out of shiny green metal. The special Troika easyFlow refill (made in Germany) ensures that you will enjoy writing with this pen for a very long time. The pen comes in a black metal box with a refill inside.

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



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PROMOTIONAL PRODUCTS





ALWAYS AT HAND

A premium organizer is almost always needed, be it on a business trip, at an event, at a trade fair, in the office, or in the handicraft industries. The Troika product line includes the product Midnight, which is an exquisite travel folder that has a DIN A5 size. The folder comes with a memo-pad and a Slim pen. The black folder is made out of a PU/leather blend. Eight card compartments give you enough room for all your business cards, ID cards, or memos. The latter can also be kept in place under the shiny chrome metal clip.

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

THE ORIGINAL MOBILE PHONE HOLDER

At Interall you can order a handy holder called "Back Up", whose originality can't be topped. And this is how it works: just push the suction button made out of silicon rubber that is on the back and this ideal holder is ready for use. Advertising can be printed on the button in the middle. The rubber holder comes in several different colours.

41727 • Interall Group B.V. • Tel +31 20 5203850
info@interall.nl • www.interallgroup.com



BASKET WITH DOUBLE USE

A little basket by the name of Utensilo that can be given away with or without contents is available from Multiflower. For example, one option is for it to contain around 80 grams of tasty fruit sweets. The great thing is that Utensilo lives up to its name: on the desk, this basket cuts a good figure as storage space for pens, notes, your mobile or other office items. In other areas, too, such as the bathroom or the kitchen, the smart basket serves well.

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



PEN SURFER

For a long time, ballpoint pens were unable to meet the need for light, effortless writing, an immediate start and intense colours. Schneider has devoted itself to this need and developed the Viscoglide technology, which gives the ballpoint pen a maximum of utility. This has produced the series called "Slider – the pen surfer" which leaves nothing more to be desired. Along with the well-known commercial advantages, the Slider pen also offers effortless writing with ink that starts flowing immediately and, thanks to a new XB tip, vividly coloured ink which dries quickly and does not smear even if highlighted later. Furthermore, its ergonomic form with a rubberized surface makes it easy to hold and effortless to write with. Nine new colours have been added to the traditional assortment.

43416 • Schneider Schreibgeräte GmbH • Tel +49 7729 8880

info@schneiderpen.de • www.schneiderpen.de



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261@victorinox.ch, www.victorinox.com

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SHORTY
MADE IN GERMANY



MAKERS OF THE ORIGINAL SWISS ARMY KNIFE



EXCELLENT DUO

The company Scribo Bleistifte is now presenting the Duo pencil, a new development in which a part of the usual graphite lead is replaced by a ballpoint refill. The pencil thus combines a ballpoint pen with a pencil. Simply turn it to the one you want to write with. Of course, the instrument can also be supplied as a plain ballpoint pen. In this case, a Swarovski crystal covers the top and makes the pen into an elegant writing utensil. Duo pencil and ballpoint come in six wood colours, and the visible grain of the wood makes each one unique. Of course, the pencils can be printed with one or more colours.

46262 • Scribo Bleistifte oHG • Tel +49 9128 727249

info@scribo-bleistifte.de • www.scribo-bleistifte.de

ELEGANCE IN A PACK OF THREE

Not only in business, but also in the private sphere, the three-part gift set from Jaguar will cause a sensation, making an impression with its fine design and selected materials. It consists of a business card holder made of ecological leather with contrasting chrome-plated metal elements, a high-quality ballpoint pen and a key fob, likewise made of a combination of leather and metal. With a promotional message incorporated, the set is an ideal gift for any occasion.

48154 • Jaguar • Tel +48 63 2743211

sprzedaz@jaguargift.com • www.jaguargift.com



ORGANISED WELL

The black, high-quality nylon canvas makes the elegant writing case Rhea from the manufacturer Wenger popular not only with women. The organiser feature ensures that your daily routine will be organised, comfortable, and simplified thanks to the following special built-in features: an interior compartment with a zipper, two compartments for business cards, a calculator, two pen holders, a Wenger DIN A-4 pad of paper, and a zipper for safely storing your documents. With the dimensions 34 x 25 x 5 centimetres, the case is a practical tool with an attractive design which isn't too flashy. The red Swiss cross on the rounded edge stands for the uncompromising combination of quality and multifunctional utility which is typical of all Wenger products.

41898 • Wenger SA Messerfabrik • Tel +41 32 4213900

info@wenger.ch • www.wenger.ch

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ELEGANT ADVERTISING VEHICLES

Anyone who is looking for a promotional gift which is not only functional but at the same time elegant and of high quality will be sure to find what they are looking for at Cermak. Known for its quality products, this supplier of exquisite laser presenters and small lamps is now also offering the Quattro laser pointer, which combines four functions at once: a laser with a red beam, an LED light, a ballpoint pen and a touchscreen PDA, all accommodated in a metal case whose sophisticated design immediately strikes the eye. Cermak applies advertising messages by means of laser engraving or printing on the case.

44668 • R. Cermak Penlights (Made in Germany) • Tel +49 7231 106105
info@richard-cermak.de • www.richard-cermak.de

TASTY, TASTY, TASTY ...

Magna sweets is offering an almond in a promotion bag to go with coffee in the office or at a meeting. Individually packed, this treat for connoisseurs comes optionally as an almond mixture, coconut almond or cream cocoa almond. Advertising is applied to the individual bag.

41617 • Magna sweets GmbH • Tel +49 8146 99660
info@magna-sweets.de • www.magna-sweets.de



A SMALL MIRACLE

Ceotra is offering a mini-beamer that is truly amazing. Thanks to its modern LED technology, this device is not only extremely small, but also has pointedly low follow-up costs, since the beamer lamp is extremely long-lived (shines for up to 20,000 hours, the supplier assures us). The beamer has USB and Micro-SD slots and an AV jack. Videos, music, pictures or text files are presented in the best quality. It can be used for a wide variety of different purposes, such as for product presentations in the commercial sector or for a cosy video evening at home. Its dimensions are 12.5 x 7 x 12.5 centimetres, and it only weighs 460 grams.

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

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**mini mint-it
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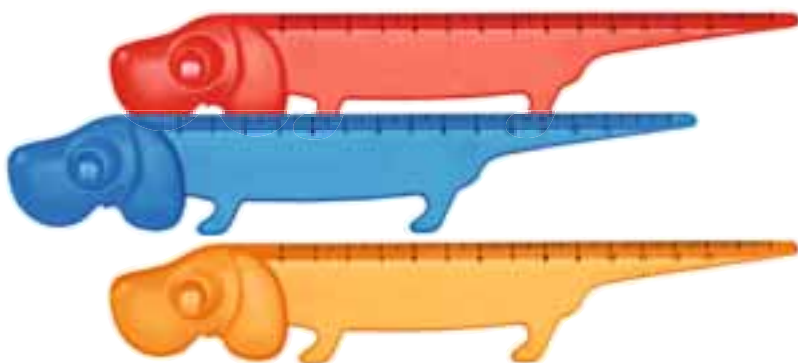
www.martor.de/werbeartikel

MARTOR KG · D - 42648 Solingen
Tel.: +49 212 25805-15 · Fax: -55 · info@martor.de · www.martor.de

A DACHSHUND MEASURES UP

Dogs are and will always be man's best friend. Koziol knows this and has created a ruler in the form of a dachshund, christening it "WAU". This little dog takes measurements, keeps lines straight and can even open letters at need. Thanks to its compact dimensions, it can also serve as a small present to send along in an envelope.

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



CLOSER TO THE PUBLIC

Traditional table banners stitched with silk and dangling tamelessly from stands are a thing of the past. This product has been completely revamped and re-designed by the company NovaForm. What this company came up with is a table canvas, or to be precise, a sophisticated stainless steel frame which holds a perfectly sized canvas into place. NovaForm's product "sinus standby desktop" is an object with a fresh, powerful and omni-present appearance that can also be used by avant-garde companies. This product brings customers' messages closer to the public. Both sides of the canvas can be printed on. It is a great product to use at large events, road shows and trade fairs, as well as offices that are frequented by customers on a regular basis. Because the "sinus standby" is flexible, light and portable, it can be moved around effortlessly. More detailed information is available directly from NovaForm.

48530 • NovaForm GmbH CYCLOP Disc • Tel +49 160 8935980
info@cyclop-disc.com • www.novaform.de

IMPRESSIVELY SIMPLE

When design is of importance, clear lines and simple contours, rounded off by select nuances of colour, are what impresses the most. This is certainly the case with the Orby Rollerball Pen found in the Xindao product range. This timeless phenomenon comes in eight brilliant colours and at an acceptable price. This makes Orby an interesting advertising vehicle.

42771 • Xindao B.V. • Tel +31 70 3199900
h.vanhouten@xindao.nl • www.xindao.nl



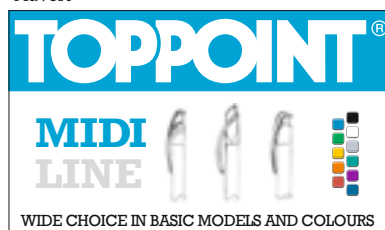


ALMOST LIKE THE GOOD OLD DAYS

Anyone who has tried to write with a quill pen knows that it is not very easy. A ballpoint pen really is much more convenient. All the same, those old quills, most of which were made of goose feathers, did indeed have an elegant appearance, so why not unite the two techniques? JHI Hackel has done just that and added a quill ballpoint pen to its programme. The feather can be given pantone colours as customers desire, and a ballpoint refill provides the accustomed feeling when writing. The minimum order quantity is stated as 1,000 units. The feather is 34 centimetres long. Advertising is printed on one side in a size of roughly five centimetres.

48291 • JHI Hackel • Tel +49 621 7481466

info@j-h-i.com • www.j-h-i.com



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2012 Dezember

Woche	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag
48.	16.11. Montag 17.11. Dienstag 18.11. Mittwoch					1	2
49.	3	4	5	6	7	8 ²	9
50.	10	11	12	13	14	15	16
51.	17	18	19	20	21	22	23
52.	²⁴ / ₃₁	25 ²	26 ³	27	28	29	30

Freitag & Ernst

2013 Januar

Woche	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag
1.		1	2	3	4	5	6
2.	7	8	9	10	11	12	13
3.	14	15	16	17	18	19	20
4.	21	22	23	24	25	26	27
5.	28	29	30	31			

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 0240 Bredowitz
 0241 Heide (De Alster)
 0242 Bredowitz

Bauingenieure

2013 Januar · KW 1

	Montag 31.12.	Dienstag 01.01.	Mittwoch 02.01.	Donnerstag 03.01.	Freitag 04.01.	Samstag 05.01.
7:00						
8:00						
9:00						
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24:00						

Architekten

Februar

A calendar grid showing dates from Monday to Sunday. The date 10 is highlighted in red. A blue box on the left contains the text "look for notes".

	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	12. Festival	

www.freitag-ernst.eu

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info@kaai-werbekalender.de
www.kaai-werbekalender.de

FRENCH FINESSE

With its Balmain Writing Instruments Collection, PF Concept is launching an exclusive metal writing instrument series that incorporates different designs which have been specially designed for women. The writing instruments with the names Margaux, Annecy, Megeve and Montelimar get across the ideas of Pierre Balmain's elegant French designs. Montelimar is a very thin ballpoint pen and has a similar design to the thin model Megeve; both models come in a wide array of colours. Annecy comes in a classic black-silver colour combination and Margaux is available in a variety of classic neutral colours. Each of these pens is delivered in a gift box.

40972 • PF Concept International B.V. • Tel +31 71 3328911
weborders@nl.pfconcept.com • www.pfconcept.com



TASTEFUL NEW PRODUCT

A truly tasty, tasteful new product from Römer Präsente's range is the gift set Büro-Espresso. It contains six cups and saucers, along with six chocolate coffee beans that provide their services for quick refreshment in the office. All of this is stored in a fold-out box that is wonderfully suited to its purpose.

43892 • Römer Wein und Sekt GmbH • Tel +49 6541 81290
info@roemer-praesente.de • www.roemer-praesente.de



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e-mail: mail@plastolan.de

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A STABLE WRITING SURFACE

Uniplate from artLine Manufacture is a practical clipboard and its shape guarantees a hassle-free working surface for both right and left handed people. It is carried on either your right or left forearm and it is held in place when pressed lightly against your stomach. This gives you a stable surface to work on, which is something that according to the manufacturer, normal A4 clipboards can't do.

48642 • artLine Manufacture GmbH • Tel +49 7771 916474
info@artline-gmbh.de • www.artline-gmbh.de

NEATLY TYPED

The keyboard brush (item no. 990) from Frank Bürsten GmbH with the classic design keeps its promise. With its special soft bristles, this little office helper lets you easily brush dust and crumbs from the keyboard. Thanks to the special arrangement of the bristles, it also reaches into the tiniest grooves and corners. The keyboard brush is equally convincing as an advertising vehicle, since Frank Bürsten will furnish it with a customized printed logo.

41853 • Frank Bürsten GmbH • Tel +49 7673 888650
info@frank-brushes.de • www.frank-brushes.de



HELPERS IN NEED

The innovative Multi Tec tool card from Richartz quickly becomes an indispensable travelling companion. Nine traditional helpers in need, including scissors, knife blade, nail file or ballpoint pen, have been integrated into a perfectly designed box which is no bigger than a check card, so it will fit into the pocket of any trousers. The hand-abraded matte stainless steel surface makes the tool into an extraordinarily handsome, indispensable all-round helper in four colour combinations. Advertising can be applied by means of laser or printing.

40884 • Richartz GmbH • Tel +49 212 232310
info@richartz.com • www.richartz.com



ATTRACTIVE EVEN FOR SMALL BUDGETS

Elegant, well-rounded design plus an exciting material mix and pleasantly gliding functionality – the uma UP twist ballpoint pen sends looks and technology right into the sky while keeping costs firmly on the ground. Whether in trendy muted or transparent colours, the uma UP is at any rate a low-priced yet strikingly attractive everyday companion. Its successful combination of high-gloss barrel surface and matte clip structure make it especially appealing.

41848 • uma-Schreibgeräte Ullmann GmbH • Tel +49 7832 70 70

info@uma-pen.com • www.uma-pen.com



A SMALL SKATEBOARD FOR YOUR DESK

Anyone who is looking for something new for his desk has got exactly what he is looking for with the Skateboard from reeko. With this little sports gadget people will be reminded of the trendy sport in the 70s. But instead of skating on asphalt, this magnetic paper clip surfs along a desk in the line of sight of the person watching it, giving him or her every reason to be amused. The product is made out of zinc alloy and comes in an individual box.

46261 • reeko design GmbH & co. kg • Tel +49 4106 766-0

info@reeko.com • www.reeko.com

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CONFIRMATION AND ENCOURAGEMENT

GWV CODE OF ETHICS FOR KMS

KMS Kafitz Media Service GmbH, received the "GWV Code of Ethics" certificate. Thus, the company explicitly agrees to work according to the following rules of conduct of the German association of the promotional products industry: observe professional equal opportunities without any form of discrimination whatsoever - apply good business practice - comply with European social standards in international business - respect competition law and patent protection - reject corruption and granting of undue advantages - ensure good and competent technical advice - avoid hazardous substances, use resources responsibly and comply with the requirements of environmental protection - use high-quality advertising media - observe data protection concerns. KMS Kafitz



Reiner Kafitz

Medienservice GmbH has been working in accordance with these important principles since being founded more than 20 years ago. Reiner Kafitz: "Economic activity needs a reliable basis. Honesty and fairness are concepts which cannot but be expressed in figures, but they are the basis of many successful companies. Only with clear values can you build lasting." In this respect this certificate represents a confirmation of the business policy of KMS Kafitz Medienservice GmbH as well as an incentive to pursue this goal resolutely. www.kms.eu

"LÄDELE" RENOVATED

HERI SUPPORTS THE INTEGRATION OF DISABLED

The Black Forest company heri-Rigoni, experts in innovative pens and stamps, has been actively involved in the "Verein zur Förderung der Eingliederung von Behinderten in das Arbeitsleben e.V." (a society for promoting the integration of disabled persons into the workforce, for many years. Besides the issues of housing and leisure, the association conducts its own special-purpose operations. One such special-purpose operation is the Lädelle. Heri-Rigoni played a leading role in the recent refurbishment of the main sales outlet in Karlstrasse in Donaueschingen. In addition to selling products produced by people with disabilities, the Lädelle also serves as a meeting place for club members and especially as a contact point for the disabled. Following the renovation, the Lädelle has not lost its character and continues to be an attraction in the refurbished ambience. The tiled stove, for instance, is still on the ground floor of the "Rasina" house built in 1750.



