

JOURNAL



Ralf Stegmann
xmedia
Detour To Reach
The Goal



Michael Mätzener
Promoswiss
PSF Forum Sets
New Records

Product Guide
Calendars, Paper,
Security And Mobility

Bwg-Forum 2012
From Professionals
For Professionals

**Product Labelling
Regulation**
Associations Are Confident

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KNOW-HOW FOR EXHIBITORS
MASTERING
TRADE SHOWS



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EDITORIAL

PROMOTIONAL PRODUCTS DAY

It's been a very long time since PSI has received so much reaction to a comparatively small project. We have come up with an experiment which is intended to further develop the PSI Trade Show so that promotional products can gain even more popularity. This attempt to create a larger market is being followed closely by an institute for market research. Industry associations are also invited to follow the process with a critical eye and offer constructive criticism. The entire experiment is expected to look like this: on the last day of the next PSI Trade Show, i.e. Friday, about 50 wholesalers will be given the opportunity to be accompanied by an industry customer and to show the industry customer around this great fair. This experiment will be evaluated after the PSI 2013 event. What was the industry customer's reaction? How well did the escorted visit work in practice? Were sampling and orders interfered with? Were the new visitors surprised and impressed by the diversity of the products for sale? Did this visit encourage new sales revenue?

The answers to these and many other questions will then be critically assessed. What is the goal? The only goal is to acquire new knowledge. If this were not the case, we would not pursue this open and unbiased experimental endeavour. The spectrum of the measures to be taken afterwards includes everything from getting rid of this project all together to re-thinking if and how far one can expand the fair's visitor escort scheme. One thing should be clear and reiterated five times: PSI will not offer unrestricted admittance to industry customers because this is diametrically opposed to the crux of the member system and the main mission of the PSI organization; for more than 50 years, the PSI management has unequivocally said and proven its position many times. For this reason, all comparisons with other trade fairs or similar trade fair experiments in which anybody – be they a petrol station man, a kiosk owner or a backdoor dealer – can enter is simply wrong.

And nonetheless, we have received more e-mails, posts, and letters about this experimental endeavour than we have for a very long time. These messages include negative statements like: "We will definitely not support the Promotional Products Day. If this experiment actually takes place then we will withdraw our membership immediately." But we have also received positive feedback with statements like, "We would like to take an employee from one of our key accounts with us to the Trade Show. He belongs to the 'internet advertising' generation – we have been trying to demonstrate the large variety of promotional products to him for a long time. How can we apply?"

At this point, please allow me to make a request regarding future discussions about the experiment. We should address the issue with respect for the good intentions of our counterparts. Let's see this endeavour as an opportunity, especially as an opportunity to definitely become smarter. But also as an opportunity to help promotional products become more popular and to help provide you with more business. This is really about having a meaningful, market-driven and controlled experiment which is supposed to bring us all new insights – nothing more or less. <

With this in mind, yours sincerely



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser

More on this topic on page 14 and 102
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PATIENT ADVERTISING

18

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TRENDS & BRANDS	Best Ager: Active and sophisticated	4
	Barbecuing fun in summer	6
FOCUS	Know-how for exhibitors: Mastering trade fairs	8
51TH PSI TRADE SHOW 2013	Latest news	14
CALENDERS AND PAPERS	Patient advertising	18
INDUSTRY	Companies, events, markets	34
	bwg-Forum 2012: From professionals for professionals	40
	BWL Newsweek: On a growth course	44
	PSF Forum in Lucerne: Setting new records	48
	ASI Show New York: Counselor Awards presented	52
SECURITY AND MOBILITY	This works securely	54
COMPANY	Erga SRL: A global service	78
	Margarete Steiff GmbH: Cuddly cult objects for the industry	80
PORTRAIT	Ralf Stegmann: Reaching the goal in a roundabout way	84
NEW ON THE MARKET	Promotional product innovations	88
MY PSI	Information for PSI members	96
OPINION		102
IMPRINT		104



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KNOW-HOW FOR EXHIBITORS

8



A crowded stand around the clock. What exhibitors would not want that? But this is virtually impossible to achieve simply with good products and a spectacular stand. What really matters are many individual factors that contribute to the success of a fair. From the planning and design to the follow-up work, everything has to be just right. Thus exhibitors at the 51st PSI Trade Show 2013 already have their hands full.

BWL NEWSWEEK 2012: ON A GROWTH COURSE

44



The Newsworld of the German Association of Promotional Products Suppliers, BWL has long been part of the industry's most important events. The tenth anniversary event was given a small celebration and, fittingly, broke a few records.

ASI SHOW NEW YORK: COUNSELOR AWARDS PRESENTED

52



In New York, 310 exhibitors displayed new American promotional products and highlights to around 2,300 distributors at the three-day ASI Show in May of this year. Competent specialist presentations rounded off the programme.

RALF STEGMANN: DETOUR TO REACH THE GOAL

84



For Ralf Stegmann, "resting" is an alien concept. Full of dynamism and with lots of blood, sweat and tears, the Managing Director of the German company xmedia is constantly jumping into new undertakings. In this interview with the PSI Journal he talks about the World Frisbee Championships, the Heilbronn open-air cinema, why electronics is his hobby horse and what all this has to do with the promotional products business.



Movie:
www.youtube.be/DNpnGep3kIU



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BARBECUING FUN IN SUMMER

The first beautiful summer nights are just around the corner and there is already a wonderful scent of spicy meat and charcoal in the air. It is quite clear that the barbecuing season has begun. For many of us it is one of the highlights of the year. And that's no surprise as outdoor barbecues not only provide culinary delights; they are also a communicative meeting point. Here is where people talk, laugh and celebrate. The positive mood prepares a fertile soil for effective advertising. This explains why the industry focuses on these popular summer events and offers a wide range of effective advertising through "barbecue products". Form your own impression of the desirable and useful classics.

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TRADE FAIR KNOW-HOW

MASTERING TRADE FAIRS

A crowded stand around the clock. What exhibitors would not want that? But this is virtually impossible to achieve simply with good products and a spectacular stand. What really matters are many individual factors that contribute to the success of a fair. From the planning and design to the follow-up work, everything has to be just right. Thus exhibitors at the 51st PSI Trade Show 2013 already have their hands full.

Trade fairs are and continue to be essential for companies. Because there is no other place where you can establish contacts so quickly and easily, talk to national and international customers and make it possible to experience products with all the senses. To fully exploit the potential of participating at a trade fair, companies should focus on a systematic man-

agement process. It extends over a period of approximately one year. Here are some valuable tips about planning a trade fair, organization as well as marketing and controlling.

SYSTEMATICALLY PLANNING TRADE FAIRS

Good planning is half the battle – exhibitors lay the basis for a successful trade fair

months before the event. Nevertheless up to 60 per cent of its potential success is squandered in the stage of preparation for the fair. One reason to take a closer look. To strategically prepare for a trade fair primarily involves a clear definition of goals for the fair. Such goals, for example, may be: “We want to gain new customers,” or “We want to launch our new product X on

the market". It is essential to know what you want to achieve before you can adopt the right approach. Only then can the major work begin: the practical preparations for the fair take about 12 months. In addition to designing the stand, sending out invitations and selecting the exhibits (more milestones can be found on page 13), training the fair team belongs to the essentials on the to-do list. For the stand personnel are at the heart of a successful fair. Often employees, especially front office staff who are appointed to the stand team to deal with visitors, have little experience. Therefore, the trade fair crew must be specifically trained for the occasion. Experts recommend an individual preparation of each employee with respect to personal strengths and weaknesses. However, there are basic rules for body language, establishing contacts and conversational skills.

THE FIRST IMPRESSION COUNTS

A smile prevents conflicts and makes people sympathetic – especially non-verbal communication plays an important role at the stand. Depending on facial expressions, gestures, posture and the attire of stand personnel, visitors usually form an impression of the exhibiting companies in a few seconds and decide whether or not it is worth establishing contact. For example, a representative with a relaxed body posture, a polite gesture or a smile on his lips appears sympathetic. On the other hand, an employee who avoids eye contact with the fair visitors signals: "Do not talk to me!" The faux pas in terms of "trade fair body language" is folded arms, thrashing legs and working with the laptop, cell phone or smartphone. Because you can score points with non-verbal communication, the following rule applies: For the exhibition team, a short "language course" for your feet, hands and eyes can do no harm.

SUCCESSFULLY ATTRACTING CUSTOMERS

Even more crucial than the correct posture is skilfully establishing contact with the trade fair visitors. It is, indeed, a true feat as visitors do not wish to be approached in every situation. It is important to wisely

wait for the right moment and to find the right words. If, for example, a visitor strolls through the stand, then addressing the visitor with a short exchange of words is not very productive. Professionals look for eye contact, smile and slowly approach the potential customer. "Welcome to ..." or "Do you know our company?" are possible icebreakers to start a conversation. The situation is different when a visitor approaches the stand. How should you arouse the interest of a casual fair visitor? Trained employees look for eye contact, smile at the "newcomer" and offer him a brochure or other descriptive literature. Now the opportunity to establish contact exists. With phrases like "Are you interested in ...?" or "Have you seen ...?" you arouse the interest of fair visitors. In the best case, a visitor is already interested and is looking for particular exhibits. In this situation, breaking the ice to start a conversation is simple for professionals. You wait for the first eye contact and then start a conversation: "I see you are looking at the article XY. In what area would you use it?"

TARGET-ORIENTED PRESENTATION

Once the ice is broken, the conversation can begin. Before products and services

REQUIREMENTS FOR THE STAND PERSONNEL

- Self-assured manner
- Outgoing and open minded
- Expert advice
- Good listener and empathetic
- Honesty and straightforward language
- Team spirit, enthusiasm
- Able to improvise, resistant to stress

are presented, professionals first of all identify the need to be able to later offer customized solutions. Thus specific questions such as "For what project are you currently looking for a solution?" are helpful. It is important to listen carefully to the answers that follow. Through eye contact and nodding, the stand employee shows he/she is actively participating in the conversation. If professionals know the needs and expectations of the customer, they start with a presentation tailored to the customer. Since visitors usually have little time, it is important to point out only the essential features of an exhibit. Detailed information does not belong to a trade fair presentation. It is also vital for the exhibitor to



MISTAKES THAT ARE COMMONLY MADE WHEN PRESENTING A PRODUCT

- Talking too long
- Demonstrating the product too quickly
- Using technical jargon
- Talking continuously during the presentation
- Mixing product demonstration and instructions
- Failure to maintain eye contact with the customer
- Inability to adapt the product presentation to the customer's needs

Source: Scheitlin, Victor: Messe. Checklisten für Aussteller und Besucher: Vorbereiten – Durchführen – Auswerten.

describe products and services in words that are understandable. Unintelligible technical jargon causes confusion and barriers. If the conversation runs smoothly, a concrete agreement is all that is required. For example, set an appointment for another demonstration or a telephone call. Otherwise it can be quickly forgotten. And last but not least – a friendly farewell is the right thing to do. Professionals usually accompany a visitor to the hallway while still holding a conversation on a personal level and wish the visitor lots of success at the fair.

FOLLOW UP CUSTOMER CONTACTS

Once the fair gates are closed, it is time to immediately start the follow-up activities. Especially for business contacts which were established during a trade fair, the follow-up applies: Strike while the iron is hot. Those who contact their customers weeks later have long been forgotten and replaced by competitors. Experts recommend that you send out an appreciation mailing and

make an offer within seven days followed by a telephone call. For follow-up activities, a record of the conversation should be made immediately after establishing the contact at the fair. Apart from the customer's address, it also contains his requests and requirements. Although everyone is often exhausted after the trade fair, all available resources should be mobilized for the follow-up activities because the sales process actually begins after the event. Studies show that 93 per cent of deals are made after the fair.

MEASURING THE EFFECTIVENESS OF A TRADE FAIR

The conclusion of the exhibition management process is the performance review. It is still the neglected "stepchild". However, it is particularly important to determine the cost-benefit ratio of participation. The most important and most helpful instrument of this phase is the final report of the trade fair. Unfortunately, many small businesses still consider this to be an un-





Sample letter of appreciation



Mr Joe Bloggs
22 ABC Road
ABC Town
Great Britain

13 June 2012

Dear Mr Bloggs,

The YX trade fair is now over and we would like to thank you for visiting our stand.

As you showed great interest in our products, we are today sending you a brief overview of our products and prices.

As requested, we will send you a detailed offer in the next few weeks.

Or

As requested, we will contact you again in the next few days by phone to arrange an appointment with you.

Until then, we wish you all the best and continued success in your business.

Sincerely

Joe Bloggs

necessary expenditure. To find out whether the company's goal has been reached at the fair, the report is indispensable. But do not worry; it is not a treatise on an epic scale. Rather it is necessary to identify the key facts. For example, which of the customers you contacted before the fair actually accepted an invitation, how many new contacts were closed, and what are the needs of the customers and prospective customers. The final report can also serve as a kind of debriefing. Experiences, suggestions and criticisms from all employees involved at the fair should be documented in it and flow into the deliberations for the next fair. <

WHAT TO DO WHEN ...

Especially employees with little experience frequently travel to a product show with a queasy feeling in their stomach. The reason: At trade fairs difficult and unexpected situations occur time and time again. Management consultant Armin Marks provides some helpful tips.

How do you respond when a visitor appears during a conversation?

Many representatives are familiar with the situation. You are involved in a conversation at the stand when a potential customer appears. What should you do? If you know the visitor, usually a short nod will suffice. This will signal that the stand employees have noticed the new arrival. According to Armin Marks, if you do not know the customer, you should respond as follows: Ask the visitor with whom you are currently in discussion to agree to a short interruption. Welcome the new visitor and ask him to be patient for a few minutes, suggesting that he takes a seat at the beverage bar. You can then continue your conversation.

How do we preoccupy visitors who are waiting to meet their contact person?

In phases of high visitor frequency, it is not always possible to immediately assign someone to talk to visitors. However, he should feel well treated. You can buy time with a cup of coffee or tea and an informal conversation. If, for whatever reason, an appointment cannot be made, the staff should record the visitor's contact details and pro-

vide the visitor with the name, telephone number and e-mail address of the contact person. Preferably an appointment after the fair is arranged.

What should you do if a visitor asks about a competitor's feature?

Exhibitors often hear the following sentence from visitors: "But a product from your competitor ..." This situation requires a great deal of tact. After all, you want to gain the customer. First of all, ask for the reason for the question. "Why do you think you may need this specific feature?" It is important to learn the requirements of the visitor or his department in order to show him a solution from your company.

How do I deal with objections?

It is not unusual for a conversation at a trade fair to go well and at the end the infamous "yes but"-formulation appears. Armin Marks recommends a response similar to dealing with the question of a competitor's feature. The first rule is: Never argue with the visitor. It is more clever to ask for the reason for his objection. Only then can exhibitors understand visitors and adopt specific countermeasures. If your product



ARMIN MARKS

For more than 25 years, Armin Marks has been working as a consultant, host and systemic coach in a great variety of businesses of investment goods and the service industry. The main focus of his subjects can be found in sales, field service and administration, customer orientation for all employees with customer contact, leadership, communication and cooperation, the hosting of information markets and large groups, support of change processes and individual development of employees and managers. In his projects, he works with many different topical and efficient approaches and methods of psychology. His motto: to look for solutions instead of analysing problems.

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has a distinct disadvantage for which you cannot offer a solution, compensatory benefits should be emphasized. <



CHECK LIST TO PREPARE FOR THE TRADE FAIR



Source: Das 1 x 1 des erfolgreichen Messeauftritts, Expo Display Service GmbH, January 2011.



MARKET RESEARCH AND MARKETING

PROMOTIONAL PRODUCTS DAY

PSI will be showing 50 industrial customers the vast and colourful world of promotional products during the Trade Show in 2013 in a clearly defined, concerted attempt to arouse their enthusiasm for this form of advertising and induce them to use it more intensively. This will be designed in collaboration with promotional products distributors and put into practice. The associations are also invited to accompany this process critically and constructively. As numerous rumours and ludicrous allegations have been circulating in the market, the PSI has decided to clarify its position in the following letter to its members.

In the light of recent events we would like to clarify a number of points regarding the matter of the “Promotional Products Day” at the PSI Trade Show. We very much regret that this has given rise to some irritations which may also have led to some uncertainty on your part. Our communication in this matter may not have been ideal. This must, however, not lead to a situation where individual members intentionally publicise false information and at the end of the day cause damage to all of us by absurd allegations. Let me therefore point out the following facts:

FACTS ABOUT THE “PROMOTIONAL PRODUCTS DAY”

1. Fundamental points: PSI aims at developing the Trade Show and the market. The market research organisation that has accompanied our industry for many years informs us that a sales potential of approx. 1 billion euros from small and medium-

sized companies is not being realised. These are your sales which we would like to activate for you, for distributors, manufacturers and importers.

2. Promotional Products Day: We would like to develop a “Promotional Products Day” for the PSI Trade Show to take place on the Friday. It is to generate new opportunities for promotional products on many levels. On this day, we will take a large variety of measures to publicise promotional products and their impact. One means of doing so is to launch a targeted and very limited trial to demonstrate the world of promotional products to industrial customers. The idea is to allow 50 wholesalers to each bring along one of their top customers with the aim of consolidating this customer relationship and, and at the same time, to demonstrate to this customer the importance competent consulting has in view of this immense variety. These com-

panies are also to permanently monitor this trial. Furthermore, we will enlist the advisory services of a marketing research organisation that has accompanied the industry for a long time in order to ensure representative and objective selection and results.

3. Trial: This trial to open the way to a broader acceptance of promotional products will have an open-outcome design. After PSI 2013, the monitoring companies and the market research organisation will exchange their experiences with PSI. We also invite all associations to join in this monitoring process. If this limited trial does not yield any convincingly positive result for the market participants, and particularly the wholesalers, it will be terminated at this point.

4. Consequences: If this accompanied trial does yield a positive result, PSI will discuss with members and association how

to proceed from there. The objective can, at most, be a limited opening up which is attended by distributors. In no way does the PSI aim at a general opening up of the Trade Show; to do so would run counter to all wishes within the industry and to the core idea of the membership system. So why should PSI do such a thing?

5. Tickets: There have been premature and public allegations from individual market participants that PSI is looking for new fields of business and planning to generate more income from admissions by opening up the Trade Show. We assure you that admission is entirely free of charge for the accompanied industrial customers. To believe that the PSI could enrich itself on ticket revenue generated by an opening up of whatever type is to entirely misjudge the situation. This is not the level to conduct a fair and constructive discussion. One look at the pocket calculator should make matters clear.

6. Objective: PSI's only aim is to develop the PSI Trade Show in a way that responds to the requirements of the present and makes it fit for the future. This is what we want to work on in your interest and on your behalf, to prevent the show from losing its attractiveness and thus becoming redundant. We will not be able to progress into the future without to some extent involving those people who decide on the budgets. Other industries have already paid dearly for making that mistake. This is why we are looking for ways to increasingly convince these industry decision-makers of the value of promotional products. The trial with a limited opening up to accompanied industrial customers – and anything else would also be inconceivable to the PSI – is to provide us with important insights for the further development of the Trade Show. And I repeat: we invite the associations and members to join in this process, to accompany it in a critical and constructive spirit.