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Made in Germany

www.laedele-donau.de,
www.heri.de

REINFORCING THE TEAM

NEW CREATIVE MINDS AT MULTIGATE

Multigate GmbH has expanded its team. As an "import" from Germany, Daniel Schäfer joined the sales team of the Austrian promotional products specialist. With Ralph Weixelbaum, an additional junior staff member has been hired. He is



Herfried Roll (l.), Daniel Keltscha



Lisa Bernadette Wiener (l.), Carina Zoltan

being trained as a wholesaler at Multigate. Alongside the additions to its staff, the Vienna company is also announcing several internal changes of position and promotions: Helfried Roll has now moved to the sales department. Carina Zoltan has been promoted to Purchasing Manager for Europe and Head of Administration, while Lisa Bernadette Wiener is moving up into administration. After completing his degree, Daniel Keltscha, son of the founder Werner Keltscha, was promoted to the position of executive assistant. With the new creative minds in the company, Multigate now has 15 highly motivated promotional experts. www.multigate.at

THE GERMAN HOUSE IN LONDON 2012

KARLOWSKY PROVIDES OUTFITS TO THE CATERING TEAM

It is not only the performance that counts, but also the appearance – this applies not only to the world of sports, but also to other presentation platforms. Therefore, Deutsche Sport-Marketing (DSM), which traditionally provides services to the German Olympic Sports Confederation



(DOSB) for the German House in London at the Olympic Games, has sought professional support for the outfits of the

catering team. The Magdeburg-based firm Karlowsky Fashion will be dressing the ladies and gentlemen who will be offering catering services to guests at the German House 2012. "Once again the quality and passion behind the Karlowsky Fashion products will be on display at the German House, where top performance is the name of the game," says Thomas Karlowsky, managing director of the company. DSM managing director Axel Achten is also delighted about the cooperation in London:



"We are very appreciative that Karlowsky will be contributing to the attractive appearance of the German House and its employees. We are convinced that we will be starting off here with the appropriate outfits." The exclusive collection is available in specialized stores. There is also a special highlight for all fans of the brand. On the occasion of the 120th company anniversary the company will be raffling off a VIP meeting with the rock star chef Stefan Marquard at the Karlowsky Fashion Summer Festival. For more information see Facebook and www.karlowsky.de.

GOOD, SOCIAL AND ECOLOGICAL

SCHNEIDER IS COMMITTED TO GERMANY

Innovations, quality, flexibility and speed are the demands of our time. Attempting to satisfy them somewhere in the world at rock-bottom prices frequently leads to very negative phenomena: plagiarism, quality and service deficiencies, exploitation and environmental pollution are some examples. Schneider Schreibgeräte GmbH develops and manufactures 90 per cent of all of its components in Germany. A commitment to everyday practicability, quality and sustainability has contributed to this mindset held by the family-run business. Many customers have now also come to appreciate the label "Made in Germany" once again. Alongside product quality, a greater sensitivity to social and ecological aspects also plays a role in this. Climate warming, water scarcity, skyrocketing energy costs, and so on, are increasingly forcing the current generation to take on responsibility.

PROFESSIONAL ENVIRONMENTAL POLICY

Since 1998, Schneider has been following a professional environmental policy in accordance with the world's strictest environmental management system EMAS. For the past 13 years, the certification has been regularly renewed, and the environmental statements are evidence of a constant increase in environmental achievements. The fourth audit by an accredited, independent environmental verifier was carried out in autumn 2011. This confirms full compliance with all the requirements and declares the data and specifications of Schneider's environmental statement to be a "reliable, credible and truthful picture of all activities". The new environmental statement has been published and can be accessed on the internet at: www.schneiderpen.de/oekologie/umwelterklaerung.html

PRIZE-WINNING COMMITMENT

Schneider is proud to have been honoured as an exemplary company by being granted the European Office Product Award "Corporate Social Responsibility" in 2011 for the company's ecological commitment and for taking on social responsibility, such as in creating further training opportunities for its staff and refusing to outsource its production to low-wage countries. www.schneiderpen.de



The new environmental statement records the environmental impact and environmental goals of the Schneider sites.





PROMOTÜRK 2012

THE KEY TO SUCCESS

The trade fair “Promotürk – powered by PSI” will be taking place at the Istanbul Expo Center/ Cnr Expo from 20 to 23 September. For the second time Turkey’s leading trade fair will be organized with the support of the PSI. The main focus this year is “Four season promotion”.

Quality and sustainability are increasingly at the center of promotion products around the world. Assessments of companies’ performance no longer focus primarily on commercial factors, but also take into account their quality and useage of materials. Today’s customers clearly favor enterprises that use high quality technologies. Taking into account the importance of strategic location of Turkey, Promotürk features highquality promotional products, innovation and prompt adjustments. Promotürk 2012, which runs from 20 to 23 September, provides for professional visitors a unique overview of all key resource-saving, high quality promotional solutions. You can access to many types of products such as custom designed items, porcelain, glass, leather products, textile, electronic, watches, souvenirs, stationery, cosmetics and many more...

POWERED BY PSI

Promotürk – powered by PSI will be organized with the support of a world brand

PSI for the 2nd time. This trade fair offers the opportunity to establish new networks in Istanbul by bringing all PSI members from all over the world, particularly from Europe. Esad Ahmet Özdem, Chairman of Promotürk Association, states, “In Turkey we believe that promotion sector has no season, it is to be in sectors agenda in four seasons. This is our main goal to emphasize this fact through Promotürk powered by PSI. It is continually expanding its coverage of promotional solutions that facilitate the efficient use of resources and material in production. Promotürk will once again highlight the innovative power of the worldwide promotion sector and its unique ability to deliver a high quality service to their customers.” www.ite-promo.com

INTERNATIONAL TRADE FAIRS

The organiser of Promotürk is E International Trade Fairs (EUF). Established in 1999, EUF is a subsidiary of global event organiser, ITE Group Plc. The company has an international presence as leader in

the trade events market, particularly in the stationery and office products, construction machinery building technologies products events industries. The growth of the company has lead to the launch of 7 new exhibitions in 2010. Also in 2011, Turkey’s largest Tourism Fair: EMITT joined the exhibition portfolio of the company. EUF is also a leading conference organiser. As a leading advocate of local enterprise, EUF has proliferated Turkey’s export industry by supporting more than 700 domestic companies within their shows. Local companies within the construction, food, tourism, automotive and energy sectors have played a prominent role within the global portfolio of exhibitions and conferences organised by EUF and ITE Group.

www.euf.com.tr



picowoffice



1103025/28 - DIAMOND
Kugelschreiber mit Swarovski-Steinen und
Clip im PiCOWORLD-Design



1103035 - ILLUMINATION
Schreibtischlampe mit schwenkbarem
LED-Leuchttarm und Dimmfunktion

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UMA VISUAL: DIGITAL PRINTING LASTING IMPRESSION

What leaves even more of an impression on customers than high-quality ballpoint pens? The answer is simple: custom-designed ballpoint pens. That is exactly why, as of now, the writing utensil specialist uma has the new finishing technique called Visual in its range. This means that when it comes to design, much more will be possible in the future than just the classic company logo imprint. From product representations and advertising motifs to your own design drafts or even whole image portfolios – uma Visual transforms ballpoint pens into unique marketing media. By means of digital foil transfer printing with a resolution of up to 1,200 dpi, the casing of numerous models of writing utensil can be transformed into a fascinatingly versatile advertising space. For example, several different products can be displayed on one pen. In this way, companies in the creative sector will be



able to prove their competence in the future even with a mere ballpoint pen. An equally high recognition effect can be provided for by using a characteristic packaging design. Thanks to the almost unlimited design possibilities, promotional messages with uma Visual have a particularly intensive and eye-catching effect. This is something that the customer can take advantage of from just 1,000 units upwards – even on CI ballpoint pens with PMS special colours. Free product samples can be requested on the internet at www.uma-pen.com/umavisual. As a complementary service, perfect customized ballpoint pen variants can be assembled with the convenient uma product configurator at www.uma-pen-konfigurator.com, www.uma-pen.com. <

WWW.HERSOL-SOLINGEN.DE NEW WEBSITE FOR HERSOL



Thorsten Linke (owner of HERSOL) and
Sonja Haas (authorized officer)

The new website for Hersol Willy Herbertz e. K. can now be found at www.hersol-solingen.de. The company's website scores points with its clear, user-friendly structure and fresh look. The home page already offers a quick overview of the wide-ranging spectrum of services: customized promotional products service, media of the modern antiquarian bookshop, high-quality Solingen cutlery and more. To find out more, just two clicks takes you to the sumptuously illustrated detailed information – so customers are treated to fast, targeted orientation, another big practical benefit of the site. Hersol Willy Herbertz e. K. info@hersol-solingen.de www.hersol-solingen.de <

PRODIR

NEW SUBSIDIARY IN AUSTRIA

In February 2012, the office of Prodir Austria GmbH in Wiener Neustadt was opened. Thomas Hudribusch (26) continues to be in charge in his position as Sales Manager for the Swiss producer of high-quality writing utensils. Since February 2011, he has been head of the sales activities of Prodir in Austria, under the management of Maurizio Peverelli, who is responsible for Switzerland and Austria at the Prodir headquarters in Switzerland's Riviera. Prior to that, Hudribusch worked as Key Account Manager at various companies. At the same time, he completed his training as an academically certified advertising agent at Vienna University of Economics and Business and gained a Master of Business

Administration (MBA) at FH Kufstein and a Master of Science (MSc) at the University of Vienna. "In this first year, we have realized how important it is to provide the promotional products distributors with local, personal support. It was therefore



Thomas Hudribusch

necessary to implement further steps for optimum sales support in Austria. The storage of sales records locally makes it possible to respond to our partners' enquiries within a very short space of time," says Thomas Hudribusch.

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Mobile: +43 664 1151976
thomas.hudribusch@prodir.com
www.prodir.com <

FROM JUNG TO EMOTION FACTORY

NEW FACE OF EMOTION FACTORY

Ulrrike Schwarz (36), previously employed in pre-press at Jung Bonbonfabrik, took over the manage-



Stefanie Genesisius (L.) and Ulrike Schwarz

ment of the Sales and Marketing Department at emotion factory GmbH. She is responsible for the entire business of marketing, trade fair appearances, product development and sales at this specialist for growing and creative advertising ideas. Ulrike Schwarz succeeds Stefanie Genesisius, who is on maternity leave starting on 15 May to devote herself to other growing emotions. www.emotion-factory.com

NEW LOCATION

ADITAN HAS MOVED

Aditan, industry's specialist for nameplates and lanyards has moved. Aditan shares the new location on Toyota Allee in Cologne-Marsdorf with LM Accessoires. LM Accessoires has held a share in Aditan for half a year now. "But there have been no changes to the company philosophy, the team or the



management. Everything keeps going as usual. We associate development potential with our move, which will greatly benefit our customers," said Désirée Adrian, Managing Director of Aditan. www.aditan.de

VIM SOLUTION GMBH

TOP-QUALITY ELECTRONIC GIFTS

Vim Solution, the specialist for high-quality electronic promotional products, is presenting a new Trader Shop on the internet. Registration on this site requires only a few minutes and offers distributors many benefits including direct tracking of their order status, creating a neutral price list with the distributor's own logo and individually selected markups, creating your own USB stick shop (with your own logo, terms and conditions, etc.) and many other features. The headquarters of Vim Solution GmbH has been located in Kirchzarten in Germany near Freiburg im Breisgau since 2006. The company specializes in importing electronic promotional products such as USB sticks of all kinds including their finishing. Their extensive range also includes products such as USB mice, digital photo frames, MP3/MP4 players and related products. Vim Solution currently has 17 employees in Germany and a team in China, which serves local quality management and dispatch management, to support its customers. Tel. +49 7661 90949-70; info@vim-solution.com.

www.vim-solution.com – www.trader.vim-solution.com



The Company Headquarters in Kirchzarten.

MAXIM CERAMICS GMBH

IN POLAND SUBSIDIARY



Stephan Horlebein



Magdalena Socha

Stephan Horlebein has been managing director of Maxim Ceramics GmbH. He is responsible for the development and expansion of the promotional product business in Germany, Austria and Switzerland. Stephan Horlebein has gained extensive experience in the promotional product industry since 1996 through his sales activities for Senator and klio eterna. At Senator he was also responsible for distribution in the porcelain/ceramic division as Senior Sales Manager. Magdalena Socha supported the customer service area as an Account Manager. After completing business studies and intensive training at the parent company, together with her colleagues from graphics, production and logistics she ensures the professional processing of orders and supports the promotional product industry. The company Maxim with headquarters and production in the Polish town of Maksymilianowo has had many years of experience in producing design-oriented ceramic products, porcelain and glass for the promotional products industry. It has been repeatedly awarded "The Golden Crown of Advertising" at the RemaDays in Warsaw and employs over 90 people. Maxim Ceramics GmbH is a fully-owned subsidiary of the company Maxim. www.maxim.com.de – www.maxim.com.pl



Philippe Varnier



Michael Bernstein

POLYCONCEPT

LEADERSHIP CHANGE

Netherlands-based global promotional industry leader, Polyconcept, announced the appointment of Michael Bernstein as its new Chairman and Chief Executive Officer, replacing Philippe Varnier, effective 2 May 2012.

Varnier joined Polyflame International, an importer of cigarette lighters, in 1978 and served as vice president until 1993 when he took over the CEO position from the group founder's son, Richard Peersmann. Under Varnier's leadership, the group evolved to become Europe's leading supplier of gift and promotional products with a significant presence in the Asia Pacific region and the USA. Renamed Polyconcept in 1995, the company became independent from its listed Dutch mother company in 2000 through a first LMBO. Polyconcept then became the world's largest promotional products supplier in 2005 through the acquisition of Pittsburgh, PA-based Leed's in 2005, right after the completion of its secondary LMBO in partnership with leading corporate investment firm, Investcorp, Polyconcept's majority shareholder since then. Michael Bernstein joined Leed's in 1992 and led the transformation of the company from a US bags

importer for the retail market to a leading gift and promotional products supplier. Bernstein led a first LMBO in 2000 to allow his family to partially exit the capital of the company. After five years of strong and profitable growth, he joined Polyconcept in 2005 through its acquisition of Leed's and became the group's vice chairman and CEO of Polyconcept North America. The group has since grown to a global power house with anticipated sales in excess of € 700 million in 2012.

"TO NEW HEIGHTS"

"I'm extremely pleased to hand over my position to Michael who, besides being the most experienced and seasoned CEO we could dream of for the role, has become a personal friend of mine," Varnier said. "Polyconcept and Michael can count on my full support not only during the upcoming transition period, but also for the mid term as I will continue to serve on the group's board of directors and be available as an advisor

while remaining a significant shareholder. I truly believe that after 34 years with Polyconcept, the time is right for me to take some distance and appoint a new leader to leverage its full potential and take it to new heights."

EXECUTIVE MANAGEMENT TEAM UNCHANGED

Bernstein, who plans to remain in the Netherlands before returning to Pittsburgh, PA, points to the following as his goals for moving the company forward: "Polyconcept, under Philippe's leadership, is a recognized leader and innovator in the Promotional Products Industry. I will seek to continue to grow and evolve the Company in the years ahead. I'm extremely proud to be trusted with the stewardship of a Company with such legacy and thank Philippe for his ongoing support." Yves Alexandre, head of corporate investment for Europe for Polyconcept's majority shareholder Investcorp and a Polyconcept board member, said: "I would like to thank Philippe for his role in the creation and transformation of Polyconcept into the world's leading promotional products supplier. Polyconcept is entering a new phase of its rich history, and we welcome back Michael who is the best leader to pursue this successful adventure." Polyconcept's executive management team will remain unchanged under Bernstein's leadership, and Polyconcept will continue to invest in its operations to continuously deliver an outstanding service to its clients all over the globe.

ABOUT POLYCONCEPT

Polyconcept is the world's largest promotional products supplier with sales over € 640 million in 2011. Polyconcept employs approximately 3,300 staff in 35 offices on four continents selling to over 100 countries around the globe. With its main offices in the US, The Netherlands, France, Hong Kong and China, the company supplies a wide range of promotional, lifestyle and gift products to several hundred thousand companies ranging from small enterprises to global corporations, either through a network of distributors or directly in the case of large beavailable. www.polyconcept.com <



PSI Show 2013

Diversity redefined!

The leading European trade show of the promotional products industry

Your number one is in Düsseldorf! Present your products from 9 to 11 January 2013 at Europe's leading trade show and take advantage of the largest network of the promotional products industry. The only place:

- to meet **20,000 contacts** for your business
- to be **part of the industry's biggest European product show**
- where your trade show marketing will be genuinely efficient on **an exhibition area of more than 68,000m²**

Register now and grow with Europe's biggest business platform!





Successful and upgradable: The joint stand of BWL and DIE6. (At the table: DIE6 Managing Director Holger Kapanski, left, talking to one of the interested visitors.)

PROMOTION WORLD 2012

ON THE UPSWING

This year's edition of Promotion World was largely quite well received. Embedded in Hall 16 at the Hanover trade fair, this promotional products show drew great interest from the trade professionals. The exhibitors also appeared to be predominantly satisfied.

Promotion World has become well established at its location in Hall 16 – as the organizer, Deutsche Messe AG, sums it up. On the five days of the fair, four of which were reserved for trade visitors, 101 companies presented innovative, up-to-date products from the promotional products industry on 2,300 square metres of exhibition space. The exhibitors benefit from their central position in the world's

most important technology show and thus also from their proximity to potential customers, the decision-makers in industry's marketing departments. In the opinion of the project manager, Arno Reich, "Promotion World has again proved its importance as a hub for the industry. Its strategically favourable location and direct connection to the automation themes at the Hanover trade fair has enabled the Pro-

motion World exhibitors to cultivate key initial and sustainable business contacts."

POSITIVE TENDENCIES

This also basically matches the opinion of trade visitors and exhibiting companies, most of whom expressed satisfaction with the trade fair concept and the location of the international trade fair for promotional products and incentives. Patrick Politze, Chairman of the Association of the German Promotional Products Industry, also sounded confident when he said, "Promotion World is getting better and better. The basic mood is excellent and the mix of exhibitors is just right. The leading companies in the industry are represented, from both the consultancy and the supplier sector." Klaus Rosenberger, First Chairman of the Promotional Products Study Group, was also satisfied, "The visitors at any rate have become much better qualified. Heads of marketing and CEOs from well-known companies are among the visitors to the stands at Promotion World. Hall 16 is conveniently linked to the Hanover trade fair,

A wide variety of topics was offered by the lectures at the second Hanover marketing forum at Promotion World.



The aisles in Hall 16 were still quite full on the last day of the trade fair.



and the look of Promotion World has clearly improved." By contrast, exhibitors found the first day, which was open to the public, to be of little help in making initial business contacts, and some even called it "superfluous". Here the prevailing opinion was that it would be better to limit the entire fair to trade visitors.

PROFOUND PROFESSIONAL KNOWLEDGE

The offerings at Promotion World's second marketing forum in Hanover were also very well received. On all five days of the forum, experts talked on the topics of "Social media", "Neuromarketing and multi-sensory advertising", "Sustainability" and "Promotional gifts and haptic brand communication".

SUCCESSFUL COOPERATION

For the first time, the German Association of Promotional Products Suppliers (BWL) and the distributor association DIE6 had a joint stand at Promotion World. This pilot project combines the product expertise of suppliers with the comprehensive ad-

vertising consultancy of distributors. The cooperation of BWL and DIE6 in this concept offered industrial customers a targeted look at how the promotional products industry is structured and how it operates. DIE6 Managing Director Holger Kapanski considers the collaboration to be a "promising idea for the future". "Here at our joint stand, we show industrial customers how suppliers and promotional products consultants work together. We demonstrate our professional knowledge and the services that go along with it when it comes to putting together the right product cocktail from a large number of promotional products. This worked very well right from the start within the framework of Promotion World. We hope to get even more partners among the exhibitors at the next Promotion World excited over the idea."

"PROMOTIONAL PRODUCTS WORK ... AT TRADE FAIRS"

How can promotional products be best put to use? This question was answered by the special show "Promotional products work

... at trade fairs", which was held this year for the first time. The exhibitors had come up with very creative ideas for original and effective ways to use promotional products at trade fairs – from give-aways to high-quality presents for key accounts. Industrial customers thus had an opportunity to see at first hand how their own trade fair presence can be optimally enhanced by brand-name articles.

www.promotion-world.de





The amusing cartoonist
"Dallidali" at work.



Edith Kettel (r.) talking to customers.

IN-HOUSE FAIR AT EDITH KETTEL – MARKET SERVICES

PROMOTIONAL IDEAS WITH A PERSONAL TOUCH

For the eighth year running, the company Edith Kettel – Market Services, agency for advertising and promotional material, invited guests to an in-house fair. In contrast to car dealerships which previously served as venues for product shows, this year's event was held in much more personal surroundings.

This time the venue for the Kettel in-house fair was the "Meeting House" in Nuremberg, Germany district of Fischbach. Conveniently located, the venue offers everything that is required for such an event. The CEO and founder of the advertising agency, Edith Kettel, had invited 14 of her suppliers to the presentation. "On the one hand I want to keep the number of exhibitors to a manageable size; on the other hand, however, I want to ensure

that the product segments shown covers a wide range of promotional possibilities in our industry," says Edith Kettel. She was careful to avoid an overlap of the products offered. A measure which will ultimately benefit customers who will not be confused by too great a number of articles thanks to a concentrated selection by the organizer. "In a way, I draw the attention of my customers to the product segments that are important for our company," says

Edith Kettel, who knows that every guest only had a limited time available to search. And as Edith Kettel knows her customers and her long-standing promotional partners very well, she always finds the right balance here.

CORDIAL ATMOSPHERE

During a walk around the stands and the foyer, where all sorts of savoury and sweet delicacies and a well stocked bar add flavour to the visit, it is plain to see that the



In a very friendly atmosphere, customers collected new fresh promotional impulses for their own businesses.

participants of the in-house fair feel really comfortable in this atmosphere. Whether it be exhibitors or customers, they all enjoyed themselves in this personal, almost informal atmosphere. This can also be put down to the sympathetic in-house fair team that Edith Kettel has put together. Despite the professionalism of the advice in connection with promotional products, the tone is always friendly and cordial. And cheerful accents were set by the nimble hand of a cartoonist who went by the name of "Dallidali". On request, he created unerringly likable comic portraits of the visitors on a digital drawing board and made the prints immediately available. In

addition, there was a selected giveaway at each stand as a small memento of the visit.

"TOP" PREDICATE

Ultimately, some 100 guests found their way to the "Meeting House". And they all returned home with new, fresh promotional impulses and a good feeling. The organizer, Edith Kettel, says: "I never thought it was possible to go one better than previous in-house fairs, but we managed to do so again this time. The response from customers and exhibitors was overwhelming: A very successful in-house fair. We have already received registrations from the suppliers for the next event in 2013." <



EDITH KETTEL – MARKET SERVICES

The philosophy of the company Edith Kettel – Market Services is as simple as it is appropriate: "We want our customers to be as happy working with us as we are with them!" The company was founded by its namesake Edith Kettel who has been working in the promotional products industry for 22 years and is "still enjoying it." Promotional products account for the core segment of the company's operations – from giveaways to high-

quality customer gifts, including the individual design of promotional materials and packaging of customer presents. Other service areas of the company are printing, organisation of customer events with full service, press service, photography, media management, print management and web design, social media marketing.

www.edithkettel.de



X-MEDIA GMBH

SUCCESSFUL FOR THE NINTH TIME

The 9th Heilbronn Promotional Products Day had a lot to offer again this year: new products, excellent opportunities to establish contacts and a good atmosphere. With colourful products in their suitcases to usher in the summer, the suppliers made their way to Heilbronn, Germany to present a wide range of new products.

The change of date from autumn to spring did not harm the Heilbronn Promotional Products Day. In order to provide its customers with the usual high-quality in-house fair, X-Media owner Ralf Stegmann vigorously plugged the event in advance. By using mailings, e-mails, phone calls, Facebook and Xing he drew attention to the spring fair and enjoyed success with this approach. For the ninth consecutive time, he and his team proved

that even a relatively small number of exhibitors can attract lots of visitors. 15 suppliers presented their new products to some 80 registered visitors at the end of April. Fresh colours and elegant designs dominated the bulk of the product show, a sure sign that summer is upon us. From stamping pens to calendars to stylish household goods and high-quality notebooks – hardly a visitor's wish remained unfulfilled. The mood of the visitors and the exhibitors

was high-spirited; everyone was pleased with the successful event, and of course none more so than the host himself. This year Ralf Stegmann chose a car dealership in the middle of the Swabian town of Heilbronn as the backdrop for the new show. With the relocation and the new date, he wanted to offer his regular customers something new and to draw the attention of potential customers to X-media.

POSITIVE RESULTS

For the past nine years, the Heilbronn Promotional Products Day has made a name for itself in the industry, as Ursula Will from Lediberg notes: "The fact that this is a very informal event void of the usual hustle and bustle distinguishes X-media. This is good for the visitors, but also the exhibitors." Just how important it is for Stegmann and his team to ensure that their business partners enjoy themselves was evident the evening before. Together, in a tavern with Swabian specialties, they got into the mood for the fair. It was no surprise that such preparations augured well for the in-house fair. According to the suppliers, the evening created many new contacts and good conversations. The visitors enjoyed the extensive advice and many fine products. <



Salon PSI 2013

La diversité sous de nouvelles formes!

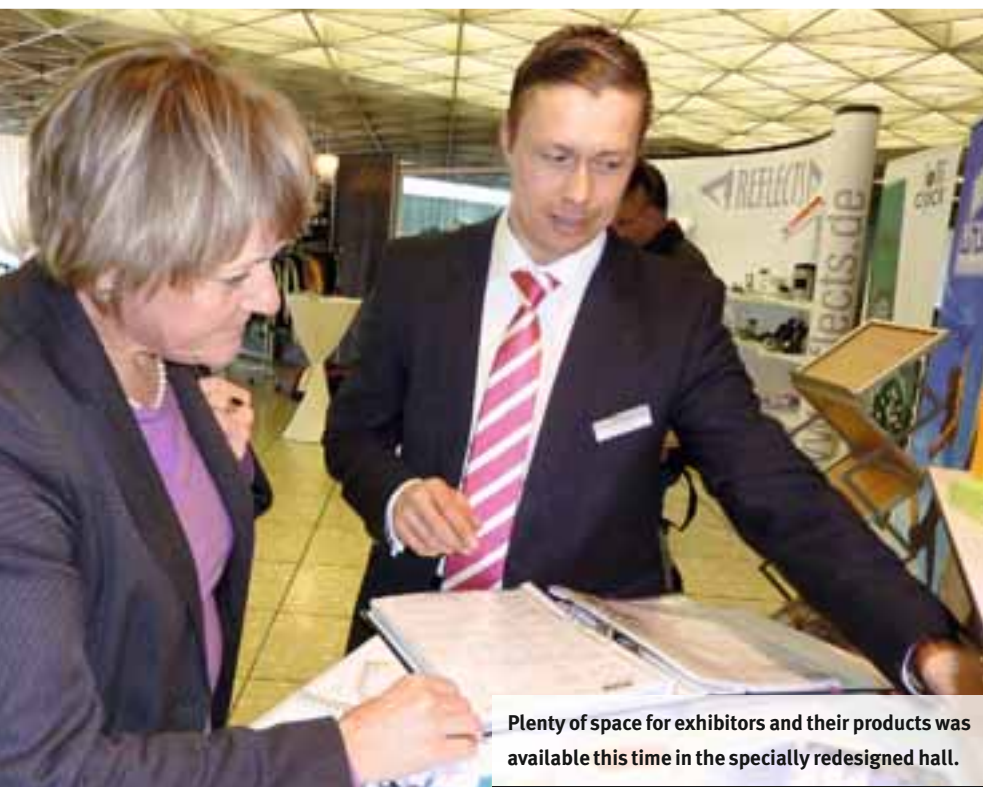
Le salon leader européen de l'industrie des articles publicitaires

Votre no.1 se trouve à Düsseldorf! Présentez du **9 au 11.01.2013** vos produits sur le salon leader européen et profitez du plus grand réseau de l'industrie des articles publicitaires. Uniquement sur ce salon,

- vous rencontrerez **20.000 contacts** pour votre activité
- vous serez **membre de la plus grande exposition** de produits du secteur
- votre marketing sur le salon est vraiment efficace avec **une surface de salon de plus de 68.000m²**

Inscrivez-vous maintenant et évoluez avec la plus grande plate-forme professionnelle en Europe!





Plenty of space for exhibitors and their products was available this time in the specially redesigned hall.



JANSEN VERKAUFSFÖRDERUNG

PROMISING PARTNERSHIPS

Every time that Heiner and Torsten Jansen organize a product show, clients flock to their company's facilities in Mülheim an der Ruhr, Germany. The in-house fair, which was held this spring for the ninth time, was once again a friendly and constructive event characterized by intensive talks.

The public response to this ninth annual in-house fair offered proof that the father-son management duo is working perfectly together. The firm welcomed its guests to its own business premises in the Rhine-Ruhr port industrial area again this year. However, this time the event did not take place in the neat showroom, as has been the case since 2006, but rather on the larger premises of the directly neigh-

boring hall that was redesigned especially for the current product presentation.

NEW SPATIAL CONCEPT

Lots of space for the exhibitors... This time there were 18 of them, and thus three or four more than in the past. All of them were highly motivated exhibitors who really got down to working for the 225 clients from 115 firms. The customers were given professional advice on the calendar product

segment, which has always been strong, but also on similarly popular oldies such as writing utensils, sweets, textiles and storage devices. Nobody embarked on the homeward journey without having been extensively informed about the broad range of products offered by Jansen Verkaufsförderung during the fair.

HIGH EXPECTATIONS

A successful fair is no reason for Torsten Jansen to immediately praise himself in his initial assessment of the product presentation: "We have attracted great interest and received many inquiries, but experience teaches us that there is still a long way to go until concrete decisions are taken", says the "junior boss". However, he did stress that the expectations are high for this year due to the good national economic forecast.

BIG COMPANY ANNIVERSARY

NEXT YEAR

While a DJ and one-man entertainer ensured a low-key musical background on stage, the firm presented some of the highlights of the industry: "This time we decided to particularly highlight one or two products per stand while consulting clients",



The father-son relationship at management level works perfectly for Heiner (right) and Torsten Jansen.

explains Jansen, who believes that this might make the product selection much easier for the customer. In any case, clients can always expect the classical range of services, on the one hand, and reliable and punctual delivery on the other. The boss also stresses the full-service qualities of the firm which is essentially able to deliver whatever clients request. "We offer the entire as-

sortment of products from the very broad promotional products industry," explains Jansen. Next year "senior boss" Heiner Jansen will be celebrating 25 years in the market. His son Torsten has been active in the business for fourteen years, of which he has been managing director for ten. Thus, the path has already been paved for the future of the company. <

TALK WITH TORSTEN JANSEN

Looking back at 2011, what product segments boasted particularly strong growth?