7. Risk: The PSI also feels it is its duty to take the PSI Trade Show into a future

that yields the greatest possible benefit for all its members. It is a fact that already at this point many industrial customers are increasingly visiting trade shows abroad for direct information. More than 50 company shows in Germany alone also generate an informal contact between suppliers and industrial customers. There has also been a controlled and successful opening up of road shows. A large number of "Hannover Messe" marketing specialists have had direct and even uncontrolled access to Promotion World. And even at the PSI Trade Show, industrial customers are being repeatedly "smuggled" in. The "Promotional Products Day" is to provide us with clues about how to control and channel these processes. Let's not forget the Internet. We must find answers to the question of how to involve and win over those people who decide on our budgets. The point is to actively strengthen existing structures instead of weakening them. The latter has usually been achieved by keeping one's sights on the past. What we need is the positive view ahead.

8. Opportunities: We want to motivate all our members to think in terms of "opportunities" rather than always in terms of "risks", as some people do. The world does not stand still. And that is why we quite intentionally expose ourselves to this discussion. We saw it coming and yet we tackled the issue, because our objective is nothing less than the development of the industry. We also understand that there are members who take a critical view of this trial. However, what we do not understand is why an open-outcome trial involving 50 accompanied industrial customers should prompt some members to proclaim a "holy war".

9. Concept: On the "Promotional Products Day", the industrial customers (50) will be clearly identified by a special name badge. In a separate dialogue, the PSI will point out this fact to the exhibiting companies and issue agreed instructions. A concept for the practical procedures is cur-

rently being developed. Familiar schemes are being investigated and again, the associations are invited to participate in this process. Let's not forget the fact that each industrial customer will be accompanied by a distributor. And obviously distributors will only invite customers they trust. These industrial customers in turn will respond with an increased trust in their distributors.

10. Summing up: The PSI has launched a trial to find out whether granting limited and accompanied access to industrial customers for one day is a measure that generates stronger acceptance, recognition and, as a result, a higher budget for the industry. The PSI will not profit financially from this measure. On the contrary, it will face considerably higher costs caused by the supporting measures. The outcome of this trial is entirely open. We are only doing what any company does these days to optimise decisions and put them on a sound basis. The PSI invites all associations and members to constructively accompany this interesting trial, together with a market research organisation. Wholesalers can apply to participate in the trial and to help shape the process. If more than 50 members apply, the market research organisation will select a suitable sample.

11. Individual perspective: As a wholesaler, I would be happy to participate in this trial. The customer I would invite for a visit to Düsseldorf would either be one who is just discovering promotional products as a great advertising tool. Or one whom I have wanted to give a treat for a long time. I would take him around the Trade Show, take him to meet good and trustworthy suppliers and also demonstrate to him my capabilities in the technical field, i.e. printing. A tour around the halls would convince him more than ever of the huge variety of advertising possibilities our advertising medium offers. I am also certain that this tour of the show would generate fresh motivation in my customer. And I am

confident that he will have an even higher opinion of my capabilities than he did already. I would also take him to visit interesting workshops and take advantage of other measures on the “Promotional Products Day”. Then I would take him out

for a nice dinner. A great day for him, for us and, in the final analysis, for the industry. Let’s think in terms of opportunities – that’s precisely why we have been discussing this trial so openly.

»The Promotional Product Day offers distributors an ideal opportunity to position themselves as ›scouts‹ and consultants.«

Kim Köhler, Kandinsky Deutschland GmbH

“The PSI Trade Show is the leading exhibition in the industry, bar none, and many industrial customers are aware of this. Because there is no comparable offering for industrial customers, curiosity is rampant and so is the interest in seeing this Trade Show. Nowadays the internet makes it possible for any customer to research 85 to 90 per cent of the products on display anyway. But being able to experience at first hand the breadth of possibilities is something special. Every visitor to the PSI Trade Show can get an idea of the variety and professionalism of our industry, and the innovations on display invigorate demand and sales through promotional products. Every distributor who offers his customers the opportunity to make a personal visit accompanied by the account manager positions himself as a door opener to the wide variety of our market. Moreover, the Promotional Product Day offers distributors an ideal opportunity to position themselves as ‘scouts’ and consultants who know their way around the wide range of suppliers and products, and who know what product and what supplier fits the requirement profile of the customer. Visiting manufacturers together is a chance to develop new projects and products together and enable customers to experience the value of the promotional product trade at first hand.”

»At the Trade Show we can strikingly show how creative, innovative and indispensable our wide range of products can be in a marketing mix.«

Oliver Dietze, quatron design GmbH

“At first glance, you could accuse the PSI of being an institution under private law pursuing commercial interests with this cautious attempt. Because it so happens that many ideas in the past served rather the purpose of gain. Perhaps that is where the general distrust comes from? On the other hand, the PSI Trade Show has developed into a very professional and presentable platform. Why not use this representative foyer for the good of the entire industry? Our industry in particular still has bitter need of being taken seriously. And at this Trade Show we can strikingly show how creative, innovative and indispensable our wide range of products can be in a marketing mix. I would doubt, however, whether all fifty of the chosen decision-makers can be taken by the hand. Key decision-making personalities are certain not to allow themselves to be treated like children and will continue to prefer the ‘unofficial’ path, not only on Friday. At the many in-house exhibitions, road shows and also at Promotion World, it is common practice to have direct contact with end customers without circumventing the distributor. Why should this not work at the PSI Trade Show, as well? When there is an open-minded business relationship based on partnership between the end customer and the distributor and between the distributor and the exhibitor, I see no problem whatsoever with the ‘Promotional Product Day’. Our customers have known for decades that we are absolutely loyal to our distributors and will continue to be so in

12. Just a final word: If you would like to express agreement, misgivings or even pronounced criticism regarding this trial please talk to us directly. We look forward to a detailed, sincere and open dialogue. <

the future, as well. However, this does not mean that we will never try out new possibilities together with the trade. We are ready to confront new tasks and the competition, which is sure to get tougher.”

»We have an open mind with regard to the discussion.«

Marcus Schulz, Giffits GmbH

“We have an open mind with regard to the discussion and do not principally reject the Promotional Products Day. Manufacturer transparency is not a new topic, and companies and the association should develop new marketing ideas to keep up with this step in the development of the market. If a customer accompanies a distributor to the Trade Show, the customer can get an unfiltered look at the huge selection the market offers. This can lead to new approaches to consultancy on how to make use of promotional products.”

»In principle, I don’t consider opening the Trade Show for end customers to be a good idea at all.«

**Christoph Ruhmann,
Plan Concept Dr. Lichtenberg GmbH**

“In principle, I don’t consider opening the Trade Show for end customers to be a good idea at all, since I do not think it would be possible to keep control if a broad range of end customers were to be brought along. The in-house exhibition we hold three weeks later would probably lose customers on this account, and thus also suffer a loss of competence, so that such an opening would be more likely to harm than help us.”

Die europäische Leitmesse der Werbeartikelindustrie

- treffen Sie **20.000 Kontakte** für Ihr Business
- sind Sie **Teil der größten europäischen Produktschau** der Branche
- ist Ihr Messemarketing auf **über 68.000m² Messefläche** wirklich effizient





CALENDARS AND PAPER

PATIENT ADVERTISING

Time is one of the prime factors in advertising. After all, truly effective advertising messages are those whose effect lasts for as long as possible. Calendars and paper products are advertising vehicles which are patient and communicate continuity. Here we present you with a fine selection.

A calendar serves to provide an overview of the days, weeks and months in a year. Even in this age of digital calendars found on every computer or smart phone, we do not like to do without the traditional form of these overviews. We see them hanging, lying and standing everywhere, in all sizes, designs and models, in occupational environments and in a private ambiance. They help us keep an eye on things, and our gaze usually turns to them several times a day. This alone makes them one of the most valuable promotional products, because they have such a powerful effect. Whether more soberly or elaborately styled, whether with content or other features, a calendar provides advertising patiently – year for year. Paper, too, is patient, as the saying goes. And as long as people jot down notes, paper – this “culture made from nature” – will never go out of fashion. Anyone who uses pens to advertise cannot go wrong with promotional products made of paper. Here too the industry has a large number of splendid and appealing products to offer. Just turn the page and see for yourself ...





KEEPING PERFECTLY COOL

When things get hot, the fans from Trends 21 will keep you perfectly cool. These items made of bamboo/paper, wood/cloth or in the form of round fans on a handle are real highlights at any event because they can have printing covering their entire surface in all common colours. The Trend 21 products are the only fans that can display printing on both sides, and the bamboo struts can also be dyed in the desired colour. Not only are standard forms are on offer, but also custom-made designs.

46993 • Trends 21 GmbH • Tel +49 89 54035054

info@trends21.de • www.trends21.de

MAKING A QUICK NOTE

Anyone who is out and wants to make a quick note of something often finds themselves without a pen and notepad. It is a different story, however, if you can pull the little notepad from Lainas out of your pocket, measuring 10.0 x 7.0 centimetres. Inside, it contains 50 pages of sticky notes and a compartment for credit or business cards. Furthermore, a small pencil is stored, with which to record your ideas. All of this is integrated within a semi-hard cover which can be printed with advertising messages as requested.

47361 • D. Lainas & Co. S.A. • Tel +30 210 2510115

dimitris@lainasprinting.gr • www.lainasprinting.gr



KEEPING AN EYE ON THE WEEK

Which week of the year is it now? This is a question that not only business people often face and the answer can only be found by looking at a calendar. With the wristwatch Weekly from Hummel, there is a quicker way, however, since a little display on the watch face shows the calendar week. The date and the day of the week are also displayed. The watch also has the option of including the moon phase. The casing is made of high-quality stainless steel and is fitted with a fine leather strap.

44346 • Hummel Germany GmbH • Tel +49 7231 20960

info@hummel-uhren.de • www.hummel-uhren.de

-Advert-

TOPPOINT®

Bargain
 Products for
 Bargain prices!





TRADITIONAL BUT ALSO MODERN

The rollerball called O Deer from Troika comes not only with traditional motifs but also in a modern outfit, supported by clearly defined lines. The corpus is made of top-quality metal, guaranteeing high durability. On the inside, a black refill (made in Germany) provides for a good writing style in black. O Deer is supplied in a black metal box which includes a metal refill.

46311 • Troika Germany GmbH • Tel +49 2662 95110

d.roether@troika.de • www.troika.org

NEW OUTFIT

For generations, Zettler has been making high-quality office and promotional calendars at a high level of technical expertise under the motto "Calendar Competence made in Germany". In the process, sustainability and innovation are the cornerstones of the company philosophy, which also emphasizes the use of FSC certified paper. This is also the case with the new three-month calendar 961, which has been given an innovative outfit. The newcomer's clear and appealing fresh design is entirely convincing. Of interest to the hospitality industry is the A4 size reservation book 846, also recently added to the programme.

41823 • Zettler Kalender GmbH • Tel +49 8232 961332

werbekalender@zettler.de • www.zettler.de



REALLY ATTRACTIVE

The magnetic writing pad is a handy, practical and popular aid for taking notes or making a shopping list. The small block can stick to any ferromagnetic surface, thanks to its magnetic back, which can be requested to have a special shape. The folding book also comes in a credit card size (83 x 54 millimetres) and a magnetic fastener. It can be used for a variety of different purposes, for instance as a telephone book, or as an address directory. The real highlight of this product is that it can have colourful printing placed on it.

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

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





STANDING OUT FROM THE CROWD

The Lanybook from Lediberg is the notebook with a difference, offering a chance to be unique, exciting and breathtaking, stand out from the crowd and make it fun to write notes. It gives you the unique opportunity to play around with design and functionality at the same time. Lanybook comes in five optional sizes and in notebook or calendar form as desired. All variations of Lanybooks are patented, starting with the name, which is a registered trade mark, to the Lanybutton and ending with the formula for printing the Lanyband. Every book is unique.

42438 • Lediberg GmbH • Tel +49 5261 6060

info@lediberg.de • www.lediberg.de

-Advert-

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Wir geben Ihnen die Lösungen...*

... von Ihrem fachhandelstreuem Partner für Textilveredelungen.
Mehr zu innovativen Produkten, individuellen Lösungen &
modernen Konzepten unter www.assystem.de/psi



AS system GmbH
Fon +49 (0)41 54 - 85 98 - 0



Simply good business!

Alles eine Frage der Technik



2012

Dezember

Woche	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag
48.	08.08. - Maria Empfängnis 16.08. - Mariä Himmelfahrt					1	2
49.	3	4	5	6	7	8 ¹²	9
50.	10	11	12	13	14	15	16
51.	17	18	19	20	21	22	23
52.	²⁴ / ₃₁	25 ¹²	26 ¹²	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	<small>01.05. Neujahr 02.05. Karfreitag 03.05. Pfingsten 04.05. Pfingstmontag 05.05. Tag der Arbeit 06.05. Christi Himmelfahrt 07.05. Pfingstsonntag 08.05. Pfingstmontag 09.05. Tag der Deutschen Einheit 10.05. Muttertag 11.05. Tag der Jugend 12.05. Tag der Pflege 13.05. Tag der Erntedankfest 14.05. Tag der Arbeit 15.05. Tag der Jugend 16.05. Tag der Pflege 17.05. Tag der Arbeit 18.05. Tag der Jugend 19.05. Tag der Pflege 20.05. Tag der Arbeit 21.05. Tag der Jugend 22.05. Tag der Pflege 23.05. Tag der Arbeit 24.05. Tag der Jugend 25.05. Tag der Pflege 26.05. Tag der Arbeit 27.05. Tag der Jugend 28.05. Tag der Pflege 29.05. Tag der Arbeit 30.05. Tag der Jugend 31.05. Tag der Pflege</small>		

Bauingenieure

2013

Januar · KW 1

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Architekten

Februar

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8.	18	19	20	21	22	23	24
9.	25	26	27	28			

U.S. Format

www.freitag-ernst.eu



▲ 3-Month-Planner with notepad „Chart“ (A65)

Our products

- Monthly Planner
- Desk Planner
- Desk Pad
- Poster Planner
- Bookcalendar
- Pocketdiaries
- Horizontal Desk Planner
- Notebooks

Kaai Kalender GmbH
Senefelderstr. 8
73760 Ostfildern
Germany

Fon: +49 (0)711 530608-0
Fax: +49 (0)711 530608-29
info@kaai-werbekalender.de
www.kaai-werbekalender.de



UNDERSTATED ELEGANCE

No desk should be without this picture frame with calendar from Bredemeijer. The silver-plated, tarnish-proof frame is kept in a plain, matte design and makes a very elegant impression thanks to its high-gloss edge. The back is covered with black velvet material. The overall size is 19 x 21 centimetres, with room for a 10 x 15 centimetre picture in the upper part. Engraving on the upper side of the frame shows to very good advantage. The frame can hang on a wall or stand on a table.

43702 • Bredemeijer Group • Tel +49 491 45417915
info@bredemeijergroup.com • www.bredemeijergroup.de

ELEGANT DUO

Anyone who wants a notebook which is not only practical but whose charm is also out of the ordinary will be sure to find what they are looking for at Erga. This Italian vendor has developed a combined notebook and writing utensil that fits into every bag. The paper is FSC-certified and made of recycled material. Erga can print advertising messages on the writing utensil and notebook in impressive quality and does so at acceptable prices with very short delivery times.

42480 • Erga Srl • Tel +39 11 2733032
info@ergaonline.com • www.ergaonline.com



PERFECT BRAND COMMUNICATION

With its Arwey collection, Acar Europe presents a unique range of high-quality notebooks. The range will impress with its vivid designs, well-thought-out functionality and the exclusive use of FSC-certified paper. The Baer notebook in this collection provides 256 fine, ivory-coloured pages with 16 perforated pages that make it easy to tear out your notes. It is available with lined, squared or blank paper, or as a diary. An inner expanding compartment to store your own notes and a ribbon bookmark make things easy to organize. Various information pages provide space for a multitude of features, such as a year planner, telephone numbers and e-mail addresses and a travel planner with a coloured world map. Logos and motifs can be printed onto the binding with multicoloured screen-print or film printing. It is available in the six standard colours.

48055 • Acar Europe GmbH • Tel +49 6172 1710710
info@acar-europe.de • www.acar-europe.de

-Advert-

SHORTY
MADE IN GERMANY



Thermometer „Made in Germany“

Hochwertige all-round-Thermometer mit grosser Werbefläche für eine Langzeitwerbung über viele Jahre!



Art. 1203



Art. 1200



Art. 1210



Art. 1205



Art. 1211



adamo design[®] gmbh



BEER CULTURE OF A DIFFERENT KIND

Filled with 24 different “beery” surprises, this Advent calendar from Kalea will make every (man’s) heart beat faster. The beer calendar displays a cross section of the German brewery scene and contains, above all, beer specialties that are only available regionally. Recently, it was even awarded the Innovation Prize 2012 by the Austrian trade journal “Regal”. The calendars are filled by hand and can be printed with a company logo even for very small order quantities.

48358 • Kalea GmbH • Tel +43 662 820474

info@kalea.at • www.kalea.at

FESTIVE INNOVATIONS

Exciting new products for successful Christmas advertising are being presented by Jung Bonbonfabrik. New in the range of calendars is a designer wall advent calendar, as well as a smaller model with a practical table display card. The calendar’s whole cover page can be provided with a design over its 24 high-quality chocolate advertising contacts by Gubor, and there are also more than 50 ready-made designs to choose from in which customers need only place their own logo. Of course, you can also have any sort of individual motif. Thanks to the cardboard encased cover page system, customized calendars can be supplied on orders of 100 or more.

41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 9070

zentrale@jung-europe.de • www.jung-europe.de



PAPER MADE OF STONE

The next generation of paper comes from JHI Hackel, made of a revolutionary material: stone! The extraordinary benefits of this material are environmentally friendly manufacture and a surface that looks like very high quality. Limestone and resin are the starting materials for this patented product. It is waterproof and tear-proof by nature, and making this material does not harm the environment like conventional paper production. Quite the contrary, using paper made of stone enables environmental damage to be considerably reduced, conserving trees, drinking water, emissions and energy. It is very easy to print on and does not crease easily. Aside from carrying bags, this ecological paper can be used in many other areas of application.

48291 • JHI Hackel • Tel +49 621 7481466

info@j-h-i.com • www.j-h-i.com





ALEA IACTA EST

You are reminded of this Latin statement when you hold the latest promotional idea from e!xact in your hands for the first time. The mailing dice can have a message added to it and is ideal as an enclosure for the post, since it weighs a mere nine grams. It can be supplied in two different formats, with the advertising embossed and/or printed on. It is supplied in a flat format.