For us, the textiles segment has definitively grown particularly strongly in the past two years. However, calendar products have traditionally always been in high demand as well. Storage devices also account for a consistently high share of sales.

How do you assess the current mood among industrial clients?

Very good. However, we have noticed that although there are many inquiries, it takes a long time for decisions to be made.

Your expectations for the current business year?

Very, very high due to the strong start to this year. For this reason, we moved the fair to the larger neighbouring hall of our showroom for the first time in order to attract more exhibitors.



ELECTRONIC AND DIGITAL PRODUCTS

STATE OF THE ART

The promotional products industry also offers state-of-the-art electronic and digital products in an innovatingly effective way. We have compiled a selection of the most innovative products on the following pages for you.

The range of electronic and digital products is large and is growing steadily. In our increasingly technology-driven world, these products play an important, sometimes decisive role in our private and professional lives. The computer in the office or at home, the laptop, the handy tablet computer or smartphone, and any other storage media such as CD, DVD or USB articles have become an integral part of daily life and are here to stay. The promotional products industry keeps pace with their development and does this to its advantage. From individually-designed USB flash drives to power docks fitted with solar cells, digital photo frames, Bluetooth speakers, visually and acoustically high-tech appliances in brand qualities through to the pedometer or business card scanner, the industry offers a number of innovative, design-oriented products which achieve impressive brand recall when furnished with the appropriate advertising. Just as the term “digital” originally meant counting “with the finger”, you can also count on the impact of the products that are listed on the following pages. <



DIGITAL OVERVIEW

Technoline is presenting itself as a company at the forefront of the digital age with its battery-run desk calendar that features two alarms and a snooze function. This calendar brings structure to your daily life and makes it easier to organise your day. In addition to automatically displaying the month, calendar week and individual day in sequence, it also shows the radio controlled time and the current inside temperature and humidity on the well-arranged display. Advertising imprints can be placed in a number of different ways and can be designed to attract lots of attention.

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

AN EXCELLENT WAY TO TRANSFER DATA

The USB sticks from KMS are small, attractive and technically well-engineered, and are perfect for using them as give-aways for trade fair visitors or as a nice gift for loyal customers. In addition to the mini memory sticks that come with a practical cover, there are also other sticks that can be selected, like the sticks that come with a snap hook, or the durable looking USB sticks that have leather straps. Whoever wants a special and stylish memory stick that is practical and at the same time elegant and narrow can have a look at the wide selection of USB sticks on offer beforehand at KMS' website www.kms.eu.

48108 • KMS Kafitz Medienservice GmbH • Tel +49 2234 9908545
si@kms.eu • www.kms.eu



A COOL HEAD AT THE COMPUTER

It is very popular for modern open-plan offices to have large panorama windows. This often gives workers a nice view but in the summer it also has the undesirable effect of making it very warm inside the room. But now office workers can make the temperature in the room bearable again by using a small ventilator from team-d, which has a flexible gooseneck and is equipped with a USB plug for the plug and play computer connection. The device has soft rotor blades which blow nice cool air in the direction of the person using it.

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



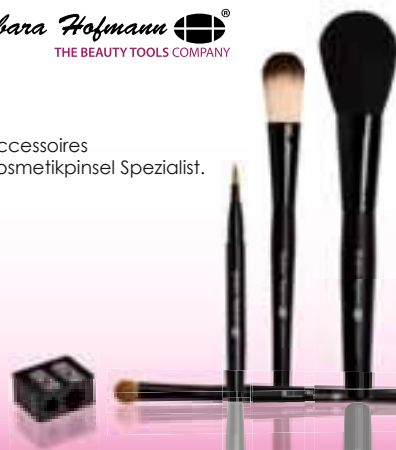
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DONUTS FOR YOUR EARS

Hama has developed several models of the donut-shaped earphones that have bright and fresh designs for fashion conscious people. Colourful, circular elements adorn the white base colour of the earphones and lend the different versions of the earphones their name: the names include Lichi pink, Poppy grey, Plum purple, Bramble blue, Cherry red, Blueberry blue, Papaya orange, Pineapple yellow, Kiwi green and Mint turquoise. Different types of earphones are also available in order to satisfy every customer preference, including in-ear, on-ear and over-the-ear earphones. What is more, with these earphones cable chaos is a thing of the past, thanks to the one-sided cable outlet and the practical and automatic cable rewind mechanism that it features.

43628 • Hama GmbH & Co. KG • Tel +49 9091 502766

christiane.gawanda@hama.de • www.hama.de

SMALL MEMORY GIANT

Deonet is presenting the smallest USB stick in the world: the very small memory stick is equipped with a new memory chip technology called Micro UDP chip. A USB stick with this chip inside is half the size of standard USB sticks. It is only 19.5 x 14.5 millimetre in size and thus not much bigger than a finger nail. Three memory capacities are available: 4, 8, and 16 GB. Deonet's Custom Micro can easily fit inside your money purse or be attached to a keychain. What is more, when it is plugged into a laptop it barely protrudes, which means the computer can be kept inside a bag with the mini stick still plugged in.

46660 • Deonet GmbH • Tel +49 2824 955229

verkauf@deonet.de • www.deonet.de



SLIM AND IN FOCUS

With the very slim 12-megapixel digital camera Easypix V527 Ultraslim from Ceotra, the user has access to features such as face detection, the best resolution and a video mode. Besides the very good picture quality, the camera will impress with all its accessories and its very easy handling. It is suitable for use with Windows and Mac computers. By means of built-in face detection, the camera optimizes the image impression for human faces, making the Easypix V527 an ideal camera for everyday use that will also prove its worth on holiday. Functioning with a micro SD card, the camera is available in a whole variety of fresh colours.

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

vertrieb@ceotra.de • www.ceotra.de





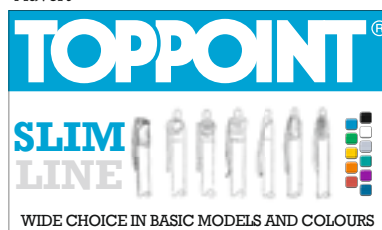
RECHARGE WITH SUNLIGHT

The Power Dock, a product from the Dutch company A-Solar, guarantees that iPads or iPods can be recharged using sunlight. A solar panel on the bottom of the docking station makes it possible to recharge the device using only the sun. The battery included has a capacity of 6,000 mAh. During the charging process at a computer it can also be synchronised with iTunes. The Power Dock has a USB interface for other loading options on the back: for example, you can recharge your iPad or iPhone at the same time. Although the product was made for iPhones, iPads and iPods, it also is compatible with other portable devices.

47525 • A-Solar B.V. • Tel +31 30 6354800

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ECOLOGICAL DATA TRANSFER

British promotional products manufacturer USB-FlashDrive.com, specialising in electronic media, is launching various USB-technology-based innovations on the market. The English producers promise that they can supply branded quality sticks in the widest variety of designs in less than seven days. This extremely brief supply time comprises the blending of Pantone dyes for printing, customisation, and packing ready for shipping. All USB models are made from recycled materials (where possible) and are available in memory sizes up to 16 GB – a perfect marketing gift for any occasion.

46516 • USB-FlashDrive.com • Tel +44 1753 491470

sales@usb-flashdrive.com • www.usb-flashdrive.co.uk

FLAT AND FLEXIBLE

The new USB flash drive in credit card format from elasto form is so flat and light that it can be carried in your wallet as a constant companion. With one click it can be opened or closed. The storage capacity can be freely selected and, on request, the flash drive can be custom designed. For optimum presentation of the advertising, all-over finishing is carried out in high-resolution, photo-realistic UV digital printing.

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

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



THE DISC WITH THE RIGHT SPIN

The “Vinyl-Finger-Disc” is now available in a print format. The media professionals at the supplier micx call it the “Fingergrammo”; nothing has a more effective promotional impact than something that makes itself heard with a light spin of the finger on a vinyl disc. A printed greeting card suitable for mailings contains a vinyl disc with audio tracks that are completely customised. Whether it be music, acoustic backgrounds or spoken texts, the audio files are “branded” into the vinyl album according to the customer’s wishes. From then on the fun begins – of course with the right marketing message. With a little practice, it is possible to spin the disc at the right speed.

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

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A BRIGHT "LIGHT BULB"

The original BackUpLight with the futuristic design from Spranz is a very bright torch which is equipped with 42 warm white LEDs. These LEDs output a very bright light. The special thing about this product is its built-in E27 socket, which conforms to the standard size of household lamps. Thus, it fits in nearly every normal light bulb socket, and because it runs on very little energy, it serves as an environmentally friendly "light bulb". The built-in Li-Ion battery with an electrical charge of 1500 mAh produces light for up to four hours. It comes in a design box.

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

BIG SOUND

The Bluetooth speaker with a line-in cable and USB charging cable provides for decent sound. The Bluetooth range covers up to ten metres. Made of ABS and metal, the product is supplied in individual packaging including a lithium ion battery that can be recharged via USB. Advertising can be printed on in a single colour within an area of 6 x 18 millimetres on the white space on top of the loudspeaker.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0
info@nestler-matho.de • www.nestler-matho.de



WARM WELCOME

The 2-in-1 hand warmer with mobile-phone charging function, distributed by JHI Hackel Industrievertretung puts an end to cold hands: with a minimum order quantity of 500 units, this practical winter helper with its fine aluminium look can be engraved with the customer's logo and supplied in a colourful textile sock. Via a mini USB port, the hand warmer can be recharged up to 500 times. For two to four hours, warmth of around 40 to 45 degrees Celsius is emitted. Weighing just 45 grams, the device is available in the standard colours of black, silver, green, pink, orange and blue. Custom colours are also possible.

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



HEALTHY COMMUNICATION

The Duo telephone station distributed by reeko provides protection against excessive radiation while telephoning with the latest-generation mobile devices and smartphones. At the same time the mobile telephone can be easily connected via the standard 3.5 millimetre audio jack, whilst conversations can be conducted comfortably and safely via the handset or hands-free system. Once the telephone call is over, Duo turns back into an MP3/MP4 loudspeaker. Operation is assured by the supplied batteries or a 6V mains plug. Mains adapter and decoration do not come supplied.

46261 • reeko design GmbH & co. kg • Tel +49 4106 766-0

info@reeko.com • www.reeko.com



CAPTIVATINGLY HEALTHY

The new injection thermometer Thermo Jack from TFA Dostmann will fit in every trouser pocket. It enables a temperature reading from -40°C to 250°Celsius, especially in foodstuffs: Swiftly checking the temperature of baby food at home, inspecting the refrigerated counter at the butcher or in the supermarket, preparing foods at baker, confectioner, or restaurant, checking stocks, or goods entry inspection in the commercial kitchen or foodstuffs industry are the areas where this splash-proof and both HACCP and EN 13485 compliant Thermo Jack can be used. Foodstuffs of all kinds can be measured swiftly, precisely, and effortlessly with the handy thermometer. To this end the sensor simply needs to be folded out and inserted. The device will deliver precise measuring results within the shortest of times.

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

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PRACTICAL PROMOTIONAL MESSAGE CARRIER

Dazzling, colour-rich and high-resolution images are realised by Halfar on its trendy, robust original LorryBag made out of HGV tarpaulin via its in-house digital printing press. Using this, not only simple logos, but also extremely attractive, entire motifs can be boldly applied to a bag and are thus turned into a mobile campaign. 37 colours are available for selection. Besides digital printing, finishing by means of screen printing or embroidery is possible. Yet the Lorry-Bag is not only attractive, it is also extremely practical. With an optionally sewn-in notebook inlay, for example, the casual messenger bag becomes a business accessory that is as unusual as it is functional. In addition to its almost limitless design options and Made in Europe quality, the product is dazzling with its fast availability and low minimum piece number of only 50 bags.

45666 • Halfar System GmbH • Tel +49 521 98244-0

info@halfar.com • www.halfar.com

HANDYCOVER IN CUSTOM DESIGN

Many a mobile phone user is now able to draw attention to business card, company logo, or favourite photo via the HandyCover from Philu, manufactured in a custom design. The desired motif is printed with photographic realism using innovative, patented 3D print technology onto the HandyCover made out of special polycarbonate. The print is scratch-resistant and cannot be rubbed off. With this method, high quality is guaranteed. The shell's material is flexible enough to be clipped over the mobile phone, and hard enough to fend off scratches. Orders can be realised from just one piece.

13942 • Philu Präsentе mit Pfiff! Werbemittelhandel Rabe • Tel +49 40 69219714

info@philu.net • www.werbemittelhandel-rabe.de



A MAXIMUM POWER MINI-MEMORY STICK

KMS is now selling a USB stick that is a replica of the Mini automobile, which rolled off the assembly line at the British Motor Corporation for the first time in 1959. The Mini memory stick, which has been reproduced on the scale of 1:48, has wheels that can turn, an engine bonnet that can be opened, and a design that is true to detail. Its headlights even turn on when it is plugged into a computer. This advertising medium is compatible with all computers and has a memory capacity of up to 8 GB. It comes in a variety of special designs and different packaging options are available.

48108 • KMS Kafitz Medienservice GmbH • Tel +49 2234 9908545

si@kms.eu • www.kms.eu





SMALL DECLARATION OF LOVE

For the digital generation, Inspirion has "Love picture", a key ring that has a snap hook and features a digital picture frame. So fans of digital photography are always in the picture, even when on the move, and have their favourite pictures with them at all times on their bunch of keys. Up to 158 pictures can be stored via USB cable. The built-in software automatically adjusts the pictures to fit the screen format. The heart-shaped, red casing with a rubberized surface gives the photos, which can also be displayed as a slide show, a loving frame.

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

UNUSUAL USB SOLUTIONS

Vim Solution, specialist in the field of USB flash drives, implements flash drives in any desired product shape. This can be, for example, a lorry, a car, a mobile phone, a bottle or even a company's logo. For order sizes of 100 units upwards, Vim Solution will realize thoroughly customized USB promotional media made of metal, plastic or rubber that are elegant and detailed in their designs. Exclusively high-quality memory chips are used with a storage capacity of up to 32 gigabytes. These come solely from reputable brand manufacturers, such as Samsung, Micron, Toshiba or Hynix. According to the manufacturer, delivery is within four to six weeks.

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WOKEN BY STEREO SOUND

The inexpensive stereo system Denver MC-5200 with CD player and integrated alarm clock from Ceotra is not only suitable for a nice spot on your office desk but also for mounting on the wall. The Denver MC-5200 is an elegant stereo system with the classic range of functions. Along with the features mentioned above, it has radio reception and the option of connecting it to external audio sources via the AUX input. The integrated clock with alarm function guarantees a reliable wake-up call by CD, radio or by means of an alarm sound.

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

HEAR AND SEE BETTER

With its MP4 player, mini video camera, noise-reducing headphones plus portable speakers, PF Concept has something for sound & vision fans in its repertoire. The MP4 player with camera features a colour monitor and 4 GB internal memory and can also, for example, be used as a voice recorder. With a high-resolution image quality (1,280 x 720 pixels) at incredibly compact dimensions, the mini video camera is a winner, and the headphones possessing the latest Active Noise Reduction (ANR) reduce active noise by up to 85 per cent, whereby excellent pure unadulterated audio entertainment is assured. The portable loudspeaker system with 1.1 Mono Capsule Speaker will pamper the ears with up to six hours of first-class sound. More info from PF Concept or at www.pfconcept.com.

**40972 • PF Concept International B.V. • Tel +31 71 3328911
weborders@nl.pfconcept.com • www.pfconcept.com**



KNIFE-SHARP USB STICK

Swiss pocket knife manufacturer Victorinox has entered the electronic products sector with its pocket knives that comprise USB sticks. Here comes the first Victorinox USB stick entirely without additional mechanical tools, a winner with good looks, technology, and security. Victorinox Slim is an extremely flat stick, encased in ribbed aluminium, which is available in the colours silver, blue, green, orange, and pink. On request, the rear grip plate can feature a rectangular inscription field for eloxal printing or engravings. Capacities range from customary 4 GB through to mighty 64 GB and can even be doubled in the case of Victorinox Slim Duo via the integration of two sticks. Data security is guaranteed by means of Secure Data Encryption Technology.

**44281 • Victorinox AG • Tel +41 41 8181211
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EXCITING MOMENTS

Lehoff offers customers the complete service package, from advice through purchase to delivery. To be found in the wide range of premium and promotional products listed on the homepage at www.lehoff.de is Curio from Odys, a portable DVD player with an integrated DVB-T antenna for receiving various television channels. Curio features a small 17.8-centimetre / 7-inch 16:9 TFT LCD screen that can be swivelled. The built-in high-power rechargeable lithium ion battery pack has a running time of around two hours. The integrated stereo speakers provide for a full sound.

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

SUN WORSHIPPER BURSTING WITH POWER

In order to be able to recharge even the latest portable devices, such as the iPhone or iPad, while on the go, Spranz has a powerful Solar-Charger in its range. The device has a useful battery display as well as a choice of charging capacities (500 MaH for mobile phones, 1,000 MaH for high-performance devices), an extremely large battery capacity (2,600 MaH), a branded solar cell and a USB port for recharging on the computer. Connection to the portable device is achieved via USB. Every new mobile comes with such a connection, avoiding the confusing multiplicity of connectors. The charger with its sturdy aluminium casing is supplied in a designer box.

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TOP AIR CON

Intelligent technology plus modern design are united by Bel-Air from TFA Dostmann. Bel-Air is a shapely thermometer and hygrometer that measures humidity and temperature and displays the quality of ambient air on a coloured scale. At the same time, however, the climate outside is also checked with the aid of a small local radio transmitter. Based on the measured data the device recommends, for example, whether windows should be open or closed. Bel-Air knows the right ratio of warmth to humidity and ascertains the best way to ventilate.

41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0
info@tfa-dostmann.de • www.tfa-dostmann.de

AUDIO ENJOYMENT FOR TABLETS

A loudspeaker with holder for tablet PCs, smartphones, and other commonly available playback devices is included in the reeko range. The high-quality system guarantees a resonant and excellent sound, and the adjustable arm enables an optimum view of the display. Operation is optionally via the supplied batteries or a 6V mains plug. Mains adapter and decoration do not come supplied. Delivery is performed in individual boxes.

46261 • reeko design GmbH & co. kg • Tel +49 4106 766-0
info@reeko.com • www.reeko.com



SMART AND SMALL DATA PACKAGE

USB sticks have established themselves in the sector as one of the most popular advertising mediums. The Dutch company Intraco's best-selling products include various designs of the small memory stick which are being sold under the company's own name d-vice originals. There are also a variety of custom-made options for the product's body available which enables Intraco to meet a customer's specific demands for personalised advertising.

43540 • Intraco Trading bv • Tel +31 75 6475420
intraco@intraco.nl • www.intraco.nl

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www.intraco.nl



MASTERLY DATA PHOTOGRAPHER

Intraco from the Netherlands has an appealing promotional product in its repertoire for all electronics fans who are unwilling to search for customer data in business card folders: the Business Card Scanner. The scanner is compactly sized and easy to operate, turning the digital-format recording and storage of customer-related business card content into child's play. This is a product that is particularly suitable for sales employees.

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



SUCCESSFUL DUO

A perfect combination is formed by the external charging device and Spider, a cable winding solution comprising various USB plugs, from the Intraco distribution range. The Netherlands-based company promises effortless charging at a voltage of 1,500 MAh for most terminals equipped with USB slots.

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DOUBLY PRACTICAL

The Stabilo SMARTball offers technology-crazy owners of smartphones and tablet PCs an appealing double benefit. With touchscreen and ball pen function the retractable ballpoint pen from Schwan-Stabilo Promotion Products combines the analogue with the digital world. The technologically sophisticated touchscreen nib puts an end to unsightly fingerprints. For practical handwritten notes the ball point refill with a stroke thickness of 0.5 millimetres is in position at the flick of a wrist. The smart pen design is available in five trendy colour combinations. The promotional message is accommodated on the 360 degree rotatable clip and is therefore always within view. A promotional message can also be applied on the black cardboard case.

43287 • Schwan-Stabilo Promotion Products GmbH & Co. KG • Tel +49 911 5673455
service@stabilo-promotion.com • www.stabilo-promotion.com

MOVING PICTURES

Digital picture frame New Basic from Hama features a 20.3 centimetre, or 8 inch display in 4:3 ratio plus a built-in card reader for the most common formats. The image files can be zoomed and rotated and effectively set in scene via an attractive slide show with 14 transition effects or in splitscreen mode. Besides power save mode and image display duration, the other features also include file description, folder mode, plus a seven-language menu. A USB attachment of type A, 2.0 high speed, comes supplied.

43628 • Hama GmbH & Co. KG • Tel +49 9091 502766
christiane.gawanda@hama.de • www.hama.de



COUNTING YOUR STEPS FOR HIGH-FLYERS

Skywalk is the name of the easy to operate step counter from the company Kasper und Richter which has features that can be accessed by using just one button. Skywalk is encased in a high-quality acrylic cover and comes in a polar-silver metallic colour. The counter can count up to 100,000 steps and indicates the number of steps on the large LCD display. MoonStep, which is another compact step counter from Kasper und Richter, also has the same features as the Skywalk and can be attached to a waistband thanks to its sturdy clip.

40043 • Kasper und Richter GmbH & Co. KG • Tel +49 9131 50655-0
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“Ropes away!”: Celebrating Daiber’s anniversary on the event ship “Sonnenkönigin”.



THE DAIBER CENTENARY EVENT

ROPES AWAY AND FULL STEAM AHEAD

100 years of textile competence – an occasion which deserves special attention. Daiber, the traditional company based in Albstadt, in southern Germany therefore invited guests to an exclusive event in a unique ambiance. 400 guests together with the Daiber crew celebrated the 100th anniversary of the successful company on the event ship “Sonnenkönigin” in Bregenz on Lake Constance.

To put it in a nutshell: the centenary anniversary of Gustav Daiber GmbH left nothing to be desired. Thanks to a programme of perfectly coordinated visual, acoustic and culinary details, this “Discovery 100” tour turned into an unforgetta-

ble experience for everyone attending the celebrations. Guests were welcomed on board with a refreshing aperitif in the port of Bregenz by the third and fourth generation company directors, Rolf Daiber and Kai Gminder, and thus started the even-

ing in a relaxed mood. A formation of the band “Südlich von Stuttgart” the “Living Dolls” as well as a paper silhouette artist mingled with the guests and created a wonderful atmosphere on the pier as well as on the sun deck of the ship. Then it was finally time for “ropes away”: The Sonnenkönigin cast off and the voyage began.

COLOURFUL COMPANY HISTORY

The “master of ceremonies” Mark Linder extended a cordial welcome to the guests and took them on a fascinating journey



In good spirits, Martina and Kai Gminder welcome their guests.



Sigrid Gley and Rolf Daiber greeting their guests.



Neil Kippen, managing director of the British agency: "Rolf Daiber is a fine person."



The "Living Dolls" set a colourful accent by presenting the typical fashion from the decades of Daiber's company history.



Nicolai Friedrich, a magician and mentalist, captivates his audience.

through the company's 100 years of history. Accompanied by a company presentation film and evergreens from the respective eras, he began by looking at the beginnings of the history of the family business. Appropriate hits including "Azzurro" and "Über den Wolken" provided a lively atmosphere for the guests. Matching the different phases of the company's history, the Living Dolls presented the typical fashion of the decades together with many products from a wide range of Daiber's house brands Myrtle Beach and James & Nicholson – from the hippie style of the 70s through the sporting outfits of the 80s right up to the current trends. Thus the trip back in time could be experienced with all the senses.

FRIENDLY WORDS OF THANKS

In spite of the full programme, Neil Kippen, managing director of the British agency, did not want to pass up the opportunity to say a few words to the guests and to thank Rolf Daiber for over 30 years of collaboration. He lavishly praised him and the entire Daiber family and expressed his admiration for the incomparable success of the company: "Rolf Daiber is a fine person and we wish him the very best for the future."

MAGIC MOMENTS

No sooner were the culinary delights of the evening eaten than Nicolai Friedrich, a magician and mentalist, captivated the audience not only with his incredible tricks,

but also with his extraordinary stage presence. Especially the Quick Change enthralled the audience – before the guests' very eyes, he was suddenly wearing a James & Nicholson T-shirt finished with a transfer motif. Some guests found it difficult to distinguish between illusion and reality.

TWO GENERATIONS AT THE HELM

The eagerly awaited highlight of the evening was the appearance of Rolf Daiber and Kai Gminder. Rolf Daiber, who joined the



Colour effects at night on the deck of the "Sonnenkönigin".



The band "Südlich von Stuttgart" provides the perfect dancing music.



PSI boss Michael Freter (right) enjoying himself with Kai Gminder, Sigrid Gley and Rolf Daiber.



Master of ceremonies Markus Linder provides the musical accompaniment for the journey through the company's history.

family-run company at the age of 20 years, recalled his early days in the company. Of the 100 years of history, he has significantly shaped 40 years. His secret to success: a list of requirements to do business that was once imposed upon him by one of the company's largest customers. This "20-Point Plan" list accompanied Rolf Daiber from then on. According to the list, all tasks in a project are divided into 20 points and these have to be worked through step by step. Since that time, Rolf Daiber has stuck to this method in all projects – and with great success. Kai Gminder, who represents the fourth generation in the history of the company, ventured a look into the future and the next 100 years of Gustav

Daiber GmbH. With new sales tools and collections, he wants the company to continue to be successful under his management.

"WHAT A WONDERFUL DAIBER"

Behind every successful man is usually a strong woman. Rolf Daiber is also aware of this and surprised his partner of many years, Sigrid Gley, who works as an authorised signatory in the sales department at the company. He invited her up on stage and handed her a huge bouquet of flowers. "What a wonderful Daiber", a song specially prepared for Daiber by Mark Linder and based on the original "What a Wonderful World" by Louis Armstrong, was played at this very moment. With the last

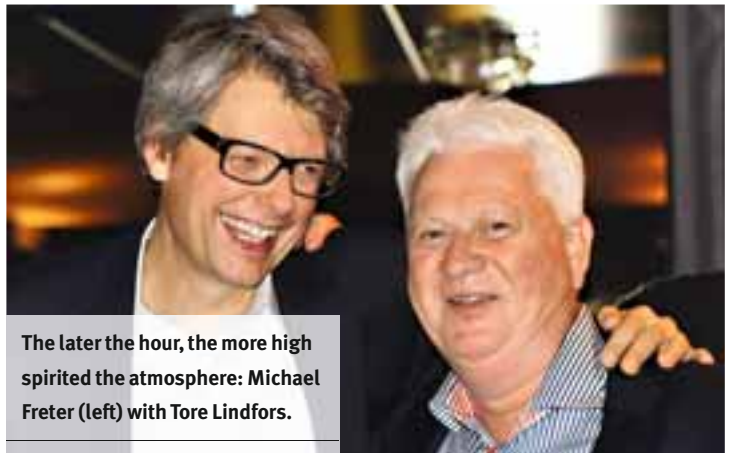
line of the song, Rolf Daiber, Sigrid Gley and Kai Gminder turned gratefully to their guests, employees and the Daiber marketing team and bowed before them in a rain of tinsel.

HERE'S TO THE NEXT 100

Subsequently, the master of ceremonies Markus Linder completed the journey through the company's history with the year 2004, the year Kai Gminder joined the company, before he left the stage leaving the party band "Südlich von Stuttgart" playing the song "Die perfekte Welle". The guests enjoyed the celebrations on the Sonnenkönigin into the early hours of the morning, hoping this special day would not end. Let the next 100 years of Daiber come. <



In a rain of tinsel Kai Gminder, Sigrid Gley and Rolf Daiber thank their guests.



The later the hour, the more high spirited the atmosphere: Michael Freter (left) with Tore Lindfors.



The guests dance into the wee hours of the night.

PRESS BRUNCH – ON THE WAY TO BECOMING NO. 1

The day after the lavish celebrations of the centenary anniversary of Gustav Daiber GmbH on Lake Constance in southern Germany the company invited the press to brunch. In the bathhouse at the Seehotel Am Kaiserstrand overlooking the wide expanse of the “Swabian Sea”, Rolf Daiber and Kai Gminder answered questions of the numerous representatives of the European industry-specific media. The host was Andreas Kiesewetter of the company Kiesewetter – Die Markenagentur GmbH which has worked in close cooperation with Daiber for almost 20 years. CEO Rolf Daiber and his nephew Kai Gminder, most recently a fourth generation member of the management of the family-run business, were in a relaxed mood when they gave an insight into the development and prospects of the likely future of their successful operation. Rolf Daiber told of his fascination for fashion and gave a colourful account of how

he managed to integrate fashion creations into the world of promotional textiles and caps. He stressed the “high standards of Daiber’s brand collections, both in line with current fashion themes and in relation to the quality of textiles and their finishing.” Constantly on the move in search of new ideas, the entrepreneur gladly relies on his pronounced “gut feeling” which has earned him numerous top-selling textile products. Of course at Daiber they also rely on the professional support of four fashion consultants and 16 designers.

Target: Daiber as No. 1

Other topics at the press conference included the further development potential of the company that is ideally positioned for the future thanks to its technologically modern facilities. Kai Gminder referred to the many new service tools for professional promotional distributors who continue to be Daiber’s “main target group”. He also spoke about his own projects

involving the “creation of new segments in the promotional products market” and the “strengthening of the collection concept” as well as the development of more trendy segments. Kai Gminder would also like to further increase the awareness of Daiber’s brands: “The private labels Myrtle Beach and James & Nicholson should be established in the minds of consumers and perceived as a driving force for trends and innovations in the promotional products market.” His ambitious target: “In the next 10 to 15 years to ensure that Gustav Daiber GmbH not only remains No. 1 in Europe for caps, but that it also becomes No. 1 for all promotional textiles.”

Still on track

It became clear this morning that the two Daiber captains are passionate entrepreneurs who in their own way are capable of keeping their “Daiber Project” on a promising course.



Green+Blue is the name of the new series of environmentally friendly calendars and notebooks. These products carry the Blue Angel seal, which is the oldest, most well-known and strictest environmental seal in the world.

GEIGER WORKSHOPS 2012

INFORMATIVE, HANDS-ON AND ENRICHING

Geiger AG offered two workshops in the middle of April so that its distributors can optimize their knowledge on everything related to the calendar. Over 60 participants made their way to the company headquarters in Mainz-Kastel, Germany and experienced a programme that made it possible to become acquainted first hand with the world of the calendar and notebook manufacturer.

A tangible future – this is Geiger AG's new and well-thought out claim. This claim is not only synonymous with an experience that can be touched and that gives a look into the future of the calendar designer's products. It also describes the company's desire to have a close working relationship with its distributors. Geiger,

which is a company with a long-standing tradition, brought this claim to life during the workshops which were held on 17 and 19 April. In the hands-on presentations distributors received the latest information on new products, materials, and the printing and finishing options available, as well as current topics related to the industry.

Of particular interest were the remarks on the GWW promotional products study which gave the calendar a top rating.

GWW STUDY: PROMOTIONAL CALENDARS RECEIVED TOP SCORES

In his welcoming address, Jürgen Geiger, board member of Geiger AG, announced, "The study highlights top scores for the



The highly developed plant amazed the visitors.



Dirk Mroczek, the Sales Director at Geiger, informed those in attendance about the latest news from the company. For example, the number of staff has been increased and important processing steps that had been previously outsourced were brought back again to the in-house production facility.

wide-spread use and advertisement recall of promotional calendars.” And the results mentioned in detail here demonstrate how the calendar is a highly efficient promotional product: organisations’ calendars and notebooks are used on average twice a day, which means they are used twice as often as most other promotional products. Most notably, an advertisement placed on a wall calendar really stands out and remains in people’s memory. Three out of four people surveyed remember who made the ad. With the exclusive results of this survey, Geiger AG furnished their distributors with several attractive selling points.