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

psi@e-xact.de • www.e-xact.de



POSTAL SECRECY

No, this time there isn't an invoice or a letter from the tax authorities in your mail box. Instead you get a sweet surprise in the form of a 100 gram bar of the finest bitter chocolate with almonds. The treat comes inside a stylish envelope with a logo that the supplier Kellermeister Manns GmbH designs with love according to a customer's special wishes.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477

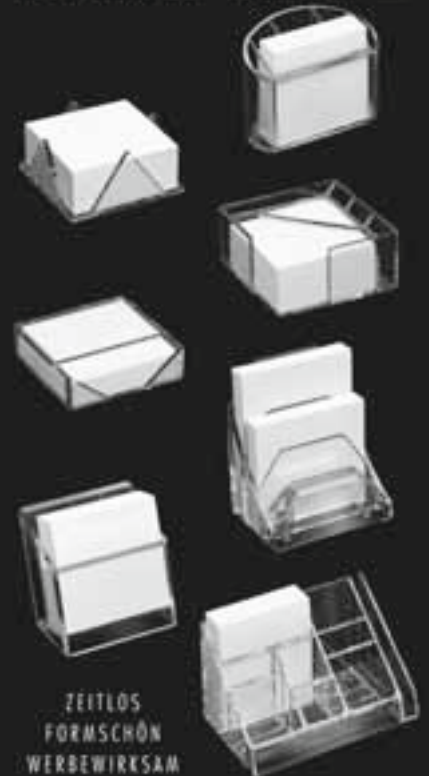
info@kellermeister-manns.de • www.kellermeister-manns.de

-Advert-



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PROSPECTA®
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FON +49(0)2104-31048 · FAX +49(0)2104-31595
WWW.GUTTER.DE



A UNIVERSE OF DIFFERENT SCENTS

The scent calendars from Walter Medien prove in the true sense of the word that they have a “good nose” when it comes to advertising. A new scent is released every month simply by rubbing the calendar pages. Important information about the illustrated fruits, herbs and plants can also be found on each month’s page; each page also serves as a practical calendar with plenty of space for writing down appointments and notes. The calendar is available in two different sizes.

40753 • Walter Medien GmbH • Tel +49 7135 10 40
info@walter.de • www.walter.de

STYLING FOR THE LIMELIGHT

The new Smart Cut stamping technology from Notes enables fine contours and cut-out shapes for post-it notes in a new dimension. In contrast to conventional post-it stamping, which is done with a so-called extrusion press, the new process, which was not hitherto available for post-it notes, enables an extremely fine detail in the cut shape.

44879 • Notes GmbH & Co. KG • Tel +49 4106 76580
info@notes-international.com • www.notes-international.com



ALWAYS READY FOR USE

Paper that can also be used when it is raining is normally laminated. But now the company Allwrite has a paper product for sale that isn’t laminated and that is 100 per cent wood free. It can also be used under water, where ideally it should be used with the Fisher Space pen. The paper is made under certified and environmentally-friendly conditions.

46129 • Allwrite B.V. • Tel +31 30 6569601
info@allwrite.nl • www.allwrite.nl

-Advert-

SHORTY
MADE IN GERMANY





DESIGN MEETS FUNCTIONALITY

A combination of design and functionality turns the common note cube into a unique, unmistakable designer note block. This promotional product – available exclusively from Knauer – enables impressive, long-lasting communication of advertising messages. Whether your own design or a standard motif supplemented by a customer logo, the special bonding on the back lets you sculpt the designer note block into any number of customized shapes. A product for creative minds and individualists.

41794 • Karl Knauer KG Verpackungen-Werbemittel • Tel +49 7835 782300
werbemittel@karlknauer.de • www.karlknauer.de

-Advert-

TOPPOINT®
Custom Made Paper Bags
from 1000 pcs

TOPPOINT®
design

The Collection 2012



FROM
€ 0,730

81550



FROM
€ 0,415

81560



FROM
€ 1,280

81527



FROM
€ 0,505

81515



FROM
€ 0,190

83251



FROM
€ 0,355

81505



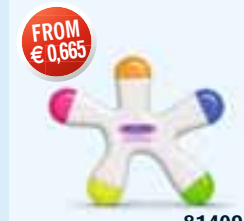
FROM
€ 0,855

81485



FROM
€ 0,485

81525



FROM
€ 0,665

81409

AND MORE!
WWW.TOPPOINT.COM
These are nett prices
incl. 1 colour print on one side
excl. origination costs



FROM
€ 0,440

81421



AN INDISPENSABLE CLASSIC

The rubber from Hermann Flörke GmbH is not only a good friend for school children and students, but it also serves as an office supply that is indispensable when you want to erase traces of black lead and normal leaded pencils. One popular shape is the feet version, which comes in the standard colour white. However for orders of 2,000 units or more, the feet version is also available in a variety of other colours. Advertising can be placed on the product using four-colour digital printing for purchasing quantities starting from 200 units. For advertising campaigns, the company Hermann Flörke GmbH will gladly make special individualised shapes for the rubbers.

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

TISSUES WITH A GOOD CONSCIOUS

Tissue boxes and tissue packs from the brand Issuetissue are perfect for promotional activities. It is important that social and environmental responsibility is at the forefront when making these products, which are things that everyone readily uses. For this reason, the tissues are made out of FSC-certified materials, making them particularly environmentally-friendly. Hence, consumers are offered assurance and a high level of quality because the FSC-certified tissues are produced from primary products, which were processed while keeping the conservation of natural resources in mind.

44613 • Issuetissue • Tel +31 70 3630918
info@issuetissue.com • www.issuetissue.com



WORDS OF WISDOM

Turn your face to the sun – this is just one of 365 thoughts for each day from the stylish gift set of the Römer brand. The calendar carries you away from everyday life for a moment and gives you a new thought for each day. A bottle of Cabernet Sauvignon (0.375 litres) with a matching label perfectly rounds off the set in its black gift box.

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





FOR THE BIG NOTE

Gutter GmbH is offering the distinguished Scribent A5 writing board with an acrylic look under its registered trade mark Europenote. Two hundred sheets of wood-free, white, squared, A5-size writing paper with tear-off perforation are kept in place by a roughly five millimetre thick binder made of crystal clear polystyrene. Once they have tried it, users will not want to be without this valuable, handy desk companion. Paper refills are always in stock and can be inserted in a jiffy. Manufactured and packed at the factory; advertising is applied as screen printing or as digital printing on an underlay between the binding and the paper filling.

41048 • Gutter GmbH & Co. KG • Tel +49 2104 31048
info@gutter.de • www.gutter.de



SPORTING AMBITIONS

It is just a few more weeks before the fight for the Olympic medals begins. Then the Olympic flame will be lit in London and sportspeople from all over the world will meet and compete. Just in time for this event, ASS Altenburger is offering cool game ideas related to the Summer and Winter Games with the Pocket Quiz. The quiz, consisting of up to 150 questions, will test your knowledge of the history of the Olympic Games, including some unusual incidents. For individual promotional campaigns, the questions can also be put together as requested and the packaging designed according to the customer's specifications.

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

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TRIGON Deutschland GmbH

Kränkelsweg 28 • D - 41748 Viersen
Tel. 0 21 62 - 53 00 8-0 • Fax 0 21 62 - 53 00 8-20
E-mail: info@semo.de • www.semo.de



ITALIAN FLAIR

When you see the stylish notebooks and calendars from Diarpell for the first time, you immediately think of Italy and its effervescent cities like Rome, Milan or Turin. The most outstanding features of these products are their embossed leather bindings and application in the form of three Vespas in the Italian national colours. The book is held together by a practical rubber band which can also be used to hold a writing utensil. An important fact to know is that they have FSC-certified paper inside. The calendar is available in Italian, German, English, Spanish and French.

47107 • Diarpell s.r.l. • Tel+39 55 318167

info@diarpell.it • www.diarpell.it

A PERSONALISED ADVENT CALENDAR

The contour of the front side of Werbekonfekt GmbH's advent calendar can be adapted to come in any shape, be it the shape of a building, car, production machinery, a company logo, or a new product. This reinforces the promotional effect that will last the entire month of December. For orders of 500 units or more, the calendar can be specially produced for each customer. Each day of December is filled with delicious high-quality chocolate. This special Advent calendar with the name Kontur is the Advent calendar of the year 2012.

47968 • Werbekonfekt GmbH • Tel +49 871 9721950

zentrale@werbekonfekt.com • www.werbekonfekt.com



ECOLOGICAL TRIO PLANNER

New from Kaai Kalender GmbH is the trio planner Öko B 20. Since there has been increasing demand for FSC-certified products in the recent past, the calendar specialist has quickly responded to the trend. The new three-month calendar complies with the current wishes of many customers and is available immediately to Kaai's distribution partners. The calendar section is printed on paper with an FSC-certificate, with ecological thinking also being taken into consideration in the choice of format (just 20 centimetres wide). The Öko B 20 does without any frills, has a clear layout and can even be sent in a C4 envelope. On request, kaai will supply the calendar packaged in individual envelopes. It is also possible to have the calendars either sent individually, directly to the recipient of the promotion, or distributed to a list provided by the promotional products distributor.

46091 • Kaai Kalender GmbH • Tel +49 711 5306080

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



WITH A WRITING INSTRUMENT

Whoever needs to use a traditional three-month calendar for more than just having an overview of the days of the week, can now use the large calendar/notepad from Sonnen, which has plenty of space for writing down important weekly and daily notes. A lot of value was placed on coming up with an information-neutral weekly notepad. A special feature of this notepad is the matching pen it comes with, which sticks to the weekly notepad. The calendar comes in two different sizes and also has a rounded top.

42062 • Sonnen Kalender-Verlag GmbH • Tel +49 211 241044
info@sonnenkalender.de • www.sonnenkalender.de



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www.uma-pen.com/candy!



STRONG CALENDARS

KV & H Verlag publishing house is offering an almost unlimited range of calendars intended to leave nothing to be desired. Technology freaks will find what they are looking for in the themes of "Powerful Excavator" or "Fiery Steam Engines". Those who prefer nature will enjoy "The Colours of Nature" or "Wonders of Nature". Erotic art is found in the beautiful aesthetic photographs of the "Men Vertical + Women Vertical" calendar. The "Red" calendar presents the finest in photographic art in homage to the colour red and to love, radiating strength and passion.

44546 • KV & H Verlag GmbH • Tel +49 89 665329258
frank.reidenbach@kvh-verlag.de • www.kvh-promotion.de

AT A GLANCE

A good overview is everything. The modern digital desk calendar from Technotrade brings structure to your daily routine and makes organising your tasks easier. This calendar features an automatic and consecutive monthly display, which shows the calendar weeks and marks the days of the week. It also displays the radio-controlled time very clearly, as well as the current inside temperature and humidity. This battery-run calendar also features two settings for the alarm clock and a snooze function. The practical size and the elegant design make the desk calendar a real eye-catcher, which will keep versatile advertising imprints at the centre of attention and the user up-to-date.

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



-Advert-

TOPPOINT®

EXTRANET

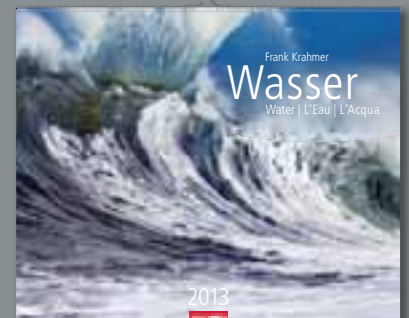
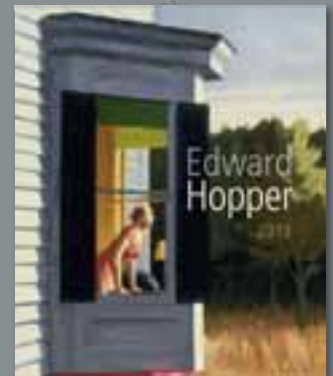
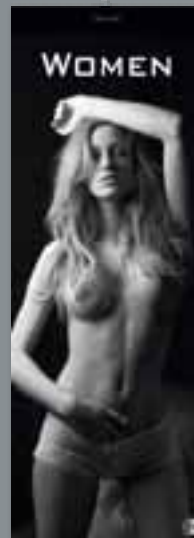
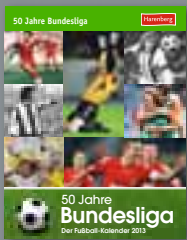
Your own offer within a few minutes with your own corporate identity and margin, which can be forwarded immediately to your customers

KV&H KALENDERWELT 2013

Harenberg



WEINGARTEN



OBITUARY

THE DEATH OF MAX LIEBHABER



Max Liebhaber

Max Liebhaber, senior executive at Liha-Werbung Max Liebhaber GmbH & Co. KG, passed away suddenly and unexpectedly on 30 April 2012. Born on 29 August 1928 in Heidenheim, Germany after the war he completed training as a business administrator at the company Waldenmaier and worked there in sales for 25 years, before laying the foundation stone for the company Liha-Werbung. Today the family enterprise is run by his sons Günther and Jürgen Liebhaber. Max Liebhaber had a particular passion for clocks, which for him were no mere time gauges, but each piece was unique in itself. He realised his life's ambition with the founding of a small clockmaker, the subsidiary LIHA-Uhren in Pforzheim, in 1983. Many donated

clocks on historical church buildings, such as the minsters in Ulm and Freiburg, originate from the clock foundry. His entrepreneurial spirit wasn't his only characteristic, however; he had "plenty to keep him busy" during leisure time, too. In his home town of Heidenheim he devoted himself to many cultural institutions, the opera festival for example. His ties with the Christian faith and the evangelical church were evident among other things in his many years' membership of the church choir. As a fan and sponsor of football club 1. FC Heidenheim 1846 he followed the club's development with great enthusiasm. In addition he loved travelling with his wife Jutta, with whom he was happily married for 59 years. Until recently Max Liebhaber was tirelessly dedicated to the operations of the Liha Group and was the nurturing heart of his family. PSI along with the editorial team of PSI Journal express their condolences to Max Liebhaber's family and friends. <

RAFFLE

TRENDBAGZ RAFFLES HAMMOCKS

In keeping with summer time, Trendbagz GmbH from Essen, Germany is raffling three hammocks including frame. To participate in the raffle, it is necessary to register in the distributor directory at www.trendbagz.com. All distributors who are registered on 16 July 2012 in the distributor directory of Trendbagz GmbH automatically take part in the raffle.

The jury's decision is final.

Trendbagz GmbH sells trendy shopping bags available exclusively from approved promotional product distributors. Potential trade customers can find their nearest distributors in the distributor directory. www.trendbagz.com <

HALFAR FINISHES BAGS
EMBROIDERY, PRINTING ...

It is the decisive detail that makes a bag into an individual promotional product: finishing. One reason why promotional bag expert Halfar System GmbH is first and foremost a finishing expert, as well. At present, this German-based company has more than twelve different technologies available on its own premises to put logos



3D label

and messages on a bag. Laser engraving for bags made of synthetic felt is something new. Here logos are burned into the material. A comparable high-quality look – which can also adorn many other surfaces – is achieved by embroidery. Most logos and motifs can be translated into an embroidery program and accomplished by Halfar's ultramodern, automatic embroidery machines in up to 15 colours. If you want it a bit more vivid, you can have a 3D label or a metal emblem. While the 3D label achieves

surprising playful effects using a hologram, the metal emblem gives the bag a more classic character. The advantage of both labels is that the finishing can be done independently of the bag's material and applied to bags that have already been sewn to completion or on difficult to reach places. The Halfar team will be glad to advise you on what type of finishing is best for what bag and purpose.

www.halfar.com <



Digitally printed label

INTERNATIONAL EXPANSION

ACAR CONTINUES TO GROW



N the course of its international expansion, Acar Europe GmbH has entered into an exclusive agreement with the company Zejmo & Siatecki, Zielona Gora, for distribution in Poland and the Baltic countries. Distribution in the Eastern European market will thus be enhanced significantly. Apart from the brands of Acar Europe GmbH, Arwey and NoteEco, Zejmo & Siatecki now also sells the product portfolio of Toppoint in Poland. Zejmo & Siatecki is a newly formed company, whose two shareholders have enjoyed many years of success operating in the Polish promotional product industry. During the last few



months, further international co-operation agreements have been concluded with partners in Central and Eastern Europe and the Middle East in addition to a strong focus on the markets in Germany, Austria and Switzerland. The Arwey collection celebrated its premiere in China during the Shenzhen Gifts & Home Show. The Acar Group, headquartered in Istanbul, Turkey and the sales and marketing company Acar Europe GmbH, Bad Homburg, Germany have been producing paper and leather goods for over 30 years. With the brands Arwey and NoteEco and a wide range of customized product solutions and many customisation options, Acar Europe offers a large collection of quality, innovative notebooks and calendars.

www.acar-europe.de

MANTIS WORLD

T-SHIRTS FOR COLUMBIA RECORDS

Known to many for its ethical practices and ground-breaking kids wear range; Mantis World also has strongly established ties with the record industry. Over the years they have provided blank and fully packaged t-shirts for major band tours, most recently for Bruce Springsteen and special projects for Coldplay's world tour. Recently saw Mantis World collaborate on a unique project



with major label Columbia Records, creating limited edition t-shirts for their live showcase event at the Camden Crawl, part of Columbia 125 year anniversary celebrations on Saturday 5th May. "It was a great project to be involved in," explained Matt Peters, Mantis World's Sales Director, "we not only produced the product – providing the organic t-shirt from one of our new range, we also consulted on the creative too."



While design group Farrow created the official "Columbia 125" brand identity, the label wanted something more irreverent for the merchandise package that would form the contents of the events highly prized, limited-edition goody-bag. Peters suggested London-based graphic artist Mark Ward for the job of re-visioning the brands iconic walking eye logo. Ward's graphic illustration not only graced the limited edition, two

colour t-shirt, it was also reprinted as a 12-inch poster, on recycled card. While the project was delivered in just over a week, its quality is unquestionable. "We prides ourselves on being able to turn things around within a tight deadline when necessary – it's the nature of our business sometimes – something we have in common with the music industry, I've found", adds Peters. www.mantisworld.com

SPORTSTERNE

NEW AT PSI

Sportsterne is certainly sporty. The company has been a member of PSI since last year and specializes in sporty promotional products. From embroiderable sweatbands to colourful frisbees and Nordic walking sets, the young company provides just about everything that sports enthusiasts can wish for. Even classic promotional products such as key chains and pens can be found in the assortment at Sportsterne. In September 2011 Oliver Römmer founded the company in Obertshausen near Frankfurt. The promotional products distributor received the certificate GWW Code of Honour and has committed himself to do business according to the rules of conduct of the German Association of the Promotional Products Industry. www.sportsterne.de



Oliver Römmer

KLIO-ETERNA SCHREIBGERÄTE GMBH & CO KG

NEW PRODUCT RANGE: KLIO+

The Black Forest writing instrument specialist Klio-Eterna has once again lived up to its reputation as a think tank by launching a brand new product range of electronic storage media under the brand name klio+.

„Klio+ offers our customers the option of obtaining two of the most important advertising media from a single source,” says market-

ing and sales director Alexander Slempe when describing the intention of the Black Forest company. The housing components are produced in the company's own plastics manufacturing facility. “The synergies are enormous. We use the same materials, colours and production techniques, so we can offer our customers optimally matched promotional materials,” adds Slempe. The contact persons for klio+ are identical to those of Klio-Eterna writing instruments. In addition, Timo Klittich, an industry professional and expert for USBs has joined the company. As a Category Sales Manager, he will establish the klio+ brand and further develop it. Information about the klio+ range and offers is available at:

www.klioplus.com



The klio+ collection integrates electronic storage media. Here are the models Rodeo and Twista.