EXPERT KNOWLEDGE FOR DISTRIBUTING PARTNERS

The goal of the presentations that followed was to impart important information to the company’s trading partners which they could use in their day-to-day business. The seminars dealt with a wide array of different subjects, ranging from Geiger’s in-house work-flow and product portfolio to explanations about the paper and finishing options available. These are just some of the topics that workshop participants learned about during the day: how to achieve optimum printing results, what is behind the new Complete Series, and how Geiger is implementing the latest ver-

sion of the German Product Safety Act. The closing presentation was a short presentation on the online services available at www.geiger.ag. They include special services for distributors, which gives them an overview of their orders, including everything from product information and the quote, to tracking the calendar through the production process.

A LOOK BEHIND THE SCENES

The interesting day at the Geiger AG facilities was rounded off with a view behind the scenes at the calendar experts so that visitors could see how the day-to-day business runs there. During a tour of the 5,000 square metre facility, which includes a production centre, warehouse and administration offices, the workshop participants had a chance to become acquainted with the Geiger team’s know-how, production process and finishing techniques first hand. The focus of the tour was on the highly developed production plant. The new flagship machinery in Geiger’s production centre received a lot of attention. In particular, the book production line MüllerMartini. It produces more than 2,000 hardcover top-quality books in an hour and they are fitted with a round back, a head-band, and ribbon page marker. Upon request, they can even be individually shrink-wrap-

ped. The top quality workmanship “made in Germany,” which begins at the very beginning of the production process at Geiger, received real recognition. For example, during the tour it became apparent that there are hardly any machines being used at this family-run company that are “off the shelf” models. On the contrary, many of them are special, custom-made systems that were made with the feedback and assistance of Geiger’s employees in mind. The service that Geiger offers is also astonishing, given the high level of wages in Germany. Due to Germany’s high employment costs, this kind of service can no longer be taken for granted. Although the company produces its products with a high degree of automation, it still does a lot of manual work.

CLOSE COOPERATION

There is no doubt that the event was well received by the participants. By the end of the workshop they were in a good mood and full of energy. It is no wonder then that they left the company’s facilities, which are located in a suburb of Wiesbaden, with a lot of important information for their day-to-day business. The manufacturer again planted the seeds for good future cooperation and strengthened the special trust it has with its trading partners. <


THOMAS KARLOWSKY

“I NEED THE CHALLENGE”

The company that Thomas Karlowsky has been managing in its fourth generation ever since 1990 is nearly 120 years old. With ambition and tenacity the former performance athlete has turned his inheritance into what it is today: Karlowsky Fashion, a modern manufacturer of corporate wear and partner to the promotional products industry for professional-quality textiles. This is the exciting story of a company that has had to overcome some difficult times and of a courageous entrepreneur who has made the impossible possible.

We visited Thomas Karlowsky at the company headquarters in Hohen-dodeleben, in eastern Germany. The expansive, functional building is located just 20 kilometres from Magdeburg, nestled in a gently sloping, fertile landscape. The enormous warehouse, just one of several, offers space for the textile specialist's en-

tire product range. Every product is stored here in every size and colour and can be delivered within 24 to 28 hours. Karlowsky Fashion has been based here since 2008, after space got too tight on the land owned by the family for four generations in the heart of Magdeburg. No wonder, as the company had made a great leap forward

at precisely that time: For in 2008 Karlowsky came into contact with the promotional products industry and became a member of the JCK Holding. Since then Karlowsky Fashion supplies the promotional products industry with an attractively priced basic range of professional-quality corporate wear for catering, hotelery and

hospitals, promotionally effective concepts inclusive. In specialist trader sales the company counts the most important trading chains such as Citti, Edeka and Rewe among its customers. All of them equip the staff of their wholesale markets with Karlowsky professional clothing, which is distinguished by quality, trendy cuts and excellent fitting. The path to today's success has been a long and at times stony one too. To start off therefore we go back to the year 1892, when it all began.

A FLOURISHING FAMILY-RUN COMPANY

Back then August Karlowsky, great-grandfather of Thomas Karlowsky, established in Magdeburg a factory, woollens and draperies shop and would drive wooden carts to the region's markets to offer his wares. Sales went so well that he was soon able to open up a retail business and later build additional residential and commercial buildings. The company was passed on to the next generation in 1936. Hermann and Frieda Karlowsky continued the business: Hermann Karlowsky first expanded the range by haberdashery and took the pioneering decision to build up a textile production with sewing room himself and to market underwear and aprons via his own wholesale business. Thanks to technological progress and skilful management, the production expanded and a flourishing wholesale company developed.

HARD TIMES

Things came to a temporary halt in January 1945: The production shops in the centre of Magdeburg were destroyed during a bombing raid. Only a retail store and a company site survived the war undamaged. With foresight Hermann Karlowsky recognised that nationalisation was imminent and therefore rented the company site to an operation for apron and piping bag manufacture. Thanks to this clever decision he was able to avoid expropriation. Following his death his wife Frieda continued his life's work. In 1973 she signed a commission agreement with the GDR state that secured the company's future survival. At least that way the family got to keep its property,

which she herself was able to manage. After Frieda Karlowsky's death in 1973 her two daughters Gertrud and Giesela, the mother of Thomas Karlowsky, took on the family inheritance. Just the year after, however, Gisela Karlowsky also died and ownership was transferred to her son Thomas, then 14. His aunt Gertrud continued the retail and wholesale trade in textiles and haberdashery. This line of business was the actual predecessor to today's company. In parallel to this there was the above-mentioned apron and piping bag production, in the meantime a component of a state-run operation.

PERFORMANCE ATHLETE AND COACH

A long and varied company history, therefore, even before Thomas Karlowsky entered into operative business in 1990. Karlowsky had not had the opportunity to prepare for his future entrepreneurial role as intensively as he would have liked, as in the GDR there were no business studies courses in the way we understand them, as would have interested him, merely ideologically tinted studies in economics. He therefore preferred instead to study sports science at the renowned sports university of the DHfK in Leipzig. Athletes from the GDR were among the best internationally and had the opportunity to discover the world. They were used to discipline and performance pressure and were technically perfect. What, then, could be a more effective tool of the trade for a successful entrepreneur? However, following his active period Thomas Karlowsky initially led, as coach, a number of canoe teams to top sporting achievements and even participation in the Olympics. During this time he also developed a training device that supported canoe racers in optimising their technique and acquired a patent for this.

NEW BEGINNING AND SPIRIT OF OPTIMISM

In 1989, the situation changed: The GDR state leadership ordered the remaining company owners by law to renovate their factories. To Thomas Karlowsky this sounded like mockery at the time: "My plot of land was delivering no profits at all, in fact I wasn't even allowed to step onto it – so investments were simply out of the question for me. Additionally that was half a year before the Wall fell and we didn't know how the situation would turn out anyway." This situation seemed helpless to him, and as he didn't know any real solution he put in an advertisement: "Exchange plot of land for Wartburg car." This way he would at least be able to replace his old Trabant with a better car. When no offer came back in response to the ad, his sportsman's ambition awoke, particularly as the border was in the meantime open and the enormous spirit of optimism of that time was also inspiring him. So he gained entry to the company site and had a look at the production. He submitted the figures to a tax advisor and old family friend, who advised him to continue the apron production and later adjust to market requirements. Now that the objective was clear, he wasted no time. He got his company back and launched with a capital of 10,000 GDR Marks. Obviously, there were a whole lot of obstacles to overcome during the time of the Change: For example, he drove his yellow Trabant to Hanover and made his first purchase, a

fax machine, which the trader obligingly handed to him even though he could only pay later in West German Deutschmarks. Karlowsky took over the staff, expanded the circle of suppliers, and launched acquisition measures – in short, he started right from scratch. That was difficult



enough, as in the meantime the economic framework conditions had completely changed.

CORPORATE CONCEPT FOR THE FUTURE

During this time Thomas Karlowsky created the basis for today's company. He got creative and nothing was too much effort for him. He had experience in conceptualising and he approached his corporate concept exactly as systematically and strategically cleverly as he had approached his coaching concepts before. He did research, observed the competition, looked for its weaknesses and found niches for his products. So, the range of disposable rubber aprons was expanded by cotton aprons that were also available in several sizes and colours. It was possible to realise this effortlessly with the existing machines. Meanwhile he had managed to get hold of a Wartburg car after all and traversed the west of Germany looking for customers. In the process he familiarised himself with the market and came upon new product and marketing ideas with the following question in mind: "What does a catering professional have to buy, what does he need?" For example, he was already offering crumb brushes in 1989, as they were part of the basic equipment that every wait-

er needed to be on hand with. The notion of one day becoming a full-range trader was therefore conceived at an early stage, even if it would have to wait a while to become reality.

CREATIVELY AND COURAGEOUSLY FORWARD

"Yes, I was a bit crazy," Karlowsky comments today on his first trade show participation in 1992, when he presented his aprons at a two-square-metre booth at the butcher's trade show. However, it worked out and he gained new customers. He also increasingly invested in advertising and with the witty slogan, "Germany's Number One Skirt Chaser" the company promptly became more well-known. In everything he did, he always had the aim in the back of his mind of building up a brand that would also be recognised by the end consumer. Not uncommonly sport was a door-opener for interviews or led to loyal customers. In the meantime he had further expanded his collections and the catalogues would get thicker from year to year. The company had clearly positioned itself as a manufacturer of high-quality professional clothing with a focus on catering and hotelery and from hereon in there was not far to go to becoming a full-range trader. If you take a look through the current cata-

logue you will find a cleverly devised range in which every little accessory is represented in many forms: Waiters' pouches, caps, cloths, belts, binders, waiters' cutlery, kitchen cloths, even the buttons on chefs' jackets, for example, can be selected. And naturally the crumb brush is still part of the range.

FULL-RANGE PROVIDER IN CORPORATE WEAR

Today Karlowsky Fashion is a full-range trader to distributors, key account markets of trading chains, specialist mail order companies, and the promotional products industry with professional-quality work wear, including Europe-wide. The product lines Basic, Classic, Premium and Rock Chef each appeal to different target groups – from the career starter through chefs to trend-conscious high-fliers who like to get seen. Production is done in Eastern Europe and China, product development is based in Magdeburg, where highly professional textile know-how is at home. There, highly qualified employees such as designers and textile engineers design cuts and fits, choose fabrics, make specifications for production and inspect quality. Although promotional products customers for the most part order the basic segment, which offers functional clothing that lives up to



professional demands, if the insistence is on more complex details the other product segments can of course also be called on. Everything can be given high-quality customisation by means of printing and embroidering. "In the promotional products sector other products often open the door to corporate wear," Kar-



lowsky has learned from experience. "When, for example, a hotel orders writing pads and pens, or small confectionery items, the salesman can also always refer to our chic professional clothing. With our product diversity, quality and ability to supply we are then in with good chances." Overwhelming proof of the company's capability: Karlowsky Fashion is to clad the ladies and gentlemen who will provide the guest services at the German House at this year's Olympic Games in London.

INGENIOUS IDEA: ROCK CHEF COLLECTION

Again it was a trade fair that gave Thomas Karlowsky a promising idea. In 2009 he learned at a textile trade fair that the well-known television chef Stefan Marquard was going to host a cooking show at the Intergast catering trade fair taking place in parallel. He had always been a fan of the celebrity cook with his outlandish outfit and unusual performances and so he went to take a look at the cooking show. Spontaneously he came upon the idea that Marquard could be a suitable testimonial for his collections and introduced himself straight after the show. "No interest," was the disappointing answer. However, Karlowsky persisted, particularly as he could now no longer envisage Stefan Marquard just as a testimonial, but even as a partner in the development of a young, trendy collection for cooks who wanted to stand out from the mainstream. He presented this expanded concept to Marquard's manager and got another rejection. Nevertheless, with a lot of patience he succeeded in making an appointment to meet the great chef in person. He met Marquard in his restaurant in Munich, and the two hit it off straight away. Karlowsky told him about his life and the history of his company, and the chef was impressed. Convinced by the quality of the textiles and equally by Karlowsky's qualities, he contributed his name and his ideas to the development of the Rock Chef collection. A humanly and commercially profitable collaboration had been brought about, which to date has produced a constantly growing collection of striking and witty professional textiles. The highlight of the cooperation so far: To mark the 120th anniversary of the company lots will be drawn for a VIP meeting with the Rock Chef Stefan Marquard at the Karlowsky Fashion Summer Festival. <

THOMAS KARLOWSKY IN PERSON

What was your first thought this morning?

How do I organise the 2012 Olympic Games project?

When is your day a good one?

When I have gained a new customer.

What gets you in a good mood?

Success!

And what drives you crazy?

People who are disorganised.

What are you most likely to forgive yourself about?

Being unsuccessful despite having done my very best with a clear conscience.

When do you lose track of time?

At the seaside with an endless view.

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

Ostsee – Usedom, Bansin.

What do you like spending your money on?

Fashion!

Do you let yourself get seduced by advertisements?

Yes.

When is a promotional product a good promotional product?

When it is remembered for a long time.

What is the best promotional product you have ever received?

I have yet to receive it.

What do you find irritating in relation to promotional products?

A lack of creativity.

INNOVATIVE PROMOTIONAL PRODUCTS



THE LOGO GROWS TOO

A beaming smiley or even one's own logo shoots out of the pot from Multiflower and brings fresh greenness to the desk or window sill. The set includes everything that's required for certain propagation: Soil, seed, and a stencil are contained in the slipcase. On the back the user learns how to get the logo growing. The slipcase itself is custom designable from a print run of just 250 pieces. Standard print surfaces are alternatively available; while a dedicated logo stencil for even more individuality can be had from 1,000 pieces. At just ten millimetres thick the slipcase is also suitable for mailings.

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

STADIUM FOR FANS

The new Tipp-Kick stadium from E & H Design Kunststoffverarbeitung can now be designed by football fans according to their own wishes. For example, the focus can be entirely on the favourite team or one's own company. A standard game comes with neutral stickers, but can however be custom finished by the promoting company. The stadium set contains everything that's needed for a relaxing football match: The stadium with playing field, a set of stickers, two goals, two top kickers, two star keepers, two balls, plus the game rules to make for an easy start.

47632 • E & H Design Kunststoffverarbeitungs GmbH • Tel +49 6732 93260
info@eh-design.de • www.eh-design.de



FOCUS ON CONFECTIONING

For the first time in the company's history Sprintis Schenk has now introduced itself to the international public at drupa in Düsseldorf, Germany. According to the company's statement, the trade show's widest selection of high-quality confectioning resources was presented there. In addition to well-known top-sellers like business card pouches, binding screws, or adhesive dots, for the first time the company also showed there atlas drawstrings, display hooks, and poster rails made out of aluminium. Particularly high demand prevailed during the 14 trade fair days for product samples and for the freshly published general catalogue in German and English. As the name suggests, Sprintis is synonymous with the shortest supply times and personal service.

47909 • Sprintis Schenk GmbH & Co. KG • Tel +49 931 404160
info@sprintis.de • www.sprintis.de

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H i g h l i g h t i m H e r b s t

bwg-TREND

14. - 15. September 2012

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- ➔ Unterstützung bei Inkasso
- ➔ Lobbyarbeit für den Werbeartikel



EURO 2012 FOR ONE AND ALL

MyMinis from the “Erlebnisreich Besi” has come up with a delicious combination of play, fun, excitement and indulgence for the upcoming European Football Championship. The football box, filled with three small minis each containing 20 millilitres, creates fantastic gaming fun for fans and an enjoyable finale once the final whistle has been blown. The box offers ample advertising possibilities as it can be fully printed and the actual mini bottles can also be adorned with the customer’s own logo in 47 different team varieties. The inner bands, the grass playing field and the entire outer casing of the entertaining game can be personalised as well. Thanks to the digital printing process, the manufacturer can supply the product at short notice. All advertising options are possible for even the smallest of orders starting at only 100 units.

47359 • Erlebnisreich Besi – Abteilung myminis, Inh. Jürgen Belthle • Tel +49 7570 550
info@myminis.de • www.myminis.de

HANDY ALL-PURPOSE BAG

The multi-purpose bag by emotion factory is a useful companion for all outdoor activities. It not only offers an extra large and prominent advertising space for personalised designs, but is also environmentally friendly at the same time. Three plastic bags are stored in the box which can be fully printed on all sides. They are always at hand when out and about in those moments when a bag is needed. Quickly within reach when hiking, in the glove box or travel bag, they can be used for a whole variety of purposes. Prints can be applied with 4c digital printing for orders starting at only 250 units.

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



SMALL SIZE – BIG IMPACT

The small version of truck tarpaulin bag by Trendbagz combines optimum functionality and a particularly compact format. As a classic shoulder bag it is especially suitable for children, but also offers a range of other possible uses. For example, standard netbooks and tablet PCs can be transported practically and safely. According to the manufacturer, Truckz Small is available from stock at short notice and can be refined through the application of printing or embroidery. A visit to the company’s homepage provides an overview of the vast range of available options.

48336 • Trendbagz GmbH • Tel +49 201 8993650
info@trendbagz.com • www.trendbagz.com



BUNDLED ADVERTISING POWER

TS Com'Pack now presents a genuine alternative to the usual boring packaging for promotional T-shirts, towels and shopping bags. The company compresses the volume of the previously printed textiles and presses them into a shape specified by the customer. Around 250 different shapes ranging from bottles to geometric figures through to extraordinary designs are available to choose from. The appeal of the textiles is raised significantly due to the unusual packaging, which consists of nothing more than the actual product. The superior quality of the T-shirts is guaranteed through the partnership with the manufacturer Sol's. The shirts or towels are "unpacked" by simply immersing them in clear water and are ready for use in no time at all.

46265 • TS Com'Pack • Tel +33 04 72859234

gm@tscompact.com • www.tscompact.com

MUSIC, JUST FOR ME

The Philips promotional product range from Intraco Trading will be extended by a new set of headphones. The SHL5605BK head band headphones provide a particularly clear, natural sound. The so-called soundseal technology ensures absolute privacy for your music: this process was developed to guarantee that nobody but the wearer of the headphones is able to enjoy the music. Soft, cushioned pads provide extra listening comfort, while the soft headband gives you a maximum of wearing comfort. Thanks to the inline microphone, it is possible to listen to music while making a phone call. The new Philips Bluetooth stereo headsets guarantee a pure sound – with a lead or wireless. The digital amplifier gives you a strong bass and a clear sound. Deluxe FloatingCushions ensure a complete, multi-directional adaptation to your ears.

43540 • Intraco Trading bv • Tel +31 756475420

info@intraco.nl • www.intraco.nl



BREAKFASTING LIKE GROWN-UPS

With a new children's breakfast set made out of high-quality melamine from Gimex, children can now also feel like the "grown-ups" at the table. The set consists of a small chopping board with a cup holder and matching cup. It can be complemented by stainless steel cutlery for children and is packaged in both versions in the appropriate customisable gift box. The boards have silicone feet for secure standing, gleam like porcelain, and are easy-care and dishwasher safe. High quality 4c printing or alternatively silk printing brings colour to the breakfast table. Incidentally, board and cup – like the windowed box, too – can be custom designed to children's wishes. The material will not swell up in water and will also not break off at the edges. All parts are tested to TÜV and SGS standards and meet the guidelines and regulations of the European Commission.

47578 • Gimex melamine plus GmbH • Tel +49 2204 402922

gimex@gimex.de • www.gimex.de





UNIQUE TOOL WITH A BIG MOUTH

The professional open-end wrench Joker by Wera combines everything that a professional ratcheting combination wrench needs to do in one tool. The manufacturer emphasises four key advantages of the Joker. The holding function allows nuts and bolts to be held securely and prevents them from falling. What's more, the clever end stop prevents the tool from slipping down off the bolt head. The double-hex geometry and extremely hard teeth reduce the risk of slippage even at high torque. And finally, the small return angle of only 30 degrees compared to the conventional 60 degrees saves time and effort, avoiding tedious turning of the wrench.

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

SUNSHINE IN A CUP

For those times when the sun doesn't shine this summer, Multiflower offers a practical desktop alternative. Wachstum 2Go is a little cup, similar to the well-known "coffee to go" cup, containing a soil tablet and seeds for a dwarf sunflower. The mini sunflower grows rapidly once the soil tablet is activated and creates a summery mood on even the dreariest of days. Space is provided for sunny promotional messages on the standard image on the cup's sleeve or, upon request, for minimum orders of 250 units on the complete sleeve. Other seed varieties can also be supplied depending on the theme of the advertising campaign or subject to individual customer preferences.

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



GUARDIAN ANGEL FOR YOUR TIE

A genuine guardian angel for tie wearers in restaurants or at buffets is in service in the form of the new Tie-Angel from Tablemarketing & Consulting. The snazzy single-use tie guard reliably keeps splashes and stains from sauce or dressing away from the tie. It is inserted into the shirt collar by means of a loop and if desired, and to be right on the safe side, can also be fixed around the tie in addition. However, the Tie-Angel is additionally a noted promotional message bearer. It is positioned right in the middle of the conversation partner's field of vision and can both be printed with a logo or even custom designed.

48515 • Tie Angel Tablemarketing & Consulting • Tel +43 699 14144101
thomas.soukop@tie-angel.at • www.tie-angel.at

La principale fiera europea del settore degli articoli pubblicitari

- avete la possibilità di allacciare **20.000 contatti** per la vostra attività;
- prendete **parte alla maggiore esposizione europea** di prodotti del settore;
- il vostro marketing fieristico, su **oltre 68.000 m² di superficie**, è veramente efficiente.



Reed Exhibitions





WHERE TRANSPARENCY PROVES ITS WORTH

Due to their transparent look, the new Crystal Tokens by B-Token are particularly suitable as token coins or admission chips for extraordinary events and functions. They can be printed in colour to suit the type of event and customer preferences. Particularly exclusive and distinctive, they can also serve as admission tokens in high security areas. The little chips can be used for practically any purpose that requires individual identification of particular sectors or specific marketing goals. The tokens can even be used as souvenirs, says the manufacturer. Printing can be applied on one side of the token in Pantone colours or many other shades according to customer wishes.

48045 • B-Token BVBA • Tel +32 14 389900

info@b-token.eu • www.b-token.eu

PRACTICAL AND WELL HONED

The function and design of the new Struktura iLove pocket knife from Richartz seamlessly fit into today's iPod world. With glossy surfaces optionally in black, red or blue, and its pleasantly soft and easy-to-grip nap, this knife not only has a good look but also a good feel. Finally, a large number of useful functions make the iLove into an all-day companion. As with all knives from Richartz, it can of course be customized and also cuts a good figure in the high-quality set together with a Lamy ballpoint pen.

40884 • Richartz GmbH • Tel +49 212 232310

info@richartz.com • www.richartz.com



RECIPE FOR SUCCESS

The new patent plant pot by emotion factory is filled with fresh soil, whilst the lid contains the matching seeds. Thus, it's a guaranteed recipe for success for ambitious promotional messages. A brand new feature is the sleeve that runs around the entire promotional pot, which can be personalised with photo-quality designs. The containers can be supplied in a variety of colours. The insert in the lid can also be fully customised with 4c digital printing to match the sleeve. A giveaway with a long-lasting, in the truest sense of the word, "blooming" promotional message, that's sure to grab the attention of the recipients.

45997 • emotion factory GmbH • Tel +49 7042 81550

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





Galaxy Clip4You

individual shape of the clip is available from 3000 pcs



www.dreampen.pl



NO CHANCE FOR IRRITATING PESTS

With the ZeckEck, the new ZeckEx and a stylish flyswatter, Herman Flörke GmbH ensures that customers are well-equipped for the summer and the associated pestering insects that the season often brings. With two different sized openings for tick removal and the integrated magnifying glass, any tick problem can be quickly solved. The tick tweezers ZeckEx featuring protective tweezer cover and large advertising space are a classic alternative. Flörke flyswatter is more than just a weapon against the fly invasion that one keeps discretely hidden. The amusing accessory can be proudly displayed. The insect eradicator comes with an easily printable plastic handle, as well as a flexible and almost indestructible mesh swatter.

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

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 +49 621 4844799
info@creation-cilia.de • www.creation-cilia.de



FASHIONABLE HIGHLIGHTS

In the ladies' wear field the 2012 anniversary at Daiber is also fully under the banner of fashionable highlights for trend-conscious ladies. The broad range extends from T-shirts with a baggy, longer cut through blouses, pullovers, and cardigans to snazzy jackets and cool accessories. With these new products, ladies will be perfectly set up for the coming season. In the business category, the ladies' V-neck cardigan is particularly eye-catching as a timeless knitted jacket. To match this there is a V-neck pullover and the pull-under. An absolute trendsetter is the ladies' soft shell coat made out of modern three-layer functional material with TPU membrane. A waist cord and buttons to adjust width make the coat the season's must-have.

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



For us,
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customer
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...it's all about
Selling together!



SUN PROTECTION WITH A MESSAGE

Clipy Company presents Clipy Static, a new generation of sun protection film for the side windows of cars. The foil comes in three different sizes and therefore fits the windows of almost all standard vehicles. The exceptional feature of the film is its perfect adhesion on the glass without any additional suction cups or similar fasteners. Even when winding down the side window, the foil remains firmly in place. It consists of a thin, micro-perforated film, similar to cling film, which can be printed with any type of photo, logo or promotional message.

45619 • Clipy Artur Begin, S.L. • Tel +34 91 5238206

clipy@clipy.com • www.clipy.com

LONG-LASTING IMPACT GUARANTEED

No-one throws away a good recreational map – it is kept by the user as a keepsake to remember a holiday, a nice outing or weekend adventure long after it is over. What's more, cycling or hiking maps, as lasting advertising tools, are often passed on and make popular gifts. For this reason, Publicpress Publikationsgesellschaft offers a selection of more than 500 recreational map titles and travel guides for Germany and international destinations, which can all be individually customised and modified. A vast range of options are possible, starting with the logo imprint on the title, to complete branding of the cover, right through to customised changes to the cover, information and tour section, as well as the map page.

48027 • Publicpress Publikationsgesellschaft mbH • Tel +49 2942 988700

huewel@publicpress.de • www.publicpress.de



SMALL TIN WITH A BIG EFFECT

Summer has arrived and with it the right weather for games and fun in the open air. The Pustefix soap bubble game from Success now gets a look-in as a nostalgic reminder of one's own childhood. Open, blow, and long-bygone times are revived again. Barely any other promotional support transports so many remember effects while at the same time being open to the widest variety of corporate and product messages. A broad range of different customisation options, short supply times, and a cost-effective unit price make the Pustefix game attractive in virtually any print run, because nostalgia guarantees maximum attention.

43053 • Dr. Rolf Hein GmbH & Co. KG – SUCCESS • Tel +49 7071 791005

seifenblasen@pustefix.de • www.pustefix.de

And the winner is ... you?

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PSI NL der Reed Exhibitions Deutschland GmbH | Völklinger Straße 4 | 40219 Düsseldorf | GERMANY
Eva-Maria Geef | Tel.: +49 (0) 211-90 19 12 90 | Email: EvaMaria.Geef@reedexpo.de | www.psi-network.de/award

 **PSI**



PETITE REFRESHMENT HOLDER

The MicroBox by Magna sweets is small but exquisite. The smart tin box with hinged lid can be filled with peppermint drops, either with or without sugar, for a fresh boost at any time of the day. Measuring only 20x40x30 millimetres, the tin fits in the smallest bag and is a real pleasure to hold due to its smooth, rounded form. As a result, the MicroBox is likely to occupy a firm place in the bag even after the peppermint sweets have all been eaten. Because the user will certainly find many other items that can be stored in the tin. In other words, it will remain within reach for a long time to come.

41617 • Magna sweets GmbH • Tel +49 8146 99660

info@magna-sweets.de • www.magna-sweets.de

EXCLUSIVE DRINKING VESSELS

Coffee mugs and coffee cups, from traditional, cylindrical beakers to elegant cups with matching saucers made from genuine Karlsbad porcelain, are now exclusively available from HNC. Starting today, the company offers selected models in many standard colours. They are spray-painted, using the inglazing technique, making them dishwasher-proof. Design and decor of these mugs can be customised according to the customer's wishes. The range includes 360 degree serigraphy and photo printing. In addition to this, HNC also offers single name printing and rim decoration, using real gold or platinum. Not even custom-made, specially commissioned pieces are a problem. For a competitive price, a mug of your own design, for instance with the name, building or one of the products of your company, can be realised.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 38160

info@hnc-ag.de • www.hnc.ag



REFRESHING SOUND IN A COMPACT PACKAGE

The Denver MCU-5210 BK compact stereo by Ceotra is a genuine networker. It communicates with all audio components that one can think of. In addition to radio reception, it offers playing possibilities for CDs, MP3 sticks and SD cards and is also equipped with a USB and an AUX jack. Laptops can also be connected to the system via this jack. The compact stereo can either be wall-mounted or used as a free-standing system. The visual focal point of the device is the vertically positioned CD/MP3 player with integrated radio tuner. Ideally suited for the bedroom, it comes with an integrated alarm clock which allows the user to wake up to radio tunes or CD music.

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

vertrieb@ceotra.de • www.ceotra.de

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WRISTBANDS WITH CULT APPEAL

The new silicone bracelets with hologram by Swiwa are innovative and striking eye-catchers. S-Power+ is the name given by the supplier to this worldwide patented design that stands apart due to its unique flair. Customers can choose from more than 1,100 strap colours. But even multi-coloured printing, such as the customer logo, is possible on up to four different advertising fields. Further options include embossing with colour printing, debossing with colour fill and printing on the inside of the band. However, the absolute highlight is customised holograms, which can be incorporated according to customer preferences. The S-Power+ silicone wristband with customer logo and "S" hologram is available for orders of 100 units or more.

46156 • Swiwa Michel Droux • Tel +49 89 33066710

info@swiwa.eu • www.swiwa.eu

COLOURFUL SUMMER BBQ

The stylish kettle BBQ P422.29 by Xindao adds trendy splashes of colour to the summer. Due to its compact size, barbecue fans can take the handy grill along to the beach, a picnic or on the terrace. Despite its portability, the cooking surface offers ample space for delicious BBQ treats. The grill is available in the colours silver, red, lime and orange. What's more, BBQ and outdoor lovers will find a range of useful accessories for barbeque parties in Xindao's current XD collection, together with many other extraordinary summer gadgets.

42772 • Xindao B.V. • Tel +31 70 3199900

h.vanhouten@xindao.nl • www.xindao.nl



JUST A LITTLE SOMETHING ...

Small gifts keep friendships alive. Small being the operative word – especially when products come in the new miniature bags from Halfar. These tiny bags delight because of their format. Just the right size for a little gift – perhaps a chocolate bar or a trial size tube of shampoo, or maybe a cosmetics product, etc. The attention-grabbing miniature bags are exact replicas of the originals of the Halfar range, for instance the cushioned Minipocket Basic, with a diagonal zip, an exit for headphones and a belt loop. This little one is available in navy, black and anthracite. A particularly fascinating specimen is the Mini Basket. Just like its big brother, the miniature version has a handle and a zipped front bag. Talking about shopping bags – the range also includes a miniature version of the Shopper Basic. This one is available in May green, navy, red, anthracite and white, with a film window. As a classic, the Shopper Basket rounds off this range.

45666 • Halfar System GmbH • Tel +49 521 982440

info@halfar.com • www.halfar.com

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JUTAMO

JUTAMO GmbH
Philipp-Reis-Straße 22 • 63165 Mülheim
Tel: 06108 7993822 • Klaus.Jung@jutamo.de

This trendy lounge floor cushion from HappyBubble from the Netherlands is not filled with beans but with 100 percent air. This makes it possible for the comfortable seat to be transported and stored in a space-saving way with absolutely no problems. After being inflated in roughly ten minutes, it is around 110 centimeters wide and offers plenty of room to relax in. This floor cushion, The Lounger, which can be used in the garden, on the beach, on holidays as well as at events or festivals and which is even waterproof so suitable for on water, can be finished individually and is available in 6 colours. It is packed and delivered in an elegant bag with a shoulder strap.