Timo Klittich

<

FOR CUSTOMERS IN CENTRAL EUROPE LISTAWOOD STRENGTHENS BUSINESS DEVELOPMENT TEAM

European manufacturer Listawood welcomes Astrid Adams to their Business Development Team. Astrid Adams will be looking after customers in South Germany, Austria and Switzerland as well as Luxembourg and Alsace, France. She will be joining Listawood's team of Business Development Managers throughout Europe, helping them to promote Listawood's strong product proposition. She has experience in the promotional merchandise



Astrid Adams

industry; previously working for Klio Pens, as Area Sales Manager in France. Astrid Adams is based near Offenburg, Germany visiting customers and supporting them with the promotion of the manufacturer's product portfolio. “We are very pleased that Astrid Adams is joining us at such an exciting time, with many new and innovative products being launched this year,” commented Sim Shalom, Sales Director. “We feel that the investment in additional resource will enable us to focus on our markets in mainland Europe which are very important to us. Our business development teams are supported by a customer service team who are all native language speakers”, added Sim Shalom. “I am looking forward to my new role at Listawood. I was amazed by the technology in Listawood's manufacturing facilities and am excited about showing my customers Listawood's extensive portfolio of products actually manufactured in the UK”, commented Astrid Adams. Listawood employ around 150 members of staff at their 20,000 square metre, state-of-the-art production facilities in the UK. With offices in Germany and the Benelux, Listawood are one of Europe's premier promotional products manufacturers. www.listawood.com

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HEIKE CRUSIUS 10 YEARS IN SALES AT E&H STILL HAVING FUN



Heike Crusius

Heike Crusius has been responsible for sales at plastic deep-drawing specialist E&H Design from Wörrstadt for ten years now, where her focus is to look after numerous regular customers as well as to acquire new ones. Her experience and the industry knowledge in the deep-drawing and promotional products field that she has gained during this time assist the 55-year-old not only in looking after and addressing customers, but also in developing several product concepts for E&H Design. “I enjoy my work every day. This is not only due to the fact that every day is different. The challenges that come with the job, and the ties with E&H Design, make my job unique,”

reports Crusius, who manages the office from her home town, Wuppertal. She intends to help E&H Design grow and progress in the future, too, true to her motto, “standing still is a step backwards.” We wish her much enjoyment and success in her endeavours. www.eh-design.de

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MTS SPORTARTIKEL VERTRIEBS GMBH SEBASTIAN FREY NOW MANAGING DIRECTOR

MTS Sportartikel Vertriebs GmbH is getting a second managing director. Starting immediately, Sebastian Frey will be taking charge of MTS, a racket and fun sport specialist, alongside Jean-Marc von Keller. Until now, Frey has been responsible for managing the areas of field service and sales, and taking care of various key accounts. The 36-year-old business graduate has already been working at MTS for ten years, and in his former position was instrumental in achieving strong growth for the company.
www.mts-sport.de



Sebastian Frey

CONSULTANCY UND DESIGN DEPARTMENT KARLOWSKY EXPANDS CREW

Alessandra
Remitschka

Alessandra Remitschka has joined the Design and Product Development Department of Karlowsky Fashion GmbH. After completing her training as a state-recognized fashion designer and women's clothing tailor, she did several internships at home and abroad. Josephine Ulrich has also joined the team of the Germany-based company. Trained as a designer for print and digital media, she is responsible for the promotional products segment. This includes providing support and advice to the company's existing customer base and at trade fairs.

www.karlowsky.de



Josephine Ulrich

TRADITIONAL GERMAN COMPANY SAVED BOFA TAKEN OVER BY DOUBLET

Bonner Fahnenfabrik (short name: Bofa) announced its takeover by the French group Doublet with "great relief". This will allow more than 80 per cent of the jobs in the family business with a long tradition to be saved. Until now Bofa's business model was concentrated on a small product range and required permanent working capital. Faced with economic turbulence, the company was forced to file for insolvency at the end of 2011. Discussions were held with several interested parties from Germany and abroad. Ultimately, the plans of the Doublet group were found to be most promising. From now on, Bofa will operate under the name of Bofa-Doublet GmbH.

BOFA – DOUBLET SYNERGY

Bonner Fahnenfabrik was founded by Josef Meyer in 1866 and is based in Bonn. It is focussed on the manufacture of flags for indoor and outdoor areas as well as printing of a diverse assortment of promotional textile products. The company supplies many well-known customers. At the announcement of the takeover, Doublet declared that it will consolidate its German activities in Bonn. What's more, it plans to boost its new branch with the addition of Doublet's extensive product range and also aims to modernise the existing production. Due to this forward-looking approach, 80 per cent of Bofa's staff members can continue to be employed. The family tradition of the Doublet group will also be maintained: the newly formed Bofa-Doublet will be headed by Jean-Bernard Doublet, son of Luc Doublet, who led the group as managing director for more than 30 years until 2008.

ABOUT DOUBLET

The family business founded in northern France in 1832 is currently run by the three children of Luc Doublet (today chairman of the supervisory board). The Doublet group offers a wide range of products and services in four areas: furniture and equipment (flags, furnishings, banners), functions (stands, podiums), branding (interior and exterior communication) and events (logistics for sports and cultural events). Doublet is a supplier for the Olympic Games in London 2012, the Tour de France, the 24 Hours of Le Mans, Auchan and Michelin, to name a few. The group has always been active in international development and is currently represented across the globe in seven countries: France, Great Britain, Germany, Spain, Portugal, Poland and the USA. Last year the group achieved a turnover of € 42 million with 300 employees. According to company sources, the group will become market leader in its field in Europe with the takeover of Bonner Fahnenfabrik. Contact: Lisa Pias, Tel. +49 228 6834-193, lpias@bofa-doublet.de – www.fahnen.eu



The newly formed
Bofa-Doublet will
be headed by Jean-
Bernard Doublet.



PROMOTURK POWERED BY PSI PROMOTION SEASON IN ISTANBUL



Promoturk powered By PSI, which will be held in Istanbul at CNR Expo between the dates of 20 and 23 September 2012, is getting ready to become one of the most important gatherings of the year for the sector. A great mobility is being experienced in the area of marketing and communications in Turkey's economy, which keeps its growing trend despite the economic recession in Europe in recent years. Therefore Promoturk 2012 provides an excellent meeting place for new business ideas and opportunities for different cooperations. At the fair which brings promotional products sector of Turkey and the international participants together, it is possible to reach promotion materials in every category from corporate promotional products to custom designs, from porcelain to glass, from leather to textile, from stationery to cosmetics, from watches to electronic. The visitor profile of Promoturk fair shows a much greater variety every year. Thus, when looked at the visitor profile of Promoturk 2011, it is seen that representatives from almost every area take place in the fair from telecommunications to automotive, from pharmaceutical companies to banks, from food processing sectors to manufacturers of white goods, from tourism to health sector.

COME WITH YOUR IDEAS – RETURN WITH COOPERATIONS

As of last year, the fair, which gained momentum with the support of the PSI which has a large member network across Europe, is rapidly getting stronger with Turkey's geographic location and its proximity to all markets and services that it offers. Bookings continue for Promoturk powered by PSI, which is a strategic summit that can meet the needs of different markets such as Europe, Asia, Middle East and North Africa. This exhibition, which can open new horizons for you, is a great opportunity to meet with Turkish business community's entrepreneurial spirit and the magical atmosphere of Istanbul. www.ite-turkey.com

SALES TEAM EXPANDED MAHLWERCK WELCOMES UWE RITTER ON BOARD

The porcelain manufacturer from Germany, Mahlwerck Porzellan GmbH, has expanded its sales team and is looking forward to welcoming Uwe Ritter, an industry professional with many years of experience, to its



Uwe Ritter

team. The reorganization of sales at Mahlwerck is thus complete. Steffen Ritter and Uwe Hock, together with their own team of technical assistants and graphic designers, provide support to customers in Germany. Martin Hauer is in charge of marketing and trade fairs and is responsible for all customers in Austria and Switzerland. www.mahlwerck.de

MAGNA SWEETS TWO "NEWBIES" FOR THE SALES TEAM



Julien Maillard

Magna sweets has recruited two new members for its German sales team. Julien Maillard, a Frenchman, comes from the IT sector. With Julian Pufe, an insider of the trade will be joining Magna

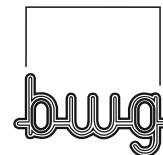
sweets. Julian Pufe last worked in the field service of WIL

Langenberg GmbH and will now lend his support to the sales team, together with Julien Maillard, making customer care even faster and more service oriented. www.magna-sweets.de



Julian Pufe

Gemeinsam erreichen wir mehr!



Bundesverband der
Werbemittel-Berater
und -Großhändler e.V.

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

bwg-TREND

14. - 15. September 2012

Die Messe für den Werbeartikel-Handel im Euromoda/Neuss



Treffen Sie über 100
Werbeartikel-Lieferanten
in entspannter Atmosphäre
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zahlreiche Neuheiten für
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Als bwg-Mitglied erhalten Sie
bis zu fünf kostenlose Tickets!

Warum Mitglied werden?

- ➔ Attraktive Rahmenverträge
- ➔ Unterstützung bei Inkasso
- ➔ Netzwerk mit Kollegen
- ➔ Lobbyarbeit für den Werbeartikel



Group exercises provided ample possibilities for practical work and ensured transfer of training to everyday situations.

BWG-FORUM 2012

FROM PROFESSIONALS FOR PROFESSIONALS

How an Audi A8 is manufactured, the production process at Baier & Schneider and how marketing that's appropriate to specific situations works in the age of media diversification and social media – the participants of the bwg-Forum discovered this and much more from the 3rd to 5th of May in Heilbronn, Germany. A successful event sharing valuable knowledge and specialist expertise.

There are many options on offer in the area of further training and education. But those who choose the bwg-Forum are looking for a lot more than informative presentations and useful seminars. They value specific industry know-how, up-to-date expert knowledge and the possibility to exchange ideas with colleagues. This year more than 70 inquisitive industry par-

ticipants took part in the popular seminar and communication days organised by the German association of the promotional product suppliers bwg. They benefited from a hands-on and multifaceted programme.

EXPERIENCING PRODUCTION FIRST HAND

A company tour of the calendar, stationery and school supply specialists Baier &

Schneider GmbH & Co. KG created a successful start to the informative weekend. The company with a long tradition, which is above all known for its core brand Brunnen, has been operating for 135 years. Many generations of students have written their homework in the exercise books produced by Baier & Schneider. Vivid memories, which were also evoked for many of the



The bwg-Forum was held in Heilbronn, the city of wine.



Participants had the opportunity to take a look behind the scenes of the calendar, stationery and school supply specialists Baier & Schneider.



Dinner in the Audi Forum followed by a night tour of the Audi A8 manufacturing plant were the key events on the first evening of the programme.

attendees of the bwg-Forum as they took a look behind the scenes of the exercise book and notebook manufacturing process. Practical, hands-on experience was also the motto of the evening on the first day of the programme. After an exquisite dinner in the Audi Forum, participants had the pleasure of attending a night tour at the automobile manufacturer Audi from Neckarsulm. Here they were able to witness the high-tech production of the Audi

A8 up close. Amazed and enthusiastic faces were the order of the day when watching the welding robot on the car body assembly line and the “marriage”, when chassis and car body are united in the final assembly. Fascinating insights that continued to make an impact the following day.

EVEN GREATER PROFESSIONALISM IN THE BUSINESS

Participants started the diverse seminar programme in a positive mood on Friday.

Interesting presentations on the first day of the workshop included a well-attended seminar by industry expert Bernd Steinbrecher, managing partner of the Power+Radach advertising agency based in Aachen. Highly motivated and with contagious enthusiasm, he presented the audience with new ways to further develop their own marketing. Steinbrecher actively involved the seminar participants in the process: in practical exercises he encour-



The bwg-Forum always also offers a range of possibilities for exchanging ideas and networking with industry colleagues.



Possibilities for company communication are greater than ever today. Industry specialist Bernd Steinbrecher presented the many different options available.



In her seminar, trainer Ursula Zabel highlighted where and how the quality and service mentality of a company is reflected.

aged them to identify and elaborate the positioning and unique features of their respective companies. The goal: to subsequently integrate these in their communication strategy to boost profits. After focussing intensively on this topic, many seminar participants were able to clearly answer the question "Which communication channels can I use effectively for my own company?" Practical tasks were also the focus of the seminar on the subject of service and quality. In various exercises communications trainer Ursula Zabel raised attendees' awareness of their own, very personal responsibility for the success of their business. In addition to the seminar examples mentioned, participants of the bwg-Forum also received an insight into the world of social media and a look ahead towards "industry specific IT in ten years".

NETWORKING AT ITS BEST

As the informal exchange of experiences among colleagues is always a priority of the bwg-Forum, the bwg invited participants to spend a sociable evening at one of the regional wine taverns in Heilbronn on the first day of seminars. New contacts could be made, questions clarified, and information and experiences exchanged in a relaxed and informal environment at the winery Fischer. Thus, this year's bwg-Forum once again fulfilled its intended purpose in all respects. The feedback from organisers and participants was therefore positive all round. Dirk Henrichs, from the commercial agency of the same name, summed up the thoughts of many seminar participants: "It was the first time that I've taken part in the bwg-Forum. I was positively surprised by the informative presentations, which were particularly lively. This was largely because the lecturers were always open to questions from attendees and this led to interesting discussions. The evening event at Audi including the tour of the plant was certainly a highlight of the seminar days. I can fully recommend the bwg-Forum. If it fits with my schedule next year, I would be glad to come again." <



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The specific stations of this year's Newsweek were always easy to find. Here is the entrance to the Hamburg location.



The distributors taking part had excellent opportunities to talk over new projects with their customers unhurriedly, as here in the foyer of the old indoor dressage rink at the Hagenbeck Zoo.



BWL NEWSWEEK 2012

ON A GROWTH COURSE

The Newsweek of the German Bundesverband der Werbeartikel-Lieferanten e.V. (Association of Promotional Products Suppliers, BWL) has long been part of the canon of the industry's most important events. The tenth anniversary event was given a small celebration and, fittingly, broke a few records.

Everyone agrees that the Newsweek has firmly established itself as an institution in the industry. This "mobile in-house exhibition" has long enjoyed almost the status of a trade mark. More than 2,800 visitors came to last year's Newsweek. This year, the BWL was once again able to outdo this figure. "Leaving aside seasonal fluctuations at specific

'guest appearance venues', the trends this year are once again moving toward rising numbers of visitors. This is without question because the event is constantly becoming more attractive, a fact which has been getting around for ten years now", is the opinion of BWL Managing Director Ralf Samuel who, together with the roughly 100 exhibiting sup-

pliers, was delighted at the total of more than 3,255 visitors.

NINE STATIONS

From May 7 on, distributors and their customers were given the opportunity to visit the exhibition in seven different German cities. The itinerary involved visits to Wuppertal, Offenbach, Ludwigsburg, Nuremberg, Munich, Hamburg and Berlin. Eve-



rywhere professional promotional products consultants and distributors took advantage of this opportunity to give their clientele competent advice with the aid of the suppliers at the exhibition, and to get to know the new products coming in the second half of the year. On June 19 and 20, the tour stopped off in Austria for the first time. Vienna and Linz were the names of the stations visited. One of the coming issues of the PSI Journal will have the further development of Newsweek's success story in that country as its theme.

GETTING OFF TO A STRONG START

The meeting of distributors in Frankfurt got this year's Newsweek off to a start for the BWL. Promotional products manufacturers displayed their products in the imposing convention building at Frankfurt airport. "This meeting of the trade in particular is turning more and more into a kind of marketplace or exchange where not only new products and services are presented, but also where information on the industry and the market can be shared. This also fuels daily business. And the

'Squire Conference Center' which was used here for the first time proved to have the perfect ambiance", said Ralf Samuel. The mood at the kickoff was excellent. This opportunity to obtain advanced information on the suppliers' product spectrum and conduct intense consultancy was taken up by 300 professional visitors from trade agencies. Last year, the association needed two days for the same number.

IDEALLY ORGANIZED

The association's concept of holding an exhibition for distributors and their customers is meeting with increasing resonance. Hence the Newsweek is turning out to be a modular, supplementary in-house exhibition for the trade, illustrating the entire range of promotional products and what they can do. Every second trade partner

attending is now successfully using the Newsweek to acquire new customers. Intense promotional measures from the organizers in the run-up and the experienced, professional organization at the exhibition enable consultants to give all their attention to their customers.

GRATIFYING FIGURES

Despite several in-house exhibitions in North Rhine Westphalia immediately prior to the Newsweek, 380 visitors still found their way to the municipal centre in Wuppertal, only slightly fewer than in 2011. However, the largest portion of exhibitors, as well as BWL's partner agencies, appeared to be satisfied with the event's popularity and results. The 543 visitors in Offenbach repeated the strong performance of the previous year. The 297 visitors in Ludwigs-



burg also came close to last year's figures. Nuremberg convincingly topped last year's benchmark this year with 546 visitors. In Munich, the organizers were able to welcome 383 customers. "This represents another ample increase compared to 2011 and marked the high point of this year's tour for more than a few of us in the BWL", comments Samuel. The events in the northern half of Germany more or less came up to the previous year's excellent figures: Both Hamburg's 345 and Berlin's 441 guests fulfilled positive expectations.



"OUTSTANDING CONSTANT"

On the whole, the BWL Newsweek once again showed itself to be an instrument of communication whose concept and implementation is efficient and well suited to the practical work of the industry. "After ten years, the BWL Newsweek has become firmly fixed in the minds and hearts of the BWL suppliers. In times of great change, this exhibition initiative of the BWL suppliers has turned into an outstanding constant. The BWL trade partners at the exhibition, as well as their industrial customers, appreciate this, as shown, for one thing, by the many inquiries about the dates for 2013", Ralf Samuel sums up. Contact at: www.bwl-lieferanten.de <

BWL NEWSWEEK VISITOR STATISTICS

Total visitors 3,255 (2011: 2,811)

Wuppertal	380 (2011: 413)
Offenbach	543 (2011: 566)
Ludwigsburg	297 (2011: 355)
Munich	383 (2011: 289)
Nuremberg	546 (2011: 388)
Hamburg	345 (2011: 384)
Berlin	441 (2011: 416)
Frankfurt (distributors day)	300 professional visitors (2011: 306 on two days)

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Your Contact:

 Reed Exhibitions

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

 **PSI**



Promotional products in a historic setting: The Schweizerhof in Lucerne, Switzerland on Lake Vierwaldstätter.

PSF FORUM IN LUCERNE

SETTING NEW RECORDS

For the second time, the PSF Forum – the Swiss trade fair for promotional products and textiles – was held in the Schweizerhof Hotel in Lucerne. The organizer, the Swiss promotional products association Promoswiss, was pleased that the event set new records.

After the highly positive response to the event last year, the organizers from Promoswiss, the Swiss promotional products association, again opted for the tradition-rich Schweizerhof Hotel on the banks of Lake Lucerne as the location for the PSF Forum. After six such previous events, the PSF Forum has become an indispensable meeting point for the Swiss promotional

products branch. This is reflected in the basic fair statistics. The sixth PSF Forum posted a new visitor record: 102 retailing firms and 209 visitors met with supplying partners all day long. Promoswiss also set a new record with 62 exhibitors.

BOTH A PLATFORM AND A HUB

The name says it all – the PSF Forum is much more than just a “simple” fair. It is

both a platform and a hub. It sets new trends, provides ideas and suggestions for successful advertising campaigns and innovative advertising concepts, conveys valuable knowledge on the effectiveness of haptic advertising and helps visitors establish new contacts. Located in the heart of Switzerland, the Schweizerhof Hotel offers a nearly ideal atmosphere for doing so. The



Come on in! The PSF Forum can begin.



The exhibitors presented their latest products in the impressive Zeugheer Hall.