48616 – **HappyBubble BV** – Tel +31 6 55 83 63 83
maurice@happybubble.nl – www.happybubble.nl



IHRE HAARFARBE, IST UNS EGAL *



* das gilt auch für blonde Männer

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49084 Osnabrück

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Telefax +49 541 35082-100
E-Mail bewerbung@crimex.de



DICE WITH A DIFFERENCE

The Decisionmaker Roulette from reeko design proves that rolling your dice doesn't just work with a wooden cube with eyes. With this aluminium roulette die, decision making, as well as playing dice, becomes as exciting as visiting the casino. The rotating sphere inside the ring doesn't only "roll your dice" with numbers one to six; it also helps you decide between yes and no, hire and fire or buy and sell. The Decisionmaker can be customised with laser engraving on the outer case ring. This cool toy comes in its individual carton with matching sphere.

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

info@reeko.com • www.reeko.com

COMPELLING APPEARANCE

You can get the slimline LipcareGloss from KHK in not one but two varieties: the cap of the lip gloss comes in a classy aluminium design in either glossy gold or silver, as well as in plastic, in either black or white. The vials contain 4.5 millilitres of transparent, shimmering gloss, available in either rose or white. The flock applicator guarantees a pleasant and even application. LipcareGloss can be customised with a 4c label or hot-foil stamping. The metal caps can also be individualised with an engraving.

46131 • KHK GmbH Köln • Tel +49 221 9854730

sales@khkgmbh.com • www.khkgmbh.com



EMBROIDERY WITH SERVICE-PLUS

Quality Punch and its punching and vectorising service is much talked about these days. The company specialises in small series production and has managed to clinch 27 awards in the last five years alone. Now, as a special PSI offer, the first design for punching or vectorisation will be free. With a processing time of four hours for the following day and a 24/7 live customer support, Service-Plus completes its service range. Following a much-noticed appearance at the PSI in Düsseldorf, the company now has a revamped website, which gives an impression of its efficiency.

48532 • Quality Punch, Inc. • Tel +1 310 3460111

sam@qualitypunch.net • www.qualitypunch.net



GROWING MAILING

A mailing enclosure that literally surpasses itself in terms of growth is to be found in the latest innovation from Emotion Factory. Inside the completely customizable package, the recipient will find a substrate tablet and a little packet of seeds contained in a bag. The cardboard packaging itself serves as the plant container and can be stood up on your desk with the fold-out stand. After just a short time, fresh green shoots start growing directly out of the packaging, keeping the promotional message in sight for the target group for many weeks. It can thereby serve as an effective reminder of new products, dates to remember or simply of the sender of this emotional advertising idea.

45997 • Emotion Factory GmbH • Tel +49 7042 81550

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

MICROWAVE STARTER SET

Microwaves are a must-have nowadays, whether it be for heating up food quickly in the office or at home. And if you also have a Micro Family Starter Set with three pots and matching lids, you are perfectly equipped for all eventualities. The pots come in three sizes, 0.5 litres, 1 litre and 1.5 litres, and in the summery colours apple green, aqua and blackberry. The special plastic makes for efficient and even heat distribution during defrosting, reheating and cooking. The lids, which serve as splash guards in the microwave, can be used to close the pots safely for storage in the fridge after serving. Needless to say, the set is robust and does not impair taste, which is guaranteed by a ten-year warranty.

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

info@emsa.de • www.emsa.de



ENJOY STRAWBERRIES WITHOUT A MESS

Tasty strawberries are a must, and not only at Wimbledon. These red refreshments are also a popular treat in local cuisine or at the office. To make it less messy to remove the green leaves and keep fingers clean before enjoying them, Koziol has now developed the Bea strawberry stem remover. Thanks to this useful kitchen aid, the tender fruit does not get mashed, but retains its appetizing shape. Just a flick of a wrist and the strawberries are all ready for desserts and cakes. And the strawberry stem remover is not only practical, but also has an appealing design.

47406 • koziol ideas for friends GmbH • Tel +49 6062 604215

incentives@koziol.de • www.koziol.de



51ST PSI TRADE SHOW, 9 TO 11 JANUARY 2013

REGISTER NOW FOR THE PSI TRADE SHOW

As always at this time, the industry is getting ready for its leading Trade Show, which will be held in Düsseldorf from 9 to 11 January. Anyone who would like to visit the Trade Show can acquire admission tickets from the Ticket Shop beginning in July 2012. This is a good thing for everyone who does not want to waste time at the ticket booth on the first day of the Show and would like to benefit from attractive savings on the admission price. Online purchasers can get their visitor ticket at the early-bird price of

€57 until 30 September 2012. This price includes one free ticket per registration. After

this date, a visitor ticket will cost €67, and at the fair itself visitors will have to pay €77. All prices have remained stable compared to the previous year and include VAT and magalog. Tickets can be bought reliably and conveniently by way of the website www.psi-messe.com/tickets. At the same time, you can also buy your tickets for the PSI Night at this site. However, since the quantity is again limited this year, you should not wait to order yours. This popular networking event will be held on 9 January 2013 and promises to be another highlight of the fair, with good music and the presentation of the PSI Awards.



PSI TRAVEL CENTER

MAKES PLANNING A TRIP EASY

Shortly before the big trade fairs, hotel rooms are rare and flights booked up. That is why it is advisable to plan early for your trip to the 51st PSI Trade Show in 2013. PSI will help you here. At the PSI Travel Center, visitors and exhibitors can find everything they need to get there quickly and at low cost, as well as for a comfortable stay in Düsseldorf. For instance, PSI members can organize their stay at select partner hotels and plan their flight or local transport at www.psi-messe.com/travelcenter. Once again, Deutsche Bahn AG will be offering special terms for travelling to the fair. For more detailed information, contact Ina Stolle on tel. +49 211 90191-158 or by e-mail at hotel@psi-messe.com.



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Istanbul Expo Center / CNR Expo, Turkey

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TAILORED PACKAGES

ATTRACTIVE OFFERS FOR EXHIBITORS IN HALL13



The demand for creative minds with fresh ideas is especially high in our industry. That is why, at the 50th PSI Trade Show in 2012, the PSI introduced a centre for promotional product innovations: HALL13. Here inventors, young entrepreneurs and first-time exhibitors presented creative ideas, fascinating inventions and new products ready for series production. A successful concept, as statements of exhibitors and others confirm. For instance, Jürgen Freigeber of europotec GmbH explained, "It is difficult for inventors to get a foothold on the market. The PSI Trade Show offers a good opportunity to build up contacts and networks." Rainer Merdonig of the company Merdonig Erfindungen, Patentübersetzungen und Patentrecherchen was satisfied all round, "I heartily approve of the idea of offering inventors a platform at the PSI. I was at the PSI as an exhibitor for the first time and I can tell you that I really

liked the Trade Show. I not only made some very good contacts, but also got ideas and tips.

It is a great opportunity to be able to exhibit at such a fantastic trade fair with such a high-class crowd." The positive mood among exhibitors is also reflected in the fact that 80 per cent of the exhibitors in HALL13 rated the 50th PSI Trade Show good to very good. Thanks to this positive resonance, the PSI is going to continue the new hall concept. So there will again be a platform for promotional product innovations in HALL13 at the 51st PSI Trade Show in Düsseldorf from 9 to 11 January 2013. The PSI is offering attractive all-inclusive packages for exhibitors who would like to take advantage of this high-quality environment. Whether inventor, newcomer or second-time exhibitor, there will

be a tailored package with extensive marketing measures in HALL13 for every target group. You can view the attractive offerings on the PSI Trade Show website at www.psi-messe.com (see HALLE13) or directly at www.halle13.net. You can obtain information on registering from the PSI Team on tel.: +49 211 90191-600 or by e-mail at sales@psi-messe.com. <



51ST PSI TRADE SHOW 2013

MORE VISITORS AT THE PSI

In the coming year, the PSI once more intends to increase the number of visitors at the Trade Show. In particular, the proportion of qualified distributors is intended to rise. The PSI is working on various concepts to accomplish this. One of them is the large-scale European qualifying offensive. What is behind this? Along with the initiative of the PSI in the German GWW, featuring valid industry figures and the first generic data on the advertising impact of promotional products, the development of a Code of Conduct is also on the agenda. The first step in this set of regulations, which will contain binding standards for the entire industry throughout Europe, is the GWW Code of Honour. It defines a basic common understanding of responsibly oriented corporate management from the economic, technological, social and ecological point of view. Another initiative at the European level is the "European Directory of Verified Distributors", a service which the PSI is currently setting up. The goal is to register all qualified, active distributors in the European promotional products market in an online database. In the coming year, this database is also expected to bear fruit for the PSI Trade Show and its participants. For instance, verified international European Directory users can take part in the 51st PSI Trade Show in 2013. For the trade fair, this means additional qualified trade visitors. The proportion of international visitors is also intended to be enhanced. For this purpose, the PSI is working more closely together with the international industry associations. They will be united at the Trade Show for the first time at a place of their own in the International Associations Area. This new area of around 1,000 square metres in Hall 11 is the home base for international exhibitors and visitors. The following nationalities are expected, among others: Spain, Poland, Italy, South Africa, Russian, Turkey and the Netherlands, as well as the USA. In this area, international visitors will find contact partners and hostesses speaking their native languages. You can get more information from Alexandra Wust on tel.: +49 211 90191-352 or by e-mail at Alexandra.Wust@reedexpo.de. <





PROMOTURK, 20 TO 23 SEPTEMBER 2012

BENEFIT FROM FAVOURABLE EXHIBITOR PACKAGES

PSI members who would like to enhance their presence on the Turkish promotional products market can also take part once again this year in the “Promoturk powered by PSI”. The Turkish promotional products trade fair will be held with support from the worldwide PSI brand in the CNR Expo trade fair centre in Istanbul from September 20 to 23 September 2012. PSI members can benefit from attractive terms for exhibitors: the price of stand space of at least 12 squaremetres amounts to € 150.00/squaremetres (regular price: € 175.00/sq.m). The price includes the space, aisle cleaning and hall security. Exhibitors who decide to take stand space with stand construction pay € 170.00/sq.m (regular price: € 195.00/sq.m) and get a stand with back and side walls, carpet, an electricity outlet and one spotlight for each 3 squaremetres of stand space, as well as a fascia board with the company name on it. In addition, aisle cleaning and hall security are included in the price. The first “Promoturk powered by PSI”



Anyone who would like to book a stand at the “Promoturk powered by PSI” can contact Pinar Celik on +90 212 2918310 or by e-mail at info@ite-promo.com. Be sure to indicate your PSI number.

trade fair held under licence went off successfully last year. There were 137 exhibitors at the trade fair showing what this up-and-coming industrial country has to offer. And 9,219 visitors allowed themselves to be convinced by the offering. At the upcoming trade fair, 13,000 professional visitors are expected to turn up. PSI distributors who would like to visit the fair can register free of charge with the “Online Invitation Form” at www.ite-promo.com. <



AN OVERVIEW OF THE PROMOTURK 2012

Date:

20 to 23 September, 2012

Venue:

Istanbul Expo Center / CNR Expo

Opening hours:

20 to 22 September 2012; 10 a.m. to 7:00 p.m.
23 September 2012; 10 a.m. to 6:00 p.m.

TECHNOLOGIES ...

Once again it has been a year of major trade fairs and innovations. It was really impressive to see all the new promotional products on display at the PSI, and this kept on going at the major technology fairs interpack, industrie and at the drupa, which just finished. Top finishing, secure printing, minimal editions, new packaging, and above all, digital printing and new offset presses, were the most important topics at the drupa. It is getting faster, easier and hence more economical to set up a printing press. Nor are there any limits to creativity when it comes to printing substrates. The same holds for the subject of "packing".

These technologies impressively show us the opportunities we in the promotional products industry can exploit. Even

though big importers are offering full service, there are enough niches where the skilful use of technology and expertise can give us a competitive advantage. A good example is small orders which, like all orders, ever more frequently have to be processed in the shortest possible time. In such situations, smaller promotional product distributors prefer to rely on small local service providers. They are sometimes willing to work at weekends or all through the night.

The alternative is to take over promotional printing or packaging yourself in order to be more flexible. High packaging costs are another reason for finding a solution on your own. These are opportunities which smaller companies are examining ever more often after doing a cost-

benefit calculation. Nowadays, technology is no longer setting any limits. This applies above all to short runs, where economic efficiency plays a central role. Other crucial issues are expertise and competence in production. Of course, these service providers have them, too. Sure, things could be better in the trade. Many suppliers have long been promoting advanced training in production methods by offering instruction courses.

The topic of advanced training was of prime importance at the PSI, as well. According to all the feedback on our offers, we will be giving even more space to the topics of production and knowledge at the next PSI. The current Technology Centre is going to be greatly enlarged and enhanced with a programme of lectures by manufacturers and suppliers. Competent speakers including Charly Taublieb, one of the gurus of textile finishing, have already been definitively planned. Any participant, exhibitor or speaker who would like to join in is more than welcome. <



» The skilful use of technology and expertise can give us a competitive advantage. «

Best regards,

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



Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

Was macht moderne Messeplanung aus? Welche Trends setzen sich im Standbau durch? Wie können Aussteller ihren Erfolg noch besser kontrollieren? Diese und weitere Fragen beantworten Ihnen unsere Experten im Rahmen von Seminaren in ganz Deutschland.

Seminarangebot 2012:

- **Professionelle Messeplanung**
Steigern Sie Ihren Messe-Erfolg durch professionelle Planung und Durchführung!
- **Erfolgskontrolle Messe**
So bekommen Sie die Kosten und Ihr Return on Messe-Investment in den Griff!
- **Crashkurs: Standbau und -design**
Lösen Sie den Spagat zwischen Design, Kreativität und Kostendruck!
- **Messtraining und Coaching**
Lassen Sie sich ein ganzheitliches Messtraining und Coaching auf den Bedarf Ihres Unternehmens zuschneiden!

Das gesamte Seminarangebot finden Sie zum Download unter:
www.psi-network.de/Seminar_Allianz



Ihr Ansprechpartner:

Annkathrin Lange | Tel.: +49 (0)211 / 901 91-178 | Annkathrin.Lange@reedexpo.de



PAPER STILL UNRIVALLED

Despite the multimedia age, paper is still indispensable. As ever, it is the number one aid to our everyday life. For instance, many still consider memos, contracts and delivery notes to be of value only if they are written on this traditional bearer of information. In our July issue, we will be focusing on this many-faceted helper and presenting you with new products related to this popular natural material. In addition, we will present innovations from the “safety and Mobility” product group to you.

Please give a thought now to our title topic of the August-September double issue, “Christmas and Gift-Giving”, as well as “Cooking and Enjoying”, and send your product presentations (image and text) by 22 June 2012 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany E-Mail: hoechemer@edit-line.de.



BWG FORUM 2012: KNOWLEDGE FOR THE FUTURE

How an Audi A8 is made, how the production at PSI member Baier & Schneider operates and how situation-oriented marketing works in times of media diversification – this and much more was experienced by participants at the bwg Forum in Heilbronn, Germany. Once again, an informative programme demonstrated that it is worthwhile attending the seminar and communication days of the German association of promotional product consultants and distributors, bwg. Four speakers provided the seminar participants important tools for the future. At the same time, the bwg Forum offered an ideal setting for making contacts and sharing experience in an informal manner.



PROMOTIONAL PRODUCTS ON THE WAY

Go for Gold – is the motto of Newsweek in the Olympic year of 2012. This slogan can easily be applied to the popular roadshow of the German association of promotional product suppliers, BWL. Around 90 well-known suppliers, together with leading promotional product consultants, presented their latest products with great success and motivation to interested end consumers and marketing professionals in nine cities. We were on location to give you our impression of the event.



IMPRINT

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