Multi-sensory assessor Olaf Hartmann spoke about "The Power of Touch" to an attentive audience.



tables of the exhibitors of renowned promotional products suppliers and manufacturers were lined up in the historical Zeugheer Hall with its impressive décor. The specialists from the promotional textiles and textile refining trade gathered in the adjacent winter garden. During the compact one-day event, the visitors were able to become familiar with a wide array of diverse possibilities of promotional products. Nevertheless, there was still enough time for detailed and target-oriented talks.

MULTI-SENSORY SIGNALS

Since it is important for the Promoswiss association to continuously enhance the potential of promotional products in all their diversity and further increase the awareness of their enormous effectiveness, they also invited a distinguished expert to give a speech on the topic. Olaf Hartmann, founding partner and managing director of the Multisense Institute and founder and owner of the promotional products agency Touchmore, spoke about "The Power of



Silke Frank (r.) and Nina Schiffhauer of PSI talking to Marcel Spiess, the President of Promoswiss.

Touch – Haptic Sales Promotion in Multi-Sensory Marketing". During the talk he referred to the not yet fully exhausted possibilities of touchable promotional products: "The impact of wisely combined sensory signals is increased ten times by the effect of multi-sensory enhancement. Therefore the most successful brands and sellers in the world use multi-sensory signals in order to convey their message efficiently and convincingly." On the basis of studies and stunning practical examples, Hart-

mann shed light on the subject in a clear and amusing manner.

PROMOFRITZ TIMES SIX

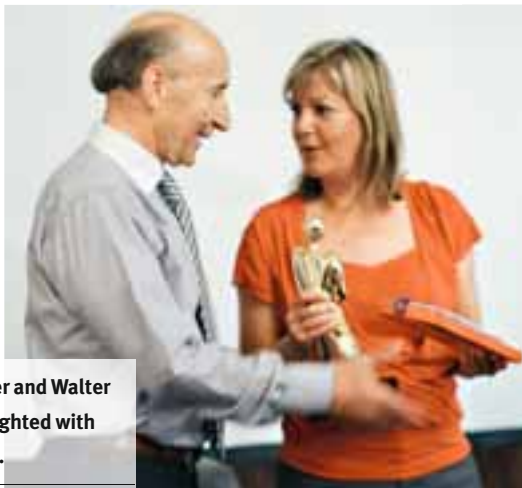
The festive dinner at the end turned out to be entertaining, delicious and particularly rewarding for some of the guests. Between the constructive talks and culinary delights, Promoswiss used the podium in the Golden Hall to confer the PromoFritz Awards. The prize was awarded for the fourth time this year. This time thirty hopefuls submitted their products for six differ-



Jazz-Music for dinner.



The guests looking forward to the festive dinner.



Klaudia Böhmer and Walter Kretz were delighted with the gold award.



Beat Nolze expressed his gratitude after receiving the Campaign of the Year Award.



Beautiful sculptures for successful products: the designs from PromoFritz.

ent prize categories. An independent professional jury with six representatives from marketing, advertising, media, and the promotional products branch evaluated the proposals. They assessed them based on the criteria originality, innovativeness, transmission of the advertising message, communicative sustainability, functionality and practical usability.

GOLD FOR "CONNECTOR"

The golden PromoFritz trophy went to Faber Castell for its versatile paint-box "Connector". Silver went to the trendy "App Key-ring" with an app look from the Troika idea factory. The firm Herzog Products GmbH

was happy to receive bronze for its "USB concept stick", which also impressed the jury. The firm LiteXpress Schweiz GmbH also set a design trend with its "Isosteel Colorline" drinking cup, which received the PromoFritz Design Award. The combi-band from DNS Design won the innovation prize. For the category "Campaign of the Year" the firm Cadolino by comTeam AG from Schlieren won the PromoFritz Award. The Promoswiss member developed a football and a magic cube for the biotech company Bachem AG, which display amino acids in a playful way.

www.promoswiss.ch





On the eve of the PSF Forum, Promoswiss invited exhibitors to a barbecue cruise on the banks of Lake Vierwaldstätter which boasted picturesque views.



AN INTERVIEW WITH MICHAEL MÄTZENER, THE MEMBER OF THE BOARD OF DIRECTORS AT PROMOSWISS RESPONSIBLE FOR MARKETING



Michael Mätzener

Are you satisfied with the way this year's PSF Forum went?

Of course! It was a total success. This event showed that the PSF Forum is well-established with both exhibitors and visitors alike.

What type of feedback did you get from the suppliers and from the distributors who went to the event?

There was a lot of positive feedback from both sides. The positive resonance from suppliers and distributors confirms the significance of this event and the increasing importance that this event has in the Swiss market for promotional products.

Will the event continue to be held at the same place?

Yes, we will definitely reserve this great event location again.

What is special about the PSF Forum – also in terms of its difference from other promotional products fairs?

Like the name says, the Forum is a platform where trends, new products and know-how concerning promotional products can be discussed and it offers people the opportunity to make new contacts. Furthermore, the PSF Forum builds a community with the goals of positioning promotional products and speaking about

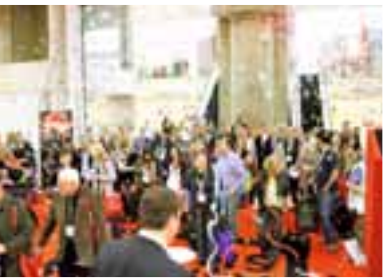
how the future of the industry can develop. It is not a "trade fair" in the traditional sense, where only the old and new products stand at the forefront.

Can the mood or concrete trends be observed, in terms of the further development of the (Swiss) promotional products market?

The market is struggling at the moment with many unqualified foreign distributors! The strong Swiss franc is also having a negative effect on the export industry and on tourism, which in the end is also becoming noticeable in our industry.

Does the Swiss promotional products industry have any special distinguishing features?

The Swiss promotional products market is a relatively small market, but it has a lot of potential. Quality is more important than quantity. "Sophisticated" and "Swiss-made" products are still high in demand.



The Counselor Awards honour outstanding entrepreneurs in the industry.

Promotional product distributors from more than 1,150 companies attended the promotional product fair in New York's Javits Convention Center.



ASI CEO Tim Andrews (left) and social media expert, Randi Zuckerberg.

THE ASI SHOW NEW YORK ROCKS GOTHAM

COUNSELOR AWARDS PRESENTED

In New York, 310 exhibitors displayed new American promotional products and highlights to around 2,300 distributors at the three-day ASI Show in May of this year. Competent specialist presentations rounded off the programme.

This promotional products trade fair at New York's Javits Convention Center was visited by promotional products distributors from more than 1,150 companies from 38 US states and 11 countries. A multifaceted programme of advanced training seminars and workshops opened up the two-pronged general concept comprising trade fair and specialist presentations, and illustrating the entire spectrum of new

products and highlights on the American promotional products market. In the evening of the second of the fair's total of three days, the Counselor Awards were presented to the industry's outstanding entrepreneurs. Among the award winners was not only Kevin Lyons-Tarr, President of e-commerce specialist 4imprint, who was chosen to be Personality of the Year, but also Garry Hurvitz, CEO of Canadian supplier

Ash City Worldwide, who was designated International Entrepreneur of the Year. Moreover, the excellent sales performance of the industry's top 40 suppliers and top 40 distributors was honoured.

SOCIAL NETWORKS ENHANCE MARKET OPPORTUNITIES

But the real highlight was the stirring presentation by Randi Zuckerberg, former head of marketing at social network giant Facebook. In her speech, she gave her listeners a number of practical tips on how to use social networks effectively to enhance their own brand awareness, for instance, and thus capture additional market share. In-depth exchanges and ongoing contact with target groups, Zuckerberg said, is still the best way to harness social networks to your own purposes. At the follow-up to the New York ASI Show in Chicago in mid-July, visitors will once again be offered a variety of specialist presentations. Among the highlights will be talks by contract expert Tony Robbins, and by former Chicago Mayor Richard M. Daly.

www.asicentral.com





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SECURITY AND MOBILITY

THIS WORKS SECURELY

On the following pages, we take up the topic of products from the areas of security and mobility – two broad fields where the creative minds of the promotional products industry have been doing very productive work. Let yourself be inspired by the latest ideas for advertising that is guaranteed to reach its target.

However, before we turn to the specific products under this heading, allow us a brief excursion into etymology. Like many of our terms, “security” also goes back to Latin. The word “securitas” (found in the name of a well-known insurance group) is the mythological personification of the (Roman) people’s security or safety. It appears primarily on coins. Unlike English, German does not normally distinguish between “security” and “safety”. “Mobility” also comes from the Latin word “mobilitas”. In general, mobility refers to the ability to move or the characteristic of being able to be moved. In the figurative as well as the literal sense, this also applies to good promotional products, which are distinguished by the fact that they can move and be moved. On the following pages, you will find particular examples which not only promise this characteristic, but also deliver on their promise. <

A WONDERFUL VIEW

The person wearing the new high-quality protective glasses from Kasper & Richter will have a clear view of the work in front of him because it is very comfortable to wear and adaptable: the frame of the glasses, which comes in two designs, can be adjusted in both its length and tilt. The frame is soft on the outside and hard on the inside. The glasses are available either with transparent lenses or silver reflective lenses. This product has several other top features: it is protected from mechanical risks and from getting broken if knocked around, and it has a UV400 sun protection filter and improved contrast for its lenses.

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



MISTER ELEGANT

The design workshop Troika is now selling an attractive key chain with a cuff links stud which has the motif of a QR code on it. The key chain is made out of a black leather hanger with a metal ring for keys and has a stud that serves as the clasp. With this product, cuff links studs are being used for more than just men's dress shirts and are now conquering the market for key chains, too.

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

RAIN PROTECTION FOR MOBILE PHONES

The Aqua Pouch from Dynatron Electronics, a cover for mobile phones that comes in a wide array of colours, is perfect for professional and personal use. The cover is IPx8 certified which means that it is water proof for up to 30 metres, making it ideal to use when taking photographs under water with an enclosed digital camera. The cover also protects it from sand when at the beach, from splashes of water and many other unwanted mishaps. For example, if you want to make a call when standing in the rain you don't have to take your smart phone out of the cover. The cover can have logo printed on the clip. It also comes with a water-proof, adjustable lanyard.

46241 • dynaTRON Electronics GmbH & Co. KG • Tel +49 2161 9958-0
info@dynatron.de • www.dynatron.de



-Advert-





CUTE SAFETY PRODUCTS

The cosy and practical animal reflectors from elasto form guarantee optimal protection at dawn and in the darkness. The soft tag is made out of a reflecting material and was made according to the European safety standard for toys EN71. It has a metal keyring with a cord which ensures that it is attached correctly to a rucksack or school bag. The three-dimensional reflectors can be selected to come in the shape of a rabbit with a yellow hooded jumper, an elk with a red and white striped scarf or a hippopotamus with a white cord. Finishing is done by means of pad printing.

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

A VERSATILE HELPER

A new compact tool set is made up of an amazing 38 pieces. The set includes an ergonomic bit ratchet with a striking product design, a “rapidaptor” bit holder, which enables you to change tools very quickly, and a total of 28 bits, seven nuts and a nut adapter. Bits and nuts are used with the bit ratchet and the “rapidaptor” serves as an extension. All of the tools are easy to use and can be safely stored in a durable plastic box. Despite the wide array of equipment that comes in the Wera Tool Check set, its dimensions are only 15 x 8 centimetres, which makes it the ideal gift for anyone who thinks it is important to have a small tool set with high-quality tools inside.

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



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E- Fahrspaß mit mobilem Zeitgeist:

Egret One – der neue Elektroroller im Rucksackformat

Umweltfreundlicher Fahrspaß aus dem Rucksack:
Der neue Egret One Elektroroller bietet Elektromobilität, viele Extras, besonders viel Flexibilität und perfektes Design

Raus aus der Tasche, rein ins Vergnügen – den Fahrtwind im Gesicht spüren, schnell von A nach B gelangen und dabei auch noch die Umwelt schonen - beim neuen Egret One kann man das Motto wörtlich nehmen.

Elektromobilität liegt im Trend.

Der Egret One verspricht puren Fahrspaß.
Moderner und flexibler kann man sich kaum fortbewegen.

Der schnittige Roller lässt keine Wünsche offen.

Lizenzprodukt von Bayer 04



Der E-Roller erreicht dank des starken 250 Watt Motors eine Höchstgeschwindigkeit von 20 Km/h und ist damit der perfekte Weggefährte für den Sommer. Der angenehme Fahrtwind und das Freiheitsgefühl sind im Preis inbegriffen. Der Elektroroller besticht durch Flexibilität und perfektes Design. Einen sicheren Platz, an dem man das trendbewusste Gefährt abstellen kann, muss man auch gar nicht erst suchen: Am Zielort angekommen lässt sich der Egret One mit zwei unkomplizierten Handgriffen zusammenklappen und in der schwarzen, optionalen Umhängetasche verstauen. Durch den leichten Aluminiumrahmen wiegt der Elektroflitzer nur 15 Kilo und kann überall mit hingenommen werden. Ob auf einer Messe, auf dem Firmengelände, bei Events, auf dem Golf- und Campingplatz, Flughafen oder als Werbemittel – mit dem Egret One ziehen trendbewusste Fahrer garantiert alle Blicke auf sich. Eine Straßenzulassung hat der E-Roller nicht. Die Ausstattung des Egret One begeistert Technik-Fans mit einem LCD-Tacho mit Ladezyklenzähler, einem Radnabenmotor und einer Bremse mit Energierückgewinnung für den idealen Fahrspaß. Der Lithium-Ionen-Akku sorgt dafür, dass der Fahrspaß lange anhält. Eine Ladung (4,5 Stunden Ladezeit) reicht für eine Strecke von etwa 23 Kilometern. Der Elektroroller überzeugt zudem durch einen 48 Stunden-Service. Auf den Akku gibt's ein Jahr Garantie, auf den EGRET sogar zwei Jahre. Zudem sind individuelle Brandings möglich. Und dann kann es eigentlich auch schon losgehen: Aufladen, ausklappen, Fahrspaß genießen.

Der Elektroroller ist aber nicht das einzige, was Markenreich zu bieten hat.

Im momentanen Lieferprogramm, weitere Marken kommen dazu, sind ferner Teamsport Produkte von Puma und Hummel und die elegante Taschenlampenserie BRAVELIGHT.



● MARKENREICH ●



A SMART ENERGY BOOSTER-PROVIDER

The USB car charger from Lumitoys is a recharger that can be used with a car cigarette lighter. It has a lot of printing space available where individual customer logos can be placed. This space lights up when it is recharging. When in service the logo stands out and the state of charge of the device connected to it is indicated as well. A built-in power LED light, which can also be recharged using the cigarette lighter, guarantees you will have bright moments even in dark corners.

46095 • Lumitoys GmbH • Tel +49 2331 377545-0
info@lumitoys.de • www.lumitoys.de

A SAFE-KEEPING CHAMPION

Team-d came up with a new arm case called Champion for safely storing smartphones. It is equipped with a Velcro fastener and can be easily placed on your upper arm or wrist as well as on a belt or rucksack belt. It has other practical features too: reflecting stripes, a cable outlet for earphones and the option of being able to hold a digital camera. Advertising is placed on the front side of the Champion.

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



AN ELECTRICAL SOCKET WHILE YOU ARE ON THE GO

Phones and iPads can be recharged very quickly using the product Mipow Power Tube Shake it from Löw Energy Systems. The small and portable power house (2,600mAh) uses the latest Li polymer technology which guarantees a very small self-discharge and a stand-by time of over a year. With the connection cable that comes with it you can recharge your portable device very quickly. If the Powertube runs out of power, it can be recharged at a computer or laptop. It can be personalised for orders of 100 units or more and the manufacturer offers customers the option of having it come with custom-made packaging for orders of 500 units or more.

47113 • Löw Energy System e. K. • Tel +49 2181 2135966
info@loew-energy.de • www.loew-energy.de





WEATHERPROOF BOOTS

When it comes to the theme of mobility, the shoe warehouse Bockstiegel is counting on its classic rain boots, which are indispensable for many recreational activities and for some professions. The rain boots are a must not only in rainy weather; they are practical regardless of whether you are working in the garden, while travelling, or are just going on your everyday walk with the dog. When fitted with the correct logo, the boots turn into an ideal advertising medium with a long-term advertising impact.

47439 • Schuh-Depot Bockstiegel – die Service GmbH • Tel +49 4941 967200
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www.karlow-sky.de





A CAMOUFLAGED DATA TRANSPORTER

The USB stick SW P032 is the best way to carry a memory stick which is attached to a key chain but is hidden from sight. The silver USB stick from the company Lifestyle has the shape of a key which is the perfect camouflage for carrying a data transport stick around with you wherever you go. Who leaves home without their keys? No one, at least not willingly. With this key chain your personal data is always at hand when you are out and about and is secretly camouflaged between the other keys on the ring. The stick is available with a memory capacity of one to 32 GB.

48388 • lifestyle + promo it • Tel +49 2181 2135966

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

FOUR JUST IN CASE

Whoever is on the go a lot often needs to take along other small devices with USB connections with them in their luggage in addition to their mobile phone. Well then, the 3116 Spider from the Dutch company Intraco is a useful tool to take along too. The Spider is a practical all-in-one USB adapter for iPhones and other devices which are equipped with micro and mini USB connections. This product can be used with nearly all popular USB small devices. The cables are held in a box made out of soft silicone.

43540 • Intraco Trading bv • Tel +31 75 6475420

info@d-vice.info • www.intraco.nl



FIRST AID

The company Kundenpflege has a product in their product line that offers you clever and fast help whenever you need it: the First Aid Kit. It comes in three different colours and has the words "First Aid" printed on it. It is also possible to place a customer logo on the front side by means of silk screen printing. The box contains two different types of plasters, disinfection wipes, gauze bandages, cotton balls, cotton swabs, scissors, a roll of adhesive plaster, a triangular bandage, and tweezers. With this kit nothing stands in the way of enjoying a family excursion and you will be prepared for any little injury that might occur.

46887 • Kundenpflege Wellness & Care GmbH & Co. KG

Tel +49 6541 812950

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

-Advert-



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 E-Mail: zentrale@selter.com • Internet: www.selter.com



A POWERFUL MUSHROOM CHARGER

Attractive and compact is how the small recharger from Intraco is being presented. It can be ordered under product number 3109 mushroom charger. It is easy to use: it only has to be plugged into an electrical wall socket. It recharges a mobile phone or other small electronic device by means of a USB connection. Just press the main button to turn it on. Once your device has been completely recharged, the recharger turns itself off, which prevents the device connected from becoming overcharged.

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

WHEN SECONDS COUNT

Swiss company Victorinox developed and perfected its RescueTool with luminous yellow shells during more than five years of collaboration with emergency and security services. The most important functions can be opened in seconds and the tool is ready for deployment straight away. The window breaker and windshield saw, two essential components of first aid measures, have also undergone intensive testing. In addition, the tool possesses a rounded belt cutter, single-hand blade, and a robust screwdriver. All tools that are important for deployment can be opened with gloves and are suitable for right and left-handers. Delivery also includes a nylon sleeve with a wide belt loop.

44281 • Victorinox AG • Tel +41 41 8181211
261@victorinox.ch • www.victorinox.ch



A HOLD ON PHONES

Under the product description 0031 smartphone grip, Intraco from the Netherlands presents its cleverly devised product concept for smartphones: A special holder that turns out to be even slimmer than a credit card. The ideal travel item, which can be used to secure or set up a cell phone on trains or planes, is ready for use within a few seconds.

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

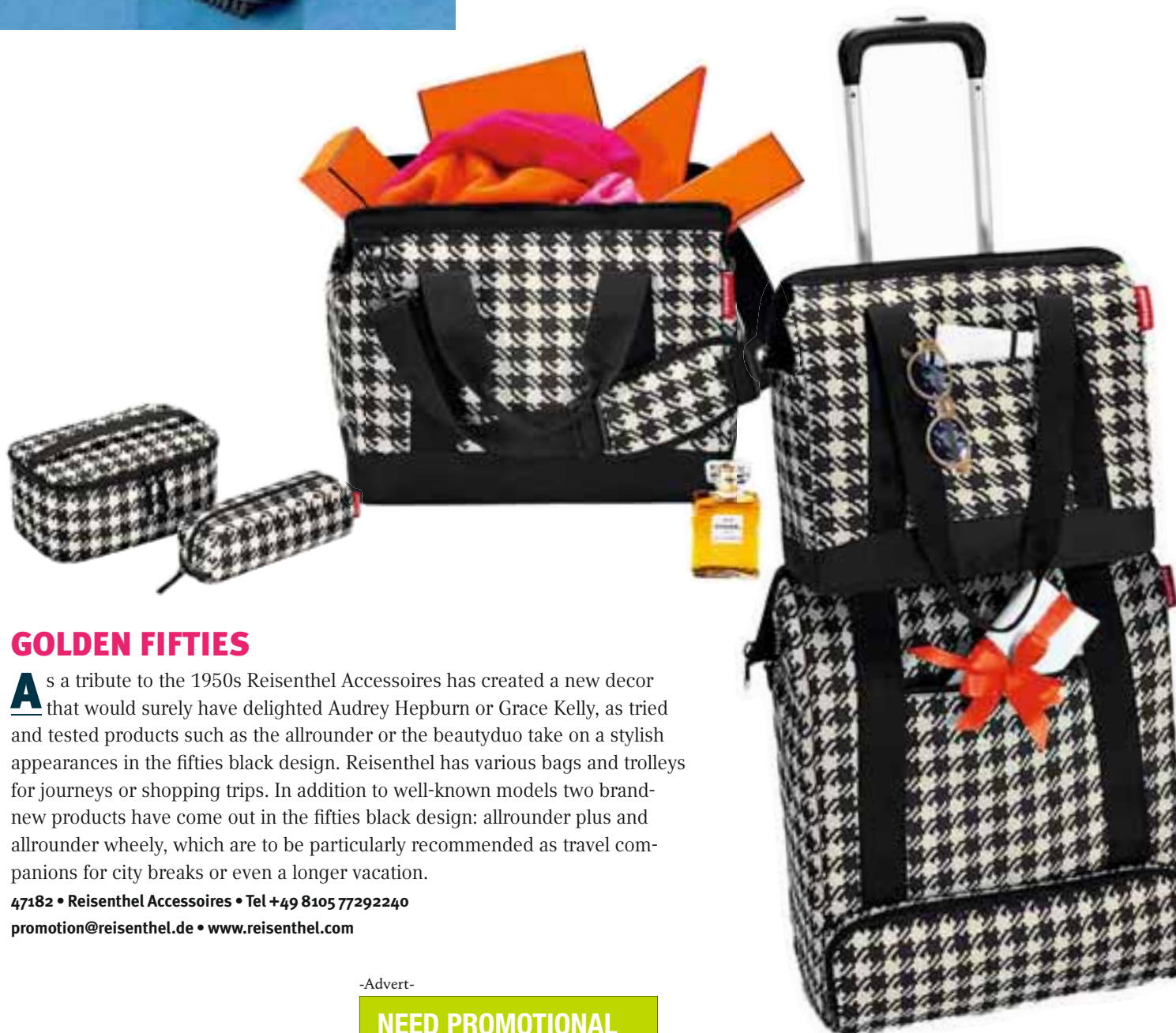


BRISTLY PROMOTIONAL ASSISTANT

The little promotional helmet from Frank Bürsten functions both as a clothes brush for personal use and as a tool for custom promotional measures. Sufficient space is available on the helmet to announce promotional messages. The helmet unites utility and an irresistible design and is optimally suited as a promotional gift especially for construction companies, architects' offices, building material traders, and similar institutions. The helmet brush, stocked at Frank Bürsten under product number 1090, is available in white, yellow, orange, red, blue, and green.

41853 • Frank Bürsten GmbH • Tel +49 7673 88865-0

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



GOLDEN FIFTIES

As a tribute to the 1950s Reisetel Accessoires has created a new decor that would surely have delighted Audrey Hepburn or Grace Kelly, as tried and tested products such as the allrounder or the beautyduo take on a stylish appearances in the fifties black design. Reisetel has various bags and trolleys for journeys or shopping trips. In addition to well-known models two brand-new products have come out in the fifties black design: allrounder plus and allrounder wheely, which are to be particularly recommended as travel companions for city breaks or even a longer vacation.

47182 • Reisetel Accessoires • Tel +49 8105 77292240

promotion@reisetel.de • www.reisetel.com

-Advert-

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GADGETS? CALL US!**
+31 (0) 75 64 754 20



IntracoTrading bv
www.intraco.nl



NO FEAR OF THE DARK

Philips convenience guidelight white – offered exclusively for the industry by Intraco – is the perfect accompaniment for children on the way to bed and during the night. The little lamp's gentle light ensures a snug and safe-feeling atmosphere. If the child gets up in the dark or moves near the little light source, it will light up. The lamp can be carried, thus enabling children to light their way.

43540 • Intraco Trading bv • Tel +31 75 6475420

info@d-vice.info • www.intraco.nl

REFRESHING EXPERIENCE

The air freshener available from L&D Aromáticos from Spain can be had in the two fragrances Strawberry and Lemon. Little Box Vent, as the product description goes, is equipped according to the manufacturer with a special air ventilation system whereby the fresh fragrance is reportedly distributed around the room more intensively compared with most other products from this range. No fluid is required for this, meaning that leaking or dripping is reportedly impossible. The fragrance dispenser, the company says, has a lifetime of around two months and is filled with a long-lasting fragrance concentrate.

44678 • L&D Aromáticos • Tel +34 950 624460

ld-aromaticos@ld-aromaticos.com • www.LD-aromaticos.com



GLEAMING CUTS

Struktura iLove mini from Richartz has an attractive and practical look. The gleaming surfaces of this knife, which is an exact fit for today's iPod world, come in the trendy colours black, red, and blue. The pleasantly soft pimples and the combination of useful functions make it an extraordinary instrument of quality. Struktura iLove mini can be finished by means of engraving on the blade or printing on the shell. Other colours are possible from 1,000 pieces.

40884 • Richartz GmbH • Tel +49 212 23231-0

info@richartz.com • www.richartz.com



-Advert-

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positioning.

To be fixed
on the wall.

Optimal
surface for
advertising
imprints!



Diameter: 74 x 34 mm; works with 1 AA-battery



Shining-mode can be changed manually.

„Party Lights“ can easily be fixed on walls or other undergrounds using screws.

The LED-lights shines in up to 16 different functions.

You can manually change the shining-mode. The LEDs will also switch the colours while shining.

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Beautiful colourful lights.

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Signet



Signs



Logo



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Puts an end to the endless search in the dark!

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Brightens up the bag with LED when a hand approaches.



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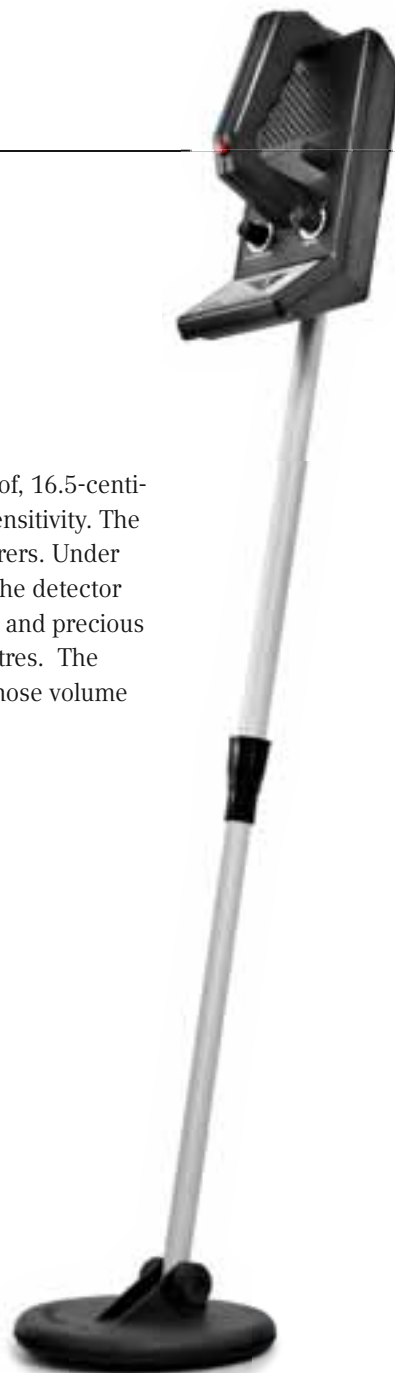
More infos:
www.idl-products.com

Please contact:
IDL PRODUCTS LTD
E-Mail: idl.ltd@hotmail.com

FOR TREASURE HUNTERS

The metal detector from Klarstein in Ceotra's range has a waterproof, 16.5-centimetre search coil with a gold-detecting function and adjustable sensitivity. The device is ideal for treasure hunters, beachcombers and boating explorers. Under the ground, there are thousands of secrets waiting to be unearthed. The detector will fit into your leisure or travel baggage and can detect both ferrous and precious metals, depending on the device's settings, at a depth of up to 1.5 metres. The battery-run appliance signals possible finds by means of a speaker whose volume can be adjusted. German instructions are included.

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



EMERGENCY HELPER

Spranz has a compact LED light in its range that can even be charged with the car's cigarette lighter thanks to the integrated Ni-MH batteries. The charge condition is displayed by a separate LED. Alongside the white light, three flashing red warning LEDs are integrated in order to draw attention to a safety hazard in an emergency. Available in black or titanium styles, the lamp is fitted with a magnetic base by which it can be fixed directly to the car, for example. It is supplied in a magnetic designer box.

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

EYE-CATCHING PROMOTIONAL MESSENGER

Sunscreen that protect the car interior from strong sunlight and can additionally be given exceedingly attractive designs are available from Clipy. According to the supplier from Spain, the Maxi 500 sunscreen, which covers the entire width of a compact car's windscreen, has proved to be a bestseller. It has a huge advertising space with the possibility of high-quality printing either in full colour or, for example, with a metallic look. The screen is additionally suited as protection against snow: on one side it has an aluminium layer, on the other (windscreen) side it has a layer of nylon or static material.

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

clipy@clipy.com • www.clipy.com



SHINING EXAMPLE

Safety and comfort are among the qualities of Safe2GoCompact, a patented 12-LED professional torch from the company Spranz. It has a backlit on-and-off switch that is additionally fluorescent: this makes the torch easy to find even in the dark. Its features include splash-proof aluminium casing and top-grade LEDs and components. Included within the scope of delivery are three high-quality batteries, a belt pouch and black designer cardboard packaging.

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

info@spranz.de • www.spranz.de



SAFE TRANSPORTATION

If it turns out that purchases at the furniture store are bigger than the car trunk will allow, the Trunk Extender from Topico finds its use: The solution for transporting bulky, large parts in small cars. The Trunk Extender creates an optimum link between trunk and open trunk flap. The steel rope can be smoothly pulled out and secured with a karabiner. Thus the transported item is optimally secured during the journey and cannot fall out of the car. Additional safety is afforded by the signal lamp that alerts following traffic participants to keep their distance. Additionally the Trunk Extender features a built-in mini cutter, which may come in useful later when unpacking the furniture box.

44327 • Topico • Tel +49 421 6965470-0

sales@topico.de • www.topico.



-Advert-

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Intraco Trading
www.intraco.nl



LET THE MUSIC PLAY

With Magic Base No. 960, Nestler-matho has a compact but also smart FM radio with an alarm clock on a base station with loudspeakers in its repertoire. Various smartphones and MP3 players can be connected to the station. Alongside headphones, the equipment also includes a line-in cable and a USB cable. With casing made of ABS plastic, the device is supplied in individual packaging with two AA batteries. Advertising material on this radio weighing just 74 grams can be printed onto the centre of the body of the handy musical all-rounder in a space of 30 x 25 millimetres.

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

ADVERTISING TO PROTECT THE HEAD

Voss-Helme, manufacturer of protective helmets and hard hats, has standard-compliant protective helmets with an exclusive design on offer: the ProStyle foil helmet. This hard hat gets its look from a patented process of multilayered surface finishing. An elaborate paint job also makes the helmet scratchproof and able to stand up to the effects of weather particularly well. The ProStyle helmets come in five different designs and can be made to suit a company's look by adding a logo.

48682 • Voss-Helme GmbH & Co. KG • Tel +49 5139 959530
info@voss-helme.de • www.voss-helme.de



RAZOR-SHARP SELLING POINTS

Merak from Martor in Solingen is a handy all-rounder for precise and effortless cutting. It has been tested by the German Technical Inspection Agency (TÜV) and is equipped with a fully automatic retractable blade, a knife that is ideal for cutting virtually all packaging materials. The construction, which uses high-quality plastic in a handy ergonomic form, is the key to efficient, fatigue-free work, thus ensuring a considerable increase in productivity. In addition, a maximum of 34 x 4.5-millimetre print advertising can be placed on the inner surface of the Merak.

40111 • Martor KG • Tel +49 212 25805-0
info@martor.de • www.martor.de



SAFE AND DECORATIVE

Clipper Corporate Wear from Denmark has a patent-protected knitted safety scarf in its range, manufactured 50/50 out of Milano wool and acrylic. The scarf can be used to match many different uniforms, and without running the risk of hazardous injuries due to strangulation for example or other violent impacts. After all, the knitted item available in navy and dark grey is secured by a concealed hook and loop fastener, which opens when strong pressure is applied.

46153 • Clipper A/S • Tel +45 9626 3200

clipper@clipper.dk • www.clippercorporatewear.dk

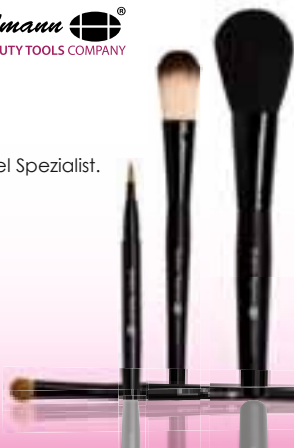
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ALL INCLUSIVE

The accompanying illustration shows an example of the safety contents with, for example, two or four high-visibility jackets for all occupants and tyre sealer and inflator available from artLine Manufacture. Easy Pack is ideally suited in the car, on hikes and for games, sport and leisure. The packaging, made of modern and sturdy polyester, is possible in any desired size and shape. Unlike hard cases, the soft material avoids the risk of injury.

48642 • artLine Manufacture GmbH • Tel +49 7771 916474

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



SAFE ATTIRE

Brecht Profashion carries out its production in line with Öko-Tex Standard 100, the chemicals regulation Reach, the Fair Trade seal and the Code of Honour of the promotional products association GWW. Wearers of Brecht Profashion's workwear and high-visibility clothing can therefore feel safe and comfortable and it will not let users down in terms of fashion, either. Functional T-shirts and sweat-shirts of grades 1 and 2 are available, which also have UPF sun protection and comply with the standard EN471. The customer can additionally choose from various reflective strips from the company 3M. The ESD protective materials with a high electrostatic discharge capacity from Textet prevent high-energy, textile charge levels, thereby making them a reliable companion in risky work situations.

48274 • Brecht Profashion GmbH • Tel +49 7252 7900

info@brecht-profashion.de • www.brecht-profashion.de

-Advert-





NO CHANCE FOR BACTERIA

The Bacterlon coating for surfaces was developed with the intention of reducing the number of dangerous germs and bacteria on smooth surfaces. The company A & M kreativfabrik is selling individually-wrapped, practical wipes, which are easy to use and ideal to take along with you when you are on the go. The sachets can be individually designed and printed on according to a customer's particular wishes. They are also perfect for using as mailing supplements and giveaways. Once the special coating on the wipes is applied, Bacterlon works for at least 30 days. It has proven to be of value, especially in nursing care areas and in areas where sick patients spend their time. The excellent germ-reducing effect has been tested by a reputable research laboratory and this product has received numerous certificates. The coating protects all types of surfaces that come in contact with lots of people, such as in offices, homes, and kindergartens. It is also perfect for taking with you when travelling.

15636 • A & M Kreativfabrik GmbH • Tel +43 664 88658187
m.liebe@kreativ-fabrik.at • www.kreativ-fabrik.at

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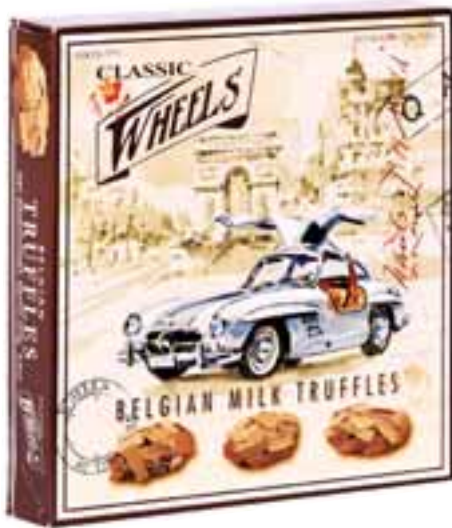
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INDULGE AND ENJOY

With Classic Wheels, Kellermeister Manns nails its colours to the mast and shows a love of detail when it comes to the topic of mobility: the motif of the classic automobile design of the 1950s, enchantingly represented in this example by the style icon of the 300 SL from Mercedes-Benz, will most likely make the hearts of not only men beat faster. The ladies will certainly get their money's worth here, too, at the latest when the packaging, amply filled with 250 grams, reveals its delicious contents: Belgian Milk Truffles, sensational Belgian truffles with milk chocolate.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477

info@kellermeister-manns.de • www.kellermeister-manns.de

ATTRACTIVE SAFETY JACKET

The padded jacket 5411 from ProJob distributed by Texet, available in black, is proof that high-visibility clothing can also look cool. It is fitted with a fleece collar, ergonomically shaped sleeves and many pockets both on the inside and outside. It not only looks smart, it will also keep you warm on cold days. The fluorescent outer material on the shoulders has a signalling effect that radiates safety. The lining can be opened up for subsequent finishing with embroidery or printing.

46329 • Texet GmbH • Tel +49 4262 95984-0

stefan.lobert@texeteurope.com • www.texeteurope.com



MOBILE OFFICE

Products and useful aids for a varied work life can be found in Bühring's mobile office. The mobile office can be fastened safely to the passenger seat by means of the straps on the case and the seatbelt. Alongside space for business cards, brochures, writing utensils and a notebook, you can also store your mobile or smartphone, iPad or tablet PC and laptop, which are then easy to access in a traffic jam or when taking a break. The model can be assembled as required. Production is carried out on a project basis. Advertising can be applied using the screen-printing process.

40807 • Bühring GmbH • Tel +49 4154 795400

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



CELEBRATING FOR GOOD MEASURE

A combination of a 375-millilitre bottle of fine-tasting, well-balanced Bordeaux Les Gauries and a digital tyre pressure gauge can be found in Kellermeister Manns' product range. The full-bodied red wine will impress and is something for those who enjoy the finer things in life. The digital tyre pressure gauge with a display in PSI, BAR or kPa provides for a safe journey before your glass of wine. It is fitted with a useful LED light, allowing you to read the display even when checking the desirable tyre pressure in dim light.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477

info@kellermeister-manns.de • www.kellermeister-manns.de

-Advert-



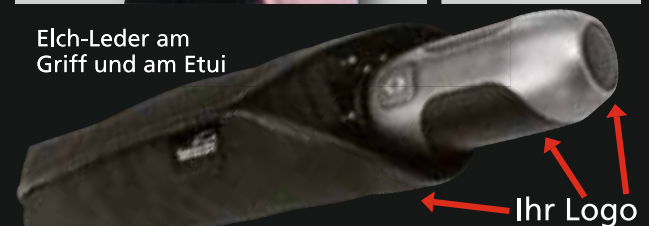
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www.martor.de/werbeartikel

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

LITTLE BIG KNIFE

Magnum 8 is the name of the high-quality work knife from Richartz with stainless steel shell, anodised aluminium inserts, securable blade, and many extra big and solid functional parts for safe and professional working. The tool for men can be commercially customised by means of laser engraving and printing. It is available in red, orange, and blue from 3,000 pieces. In addition to various knife blades the pocket knife also possesses scissors, saw, and corkscrew, as well as other useful functions.

40884 • Richartz GmbH • Tel +49 212 23231-0

info@richartz.com • www.richartz.com



CLEAN AT ALL TIMES

Whether on the move or at home: The little Spray-Stick filled with ten millimetres of hygienic hand disinfection spray from Clean Promotion permanently ensures fast hand cleaning and disinfection. Thanks to its compact dimensions, the practical stick will fit in virtually all pockets. It is finished with an all-round label in four-colour digital printing. Minimum order quantity is 250 pieces. Clean Promotion additionally has many other fillings for the widest variety of uses in its range, including for example monitor cleaner, room spray, spectacle cleaning spray, keyboard cleaner, furniture care spray, insect repellent or refreshing spray.

48047 • Clean Promotion UG • Tel +49 2382 7604007

info@cleanpromotion.de • www.cleanpromotion.de



SUNBATHE SAFELY

Francos Image Cosmetics & more is presenting its sun cream with SPF 30; it ensures the highest level of safety for your skin so that sunbathing doesn't end up turning into a disaster despite the increasing levels of ozone. The sun cream contains vitamin E and panthenol which is another reason to choose this product to protect your skin. This classic product for the summertime is made in Germany and comes in a 50 millilitre tube with a practical hinge cap cover for very easy handling. Photo images can be placed on the tubes for print runs of 1,000 units or more and the sun cream can be delivered within 4 weeks. Alternatively, the sun cream can come in a smaller 25 millilitre tube.

47463 • Francos GmbH Image-Cosmetics & More • Tel +49 2521 8255112

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



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webshop@psi-network.de



* plus one-off set-up fee of EUR 49,- VAT not included. Minimum term 12 month.



PRACTICAL DATA SAFE

Card Guard is the name of the attractive and practical card case from reeko: made of PU and polyester, the case not only provides space for business cards, it also protects chip cards against information theft from outside. The material is reinforced with special RFID blocking foil on the inside, preventing the unsolicited reading of your personal data. It is supplied in individual cardboard packaging.

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

COMPACT RESCUE AID

ResQMe from the range of the US company NOV8promo is the latest achievement in terms of handy, unusually compact emergency instruments for use in the car. Patented, registered as a trademark and produced in the USA, ResQMe can be used to cut through jammed seatbelts and shatter rear or side windows that no longer work. For companies, it can serve as the perfect promotional gift in many respects, such as by conveying messages of solidarity and foresight.

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ERGA SRL

JUST IMAGINE – WE CAN DO IT

Just imagine – we can do it: This is the promise of Erga, one of the oldest Italian manufacturers of writing instruments, offering its customers a global service aimed to meet any need. Let us now take a look at the company.

Over 40 years of research and development are the strengths of Turin-based Erga. With a business that began in 1968, the company offers its professionalism and know how, proposing tailored solutions and taking care of the whole production process, starting from design up to customisation, to transform any object into a unique one.

QUALITY AND FLEXIBILITY

The siblings Andrea Mori and Paola Mori are the owners of Erga. Paola Mori is now head of a graphic and technical team in

charge of developing the design of Erga pens and of proposing the more targeted graphic solution for a more effective and deep impact communication. The pursuit of perfection is a must for a company in continuous evolution. Andrea Mori directs a technical staff which has managed to convey the desire to go further and further, from the research of the most innovative materials, to the will of getting the 100 per cent quality at any stage of production process. “The flexibility that characterizes the company is a daily benefit for customers



who see fulfilled any need for reliability and speed,” says Andrea Mori.

ALL AROUND DIGITAL PRINT

From over 20 years Erga started up an internal printing department facility to offer a complete customer service. Thanks to the constant research and the long experience, today a technical team and their skilled operators allow the company to offer 360 degrees full wrap high resolution digital print to reproduce photo realistic customisations all around the barrel of the pen. This innovative printing service is added to the traditional ones: UV silk-print, traditional silk-print and pad-print. The equipments specially made for the items of the Erga collection allows to have high quality products in a very short time and at charming prices.

A GLOBAL SERVICE

The sales staff, which Paola and Andrea Mori communicate passion and commitment, assists customers in finding the most suitable product to offer to the end user.



Here is where the individual stages of the allround print are shown.



The siblings Andrea and Paola Mori are the owners and the managing directors.

With the help of virtual print simulations Erga team supports the customers in selecting the best graphic and chromatic solution through eye-catching presentations. From www.ergaonline.com each customer can accede to the virtual office open 24 hours on 24 and 7 days a week, get into the e-shop and visualise his own prices and calculate immediately his own offers. In a single click the offer can be turned into an order. Last but not least the opportunity of direct deliveries to the end users allows major savings of time and money.

READY TO USE

MARKETING SUPPORTS

The Erga team has played in advance providing customers with ready to use marketing tools: "Your ready magazine 'Italians' is aimed at guiding end users to the choice of the right product, making them aware of the importance of quality and safety. The magazine is designed to be customized with customer's data and does not contain any Erga contact information. Your

ready mailing consists of HTML pages personalized with each professional logo and data, ready to be sent out to the end users to lead them through the discovery of a world of products and services by an easy guided process: Your ready web site, a neutral customer friendly web site which allows everybody to present the entire Erga collection without the duty of updating and maintenance. Your ready showcase, an easy foldable handy show case which professionals can bring with them when visiting end users or which they can keep in their show room being self-standing at the same time," illustrated Paola Mori. "In a market in constant and frenetic evolution where the object is just one part of the service requested by customers, Erga constant commitment has the goal to be the writing instruments manufacturer known and sought after for its reliability, flexibility and speed," resumes Andrea Mori.

www.ergaonline.com



The models Macra, Pura and Thera (from left), individualised in digital print.





MARGARETE STEIFF GMBH

CUDDLY CULT OBJECTS FOR THE INDUSTRY

Think of teddy bears, and one name will spring to mind immediately: Steiff. This traditional German company, which has withstood world wars and economic slumps over more than a century, was founded by the extraordinary entrepreneur Margarete Steiff. In 1880 she sewed the first Steiff animal, whose “descendants” today are enriching the promotional products industry as well.

Steiff is a synonym for cuddly animals of the highest quality. And because everyone is aware of that, Margarete Steiff GmbH sells a myriad of popular classics for all ages each year. The Swabian plush animal manufacturer has succeeded in tapping into a sales market in the promotional products industry too. This comes as no

surprise as, after all, companies can express their appreciation for partners and customers particularly well with the aid of these high-quality products. Margarete Steiff GmbH can provide individual ambassadors for every occasion. They are made from the finest materials with a lifelike design and traditional craftsmanship. The com-

pany relies on traditions and values that also played a major role for Margarete Steiff. Despite many obstacles, the extraordinary founder of the company managed to build a globally successful company.

THE MOTHER OF THE STEIFF ANIMALS
Margarete Steiff was born on 24 July 1847 in the little town of Giengen an der Brenz

in Swabia. Fate struck her a harsh blow at the age of just 18 months: the little girl fell ill with polio and was confined to a wheelchair from thereon in. Instead, however, of letting herself be discouraged by her illness, the life-embracing Margarete Steiff trained as a tailor and, in 1877, founded a felt confection company. Here she sewed her first textile animal, a small felt elephant, which was actually designed for use as a pincushion. However, it very soon became apparent that the real enthusiasm for it came from children. Other cuddly animals soon arrived to keep the “wee elephant” company. With them, the company founder helped to ensure that thousands of children at the end of the 19th century finally got a toy that was just right for them.

STIEFF ON COURSE FOR EXPANSION

A brisk shipping trade for textile animals soon came into being, which Margarete Steiff initially conducted from her parents' house. In 1890 she then moved into her first own premises with a salesroom. The company's expansion advanced at an enormous pace. By 1899 the entrepreneur was already supplying products to England,



then Italy and Holland followed suit. In 1901 the price list boasted 38 pages, was written in German, English and French and contained almost 500 toy animals. Margarete Steiff bore full responsibility for the constantly growing company, though she received energetic support from close family members to whom she assigned key roles. Of her three oldest nephews Richard, Paul and Franz, who were soon to become the company's supporting pillars, one stands out in particular: Richard Steiff.

THE FIRST STEIFF BEAR COMES INTO BEING

In 1902, he had a sparky idea. After numerous studies, Richard Steiff designed the world's first plush bear with movable arms and legs. He presented the innovative toy to the public for the first time at the Leipzig Games Fair. Yet the German audience barely showed interest. It was not until the final show day that an Amer-

ican department store owner was thrilled by the movable bears and placed an order for 3,000 items. This was where the Steiff teddy bear's global success took off. Just four years later Steiff sold 973,999 of the cuddly animals; very soon the global demand for the bears meant that manufacturing had to expand. And so began in 1903 the rebuilding of the toy factory, which to this day stands in the grounds of the company headquarters of Margarete Steiff GmbH.

BUTTON IN EAR

Besides Richard, Franz Steiff also made his mark on the company. In order to make his aunt's cuddly animals unmistakable and guard them against imitation, in 1904 he developed the world-renowned trademark: the “Steiff – Button in Ear.” This metallic attributive feature did its bit to ensure that Margarete Steiff GmbH notched up a record year in 1907. 400 employees



and 1,800 home workers produced, in the aforementioned year alone, 973,999 teddy bears and a total of about 1,700,000 toys. An enormous success that Margarete Steiff just lived to experience: she died on 9 May 1909 at the age of 61 years. The traditional company, that has survived world wars and a succession of economic slumps, still bears the founder's hallmarks today. The philosophy that, "For children, only

the best is good enough," which she followed throughout her life, has retained its validity at Steiff up to this present day.

STEIFF ANIMAL PRODUCTION

Today the company Steiff, which is fully family-owned, has more than 700 textile animals in its collection. Of course, how exactly the popular "companions" are produced remains a company secret. However, this much is given away at Steiff: for the design of the animals, the designers deal in detail with the precursors in nature. The result of these studies is creations that are deceptively authentic reproductions of living animals. The cuddly animals are still manufactured through traditional handicrafts. For their work the experienced seamstresses at Margarete Steiff GmbH need three things above all: good materials, a creative cutting pattern and two practised hands. For the Steiff animals the company predominantly uses natural materials, such as mohair, alpaca or woven plush. The seamstresses transfer the cutting pattern for the animal series to the rear of these materials. From these individual parts they then produce a body shell, which is now stuffed with wood shavings or synthetic material. However, the textile ani-

mal only receives its true character once both button eyes are affixed. After the cuddly animal has been perfected to the smallest detail, just one thing is missing: the "Button in Ear."

STEIFF ANIMALS AS MESSAGE BEARERS

With a broad range of custom designs and individualised products from the standard range, Margarete Steiff GmbH has positioned itself as a capable supplier on the promotional products market too. Particularly in the custom designs field, the imaginative opportunities are limitless. Steiff develops for every company a little mascot, which is realised according to precise specifications and requirements. A photo or a drawing, plus indications of the desired size, are used as a template. The development costs for special designs are 1,500 euros and will not apply in the event that a contract is awarded. Special products made of plush can be manufactured from an edition of more than 3,000 items, products made of premium mohair or alpaca from an edition of 1,000 items. The prices are calculated on request; supply time from arrival of the order is approximately four months.



PLUSH ANIMALS WITH CUSTOM TRIMMINGS

In addition to the custom designs there is the option to individualise Steiff animals from the standard range with logo or text. Animals and teddy bears are available made of either plush, or in the luxurious variant with fur made of mohair. They can be fitted with accessories such as throat marks, scarves, neckties or bows. The company logo is prominently displayed on all “decorative items”. As a particular highlight the soles of the Steiff animals’ feet can also be embroidered with a logo.

CUDDLY ONE-OFFS FOR RENOWNED COMPANIES

Margarete Steiff GmbH has already produced custom Steiff promotional products for many renowned companies. These include, for example, Swiss chocolate manufacturer Lindt, which Steiff has already

been working with for two decades. One product of this partnership, for example, has been a plush Lindt rabbit made from soft mohair. Provided with an embroidered logo, it delights fans big and small of the fine chocolate. Tchibo, too, wasn’t going to miss out on having its own teddy bear with “Button in Ear.” Custom clothing for the Tchibo bear was manufactured in the Steiff sewing room according to the coffee producer’s design. Since then it has been used as a highly versatile message-bearer for the tradition-rich company. <





RALF STEGMANN

REACHING THE GOAL IN A ROUNDBOUT WAY

For Ralf Stegmann, “resting” is an alien concept. Full of dynamism and with lots of blood, sweat and tears, the Managing Director of the german company xmedia is constantly jumping into new undertakings. In this interview with the PSI Journal he talks about the World Frisbee Championships, the Heilbronn open-air cinema, why electronics is his hobby horse and what all this has to do with the promotional products business.

We visited Ralf Stegmann in northern Baden-Württemberg. The managing director is quite taken with the city of Heilbronn and its roughly 130,000 residents. He has adopted it as his hometown and also made it his company headquarters. When this native of the Palatinate went off to college in the early eighties, he decided to turn his back on Pirmasens, the German shoe capital, to make a life for himself in the city of wine from then on. This is where he met his wife, started a family and later founded his xmedia advertising agency. Now Ralf Stegmann is nearly as comfortable with the Swabian dialect spoken in Heilbronn as with his native Palatinate, and he feels perfectly at home in this small Württemberg town. In 1988, he got his degree in business, specializing in marketing, and the same year started as a trainee at the Lidl chain store, a discounter in nearby Neckarsulm. How do you get from a discount food store to your own advertising agency? Easy: in a roundabout way. A way that has left its mark on Ralf Stegmann and which he would not change for the world, because it made him what he is today, both in business and in his private life. After six months of training, during which he worked in all departments, Lidl hired him and from then on he worked in the purchasing and marketing department. Stegmann would not like to have missed his stint at the discount food store. Although he had to learn that life is not easy at the bottom, he also learned a lot that proved useful in his later life, and drew conclusions relevant to his present self-employment.

NETWORKING AS A SERVICE

Stegmann stayed at Lidl for nearly two years. Then he decided to pursue new career paths and moved to the marketing and communication department of Amphenol, a US electronics group. For ten years he worked in PR at this electronics corporation before founding the xmedia advertising agency together with a friend and business partner. This native of Palatinate had already been toying with the idea of becoming his own boss for a long time. Once

the right partner was found, Stegmann did not hesitate. The two business partners founded an agency that specialized in services related to marketing. Stegmann and his team are still advising companies today. They design and produce catalogues, brochures and customer magazines. Ad design, media planning and trade fair participation, as well as PR and press work are also part of the spectrum of services offered by this five-person agency. A key concept on which the founding of the company is based is the idea of offering customers a service which networks communication across various media. The name xmedia still points to this today, even though the term crossmedia was still largely unknown in the late 1990s.

WORTH THE FIGHT

The first few steps into self-employment went well, thanks for one thing to the many years of experience Stegmann had gained in the field of marketing and PR. In the space of half a year, the agency had grown to eight employees. Business was thriving when Stegmann's partner died, only two years after the agency was founded. This was not only a bitter blow to his career, but also a great personal loss, as you can clearly see when Stegmann talks about it. This is probably also one of the reasons it was impossible to find a replacement. So the PR pro decided to manage the operation on his own, a challenge which would have brought many a businessman to his knees, but not this intrepid entrepreneur. Anyone who knows Ralf Stegmann also knows that he keeps his eye fixed on his goals and fights for them.

PROFITING FROM COINCIDENCE

In the course of his ongoing search for new assignments, he came into contact with the promotional products industry rather by chance. "Promotional products always fascinated me. These are products everyone would like to have," Stegmann says. So it is no wonder that he took the opportunity in 2003 to acquire the customers of a business friend who was just retiring. Even though the promotional products segment now determines a large part of his

business, a look at the small company's website is quite amazing, for its range of services covers much more than just promotional products and marketing services. "Does my enthusiasm and drive come from the promotional products industry? I don't know, but I like to take on new challenges and tasks, both in my business and private life," the 51-year-old says. When asked how he became the organizer of the Heilbronn open-air cinema, Stegmann answers with a smile, "That was another coincidence. In 1997, xmedia took over media and marketing for the World Frisbee Championships, which were held in Heilbronn in 2000. Yes, there really is such a thing," Stegmann chuckles. He and his team took care of this event as a marketing partner for three years. The spectacle drew 25,000 visitors from all over the world to Heilbronn. "We spent three years getting ready for it, and the whole spree was finished in three weeks. So we started thinking about something new," Stegmann reports. Together with various business partners and sponsors, Ralf Stegmann threw himself into the next project. Starting immediately, an open-air cinema was supposed to help Heilbronn residents pass their time. Two years later, the project was in the can and in 2010 was chosen as the most popular art and cultural event in town by the readers of the "Heilbronner Stimme newspaper". This summer the open-air cinema is going into its eleventh year. Along with organization, Stegmann is also instrumental in choosing the films. The Heilbronn Genossenschaftskellerei cooperative winery will be showing seventeen films, including a fringe program.

FULL OF DYNAMISM

Now and then, however, all this activity exacts a toll. Stegmann noticed this not quite a year ago. Several clear physical warning signs were soon followed by a collapse. "Suddenly there was no way forward." Stegmann temporarily retired from the company, working primarily in an advisory capacity. It was a rough experience for this businessman to ramp down from 200 to 80 per cent. Today, Ralf Stegmann pays at-

RALF STEGMANN IN PERSON

What was the first thing you thought about this morning?

This is going to be an exciting day ...

When is a day good for you?

When I have the feeling that I have achieved something or got things moving.

What puts you in high spirits?

To have successfully accomplished a big job; a good meal and a bottle of good wine; a nice party with friends and much, much more ...

And what gets on your nerves?

Amateurism, sloppiness.

What is easiest for you to forgive?

A lazy day on the weekend, even if I have enough work to do.

What makes you forget the time?

An exciting game of football. Especially when my favourite team is playing, 1. FC Kaiserslautern, even though I must admit that that rarely happened last season.

Four weeks of mandatory vacation – where will you be heading?

Corsica: sun, sea, mountains, interesting cuisine.

What do you spend your money on?

Shoes! I stress that I am a man!

Do you let yourself be seduced by advertising?

Yes, gladly. And the product is not necessarily so important, but rather how it comes across, the idea, how it is staged.

What makes a promotional product a good promotional product?

When it makes its recipient happy.

The best one you ever received?

A tiny pocketknife which I took with me in my briefcase for years until it started getting me into trouble at airports. I was even tempted to check in the tiny knife separately ...

What annoys you about a promotional product?

When there's nothing which it's good for, not even for a joke, so that it's not even humorous.

tention to himself and his health. Twice a week he plays football to offset his work and keeps fit by jogging. Fourteen-hour days have become the exception, also out of regard for his wife and two children, who suffered greatly when their husband and father was suddenly out of commission. "I only stay longer at the office when I have to talk on the phone with business associates in the USA, due to the time lag," Stegmann explains. For about four years now, xmedia has been the "mouthpiece" for the US PR agency Techwire International and is associated with the company through a co-partnership. Despite slimming down the agency from eight to five members of staff, Stegmann has been dealing not only in Saeco coffeemakers, but also devoting himself to the cosmetic and kitchen utensil sectors, distributing the Babyliss and Cuisinart brands. The search for new challenges still shapes Stegmann's career and private life to a large degree. The experience of suddenly having to drop out has given him pause, raising questions about many things and putting his life to the test. "I don't really regret anything. Of course, my experiences have made me wiser, but I would basically do a lot of things the same way again," Ralf Stegmann says in looking back. Even though the businessman has firmly decided to take it easy, he is far from quitting, for the next project is already just around the corner: a large-scale music event intended to bring even more culture to Heilbronn.



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Office Garden is the name of emotion factory's plant concept in a bag. It brings a touch of nature to the office or windowsill quickly and simply. Its remarkable ease of use makes it suitable for even those who don't possess the envied green thumb. Open the bag, set it upright, remove the insert, water the plant tab which comes supplied (plant tablet with sunflower seeds) and let nature take its course – it's as simple as that. The insert, which can be printed in 4/0c Euroscale, serves as an ideal advertising tool, making a lasting impression on the target group with its positive emotional message. An added plus: the flat centimetre-sized Office Garden fits in most standard envelopes and can therefore be used as a mailing supplement that's sure to bring a smile to the face of the recipient.

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MODERN CLASSIC

The truck tarpaulin bag by Trendbagz has developed into a modern classic in recent years. The robust material, which is given a second life as a shoulder bag, features a particularly large advertising space and combines maximum functionality with a cool design. The bag can be supplied by the manufacturer at short notice from stock in five different colours. Customisation is possible using screen printing or stitching. Further information on the actual bags and the associated advertising options can be found online at www.trendbagz.com.

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T-SHIRT AS A LIFE ATTITUDE

Almost no other clothing item reveals more about its wearer than the T-shirt does. Life attitude and style are therefore also conveyed by the shirts from B & C thanks to the broad product diversity: a clear language is spoken by 45 different styles alone, in 69 colours. The new Duo concept is an unusual feature at B & C T-Shirts, where the manufacturer takes account of the anatomical demands of ladies and gents even in shirts that are otherwise identical. 17 Duos are already now on offer: highlights here are the models from the Rebel Collection. Both the Instinct men/women and the model Soul men/women are available as a Duo, where the fit is actually tuned to "Her" and "Him."

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A NEW EDITION OF ELEGANCE

When clear-cut design meets carefully selected colour schemes, timeless elegance is often the outcome. Uma has proven this once again with the new edition of the classic Candy SI. The new Candy M SI is now also available with a high-quality metal clip. Modern, trendy colours such as aubergine, petrol, magenta or brown make the retractable ballpoint pen a real eye-catcher, suitable for all industries. It comprises a simple body with generous advertising space, as well as a metallic push button, tip and clip. The barrel is available in three varieties: solid, transparent or silver. The uma Tech-Refill European plastic refill with large capacity used in the Candy models is coupled with a nickel silver tip with tungsten carbide ball and ink paste compliant with ISO standards, thus providing a writing capacity of more than 4,000 metres. Pens tailored exclusively to individual preferences can also be created online at www.uma-pen-konfigurator.com.

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SWEET TREATS IN OIL POTS

As an addition to its well-known tinplate oil pots, ADV PAX Lutec now presents a further smaller-sized pot. Thus, three different sizes are now available as an innovative and attention-grabbing packaging type. The pots can be printed in corporate colours as well as with a logo using the offset method from a run of 2000 pieces. They are ideal as a "case" for all delicious nibbles, such as peppermint, bonbons, fruit gums, or chocolates. Once the contents have been consumed, the pot with the push-on lid can be put to a new use as a pen holder or container for many little everyday things. Alternatively there is a slotted lid that turns the oil pot into a nifty savings tin.

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FITNESS IN MOTION

The current XD Collection by Xindao comprises a particularly wide portfolio of health-related products. Two highlights in the collection are the boxes especially tailored to the needs of health-oriented and active recipients. The Jogging Set contains an FM radio with headset, step counter and pulse monitor with precise wireless pulse measurement and a visual and acoustic warning function. What's more, a user profile can be set which includes sex, weight, training intensity and heart rate. An alternative product is the second set P417.073, containing a BMI measuring tape to determine Body Mass Index, a step counter and a skipping rope, which comes packaged in a luxurious gift box. Both products can be printed with a logo or motivational advertising message according to customer specifications.

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VIDEO FROM THE CHEQUE CARD

A cheque card with a built-in 2.4-inch TFT monitor from Matchpoint-Etronics now brings videos, catalogues, images, and even the corresponding sound to the recipient in a handy format. At 88 x 64 x 5 millimetres the new video cheque card VC 120 is insignificantly bigger than a conventional business card, but for all that provides an open, two-gigabyte memory that can be individually loaded by means of the enclosed micro-USB adapter. 90 minutes of AVI videos fit onto the card, which draws its power from a rechargeable Li-ion battery. Naturally, the VC 120 can also take on photos, sounds in MP3 format, or software. The card's PVC cover can be imprinted on both sides. Alternatively, the card can also be covered in a customised high-quality booklet in A6 format.

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THE PRESIDENT RETURNS

The rule applies even in this computer age: If you have something really important to sign, you reach for the fountain pen. Not only connoisseurs will be delighted that Senator has now re-included its legendary President piston fountain pen into its current range. Even today, the replica of the 1950s original is captivating with its hand-crafted precision and smooth haptics. Senator offers the timelessly beautiful writing implement in two variants: as a piston fountain pen with a large, finely chiselled and platinum-finished nib made out of 18-carat gold, and alternatively with a bicolour nib made out of stainless steel with iridium point. The predominantly hand-crafted ink conduction system and ergonomic grips are the guarantee for fluent writing and attractive lettering.

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LEARNING PLAYFULLY WITH TECHNOLOGY

With the modular kits in its Basic-Line, fischertechnik is realizing the claim of a playful introduction to technological processes. The beginners' kits Basic Bikes and Basic Carts are aimed at children aged seven years and upwards and promise pure playing fun. With the Bikes kit, three different motorbikes can be built out of 50 components, while the Carts kit forms the basis for three four-wheeled vehicles. The range of options extends from the chopper for small transport operations, through the ATV, to the popular quad bike. Naturally, here too, as is the case with all fischertechnik sets, there are no limits set to kids' imagination.

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DELICIOUS FESTIVE TREAT IN 3D

In its current Christmas catalogue Jung Bonbonfabrik presents plenty of new ideas to ensure a successful 2012 Christmas season. New in the range is the "Christstollen" box with 3D effect and a 40 gram stollen cake. The carton box can be produced in such a way that an integrated Christmas tree or customised display can be cut out and erected using perforation. The necessary tools are available in the standard product range. Thus, the delicious Christmas stollen cake comes with added fun factor and creativity, which allows the give-away to make a lasting impact as a festive decoration.

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



ICY FRESH AND UNIQUE

With its new individually customised silicon moulds, Trends21 proves that ice cube trays and baking tins don't always need to come in boring square or round styles. Ice cubes can be made in the shape of lettering as well as logos according to customer preferences using food grade silicone. What's more, a company logo, advertising message or internet address can be applied using a debossing technique. The moulds can be produced in all colours from the Pantone range. Customisation is also possible when it comes to size, with the most common options being 10 x 20 or 15 x 15 centimetres. Both the ice cube and baking trays are handled in the same way as conventional moulds and have the added advantage of being space-saving when not in use.

46993 • Trends21 GmbH • Tel +49 89 54035054
info@trends21.de • www.trends21.de





PHOTO-REALISTIC AND CUDDLY SOFT

Terry towelling products with photo-realistic designs are currently in vogue. The Best Print range by Floringo GmbH meets these high demands, with standard varieties now available in an even wider selection of colours and sizes. Pirate black, tomato red, true blue, grass green, lemon and dove grey are the names of the new colours. The smooth polyester edging not only makes the Best Print series suitable for colourfast printing but also opens up new possibilities when it comes to embroidery. Finest stitching can be done with ease. The cloth series is especially suitable for textile finishers, enabling them to offer a reliable and multi-purpose cloth series in a wide selection of colours and sizes as standard products. Alternatively, the terry towelling manufacturer can also carry out the refinement upon request, with customers able to choose from sublimation printing and embroidery. All colours and sizes can be delivered from stock and there are no minimum order requirements. To celebrate the product launch, interested customers can receive a free sample hanger with three cloths, product information and colour chart.

44389 • Floringo GmbH • Tel +49 8847 69070
info@floringo.de • www.floringo.com

USEFUL DESKTOP FIREFIGHTING

The next time there are burning issues to be dealt with at the desk, the Firefighter from Troika will see its finest hour. First and foremost, the multi-function fire truck is used as a paperweight. However, the attractive model from the Troika design workshop will soon prove its true strengths as a magnetic paperclip holder complete with supplied clips, and as a ruler carrier. That is not all, though, as the fire department also brings a secret compartment for small accessories to the workplace. Finally, the vehicle's powerful pullback motor will provide a little playing fun during breaks.

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



APPEALING PACKAGE

The cosmetics specialist i.p.a. cosmetics offers attractive eye-catching packaging for a series of its products. Whether it's the incredibly realistic canisters in miniature form or the extraordinary ball collection – the impressive duplicates promise to create a refreshing experience far away from the auto workshop or sporting field. The products come filled with 200 millilitres of high-quality hair & body shower gel or revitalising aloe vera shower gel. The personal care products contain only the highest quality ingredients which are subject to continuous testing and monitoring and exceed the strictest requirements. Both the canisters and balls can be printed with a logo in up to four colours and can be used for a wide range of purposes.

45893 • i.p.a. Sweets GmbH • Tel +49 4242 961200
info@ipasweets.de • www.ipasweets.de



HIGH-PERCENTAGE MESSAGES

Business cards do not always have to be flat, as proved by Erlebnisreich Besi with its minis in a custom design. The little bottles are filled with 20 millilitres of self-distilled liquors or schnapps and thus ensure particular attention from the recipient. The label of the mini is quickly revealed to be a business card; designs can be made according to customer specifications from a run of just ten pieces. For all those looking for a little bit more, the minis are now also available as PET bottles containing 30 millilitres. The supply time should be individually queried in this case.

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

SPORTING COLOURS FOR SUMMER

The new Dry Skin T-shirt from Vardenod is specifically designed for use in the sport and leisure field. With its 17-gram quality it additionally affords an optimum basis for customisations, supported by the wide colour palette of more than eight basic colours. The T-shirt is optionally offered with or without sleeves, meaning that it can be used for virtually all types of sport.

48534 • Vardenod Asociados • Tel +34 93 6645299
info@vardenod.es • www.vardenod.es



NEW TECHNOLOGY WITH WOW FACTOR

The new and innovative special products and promotional ideas by micx-media show just how diverse the award-winning product range of the micx-media professionals really is. For out-of-the-box solutions in the area of customer communication, the manufacturer has expanded its selection of video card products with new TFT screen sizes which are now also featured on POS displays, catalogue cases, as well as special print formats for high-impact advertising. The new vibro-beatboxes are a further “technical sensation” and also come with Bluetooth functionality. The handy audio marvels impress due to their sophisticated vibration technology with exceptional sound volume. This audio technology is available in different colours and personalisation options.

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



A SPORTY OR CLASSICAL POLO LOOK

Polo shirts from Daiber are true all-rounders with a particular flair. Both during leisure time and sport and every day at work, the shirts from in-house brand James & Nicholson have their wearers look good at all times. The typical rib collar, a wide diversity of styles and cuts, plus even more up-to-date and classical colours can be found in the wide range. Daiber describes the Men's Flag Polo in a sporty two-colour optic for ladies and gents as the season's particular must-have. Matching this is the Sixpanel College Cap with its high-contrast decorative seams. A new addition to the range is the Polo Piqué Long Sleeved. This gents' long-sleeved polo shirt made out of finely structured piqué with applied breast pocket is ideal for somewhat cooler days.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de

SUNNY DIVERSITY IN MINIATURE FORMAT

Multiflower is offering no fewer than three alternatives for sunny promotional greetings for the imminent summertime. The natural kits each comprising a little clay pot, a saucer, a soil tablet, and the matching seed are available in mini and maxi models. In both cases dwarf sunflowers can be grown on the desk; in the case of the maxi set, the planting of flower bulbs is also possible. Nature pure is promised by version three of the blooming surprises. In this case a terracotta clay pot is packaged with soil tablet, seed, and care instructions in cardboard packaging that can either be printed with a standard motif and customised print or, from 250 pieces, completely according to customer specifications as well.

45974 • Multiflower GmbH • Tel +49 6223 866560

service5@multiflower.de • www.multiflower.de



SCISSORS WITHOUT SNAGS

Swiss quality and high-quality processing characterise the pocket scissors from Luwor. Blades and handles are made of stainless steel and can be folded to save space for carrying. Thus the little scissors, just 8.5 centimetres long, will fit without points, corners and sharp edges in every pocket, without leaving holes here during transportation. Despite this, they will reliably cut through thick and thin, promises their manufacturer. Customisation is permanently possible by means of laser engraving, or by means of a stuck-on round logo label.

48504 • Luwor AG • Tel +41 41 9171955

luwor.agch@bluewin.ch • www.luwor.ch

EXHIBITOR-PACKAGES

HALL13 IS AGAIN THE MAIN ATTRACTION FOR CREATIVE MINDS



HALL13 will be promoted again during the 51st PSI as the international centre for creative minds. Inventors, young entrepreneurs and first-time exhibitors will again be presenting plenty of extraordinary product ideas here, which will give the professional promotional products trade inspiring and effective momentum. The event organisers see the successful outcome of the 50th PSI Trade Show as encouragement for sticking with the innovative concept of HALL13. In HALL13, PSI is also offering custom made, all-inclusive packages for every target group, which include numerous attractive marketing activities. We are proud to present the various offers to you here. An overview of all the information on HALL13 is available at: www.halle13.net.



THE FIRST-TIME EXHIBITOR PACKAGE – OVERVIEW OF SERVICES:

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

CONTACT

Sabine Porrman
tel: +49 211 90191-304
e-mail: Sabine.Porrman@reedexpo.de

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

THE SECOND-TIME EXHIBITOR PACKAGE – OVERVIEW OF SERVICES:

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

CONTACT

PSI Sales
tel: +49 211 90191-600
e-mail: sales@psi-network.de

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

THE INVENTOR PACKAGE – OVERVIEW OF SERVICES:

- 1 high-quality counter, 1 stool, carpet
- 3,3 kW electric connection
- 1 exhibitor ID
- One cloakroom voucher for each day
- Listing as inventor-exhibitor at www.halle13.net
- Listing as inventor on a group site within the PSI magalog
- Listing as inventor in the exhibitor list published in the December 2012 issue of the PSI Journal (if registered by 1 November 2012).
- Inclusion in the marketing and PR activities of the PSI (PSI Journal, PSI network website, HALL13 website, PSI Trade Show website, business news-letter, visitor brochure, etc.)
- Mention of the inventor-exhibitor within the scope of the PSI Social Media communication
- Participation in the PSI Genius Award for the most innovative promotional product invention, with promotional prize money of € 2,000

CONTACT

Armin Cyrus
tel: +49 211 90191-161
e-mail: Armin.Cyrus@reedexpo.de

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

THE FORUM COMPLETE PACKAGE FOR YOUNG INNOVATIVE COMPANIES:

Is your company innovative and is it developing new products or techniques? Is your company a separate legal entity? Are your company and its business operations based in the Republic of Germany? Is your company younger than 10 years old and does your company have a maximum annual budget/annual turnover of 10 million euros? Then you should now apply for exhibition space in HALL 13 and book the complete package that comes with the following benefits:

- 16 sq.m stand space in the "Forum for Young and Innovative Companies" located in HALL13
- Stand construction including furniture, electrical connection and logo
- Catering voucher
- Insurance
- Application in the PSI Marketing and Press package
- 4 exhibitor passes
- Stand security and cleaning
- Telephone and PC use (including internet)

CONTACT + ENQUIRIES

Kerstin Gebel
Tel: +49 211 90191-184
E-Mail: Kerstin.Gebel@reedexpo.de

The cost for the complete package is only € 1,619.20 plus VAT (for 16 sq.m and maximum subsidy of 80 %). More information and an application form are available at: www.psi-messe.com/bmwi.

51ST PSI TRADE SHOW, 9 TO 11 JANUARY 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, 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 2013, 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. They are also attracted by the international associations which together are presenting their services at the International Associations Area for the first time. This new area in Hall 11 is the home base for international visitors. Contact: Alexandra Wust, tel.: +49 211 90191-352, e-mail: Alexandra.Wust@reedexpo.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. Supplement: Purchasing tickets can be done easily and reliably. For the first time, it can also be done on the trade fair's website in six languages (German, English, French, Spanish, Italian and Turkish). www.psi-messe.com/tickets



TECHNOLOGY FORUM AT THE 51ST PSI TRADE SHOW

HOW IS ADVERTISING PLACED ON A PRODUCT?

The Technology Forum has proven itself to be a well-known and proven platform within the PSI Trade Show, where visitors can learn about how advertising is placed on a product in a clear and precise way. For the first time, the attractive platform for exhibitors who have specialised in technologies used for placing advertising on products and packaging will be located in Hall 12 at the 51st PSI Trade Show, which has adequate floor space of approximately 800 square metres. The Technology Forum is sure to attract a lot of attention again this year, as it will be a popular meeting area for buyers of machinery, customers who are looking for providers of textile finishing services, and companies which provide finishing and personalisation services for promotional products. The screen printing experts Charlie "Dr Print" Taublieb will also be present. For exhibitors interested in the Forum, PSI has put together an enhanced Marketing and Press Package:

THE MARKETING AND PRESS PACKAGE FOR EXHIBITORS AT THE TECHNOLOGY FORUM

- 1 advertisement (1/8 page 4c horizontal) in the December issue of the PSI Journal, as part of the Trade Show preview report and the presentation of the Technology Forum
- Additional listing of your company in a joint register in the magalog
- Highlighting your company in the exhibitors list published in the PSI Journal (in the fair's preview issue) in December
- Inclusion in the PR and reports related to the PSI Technology Forum, which appear in the various PSI media outlets (Journal, Website, Newsletter, Social Media etc.)
- Reference to the Technology Forum in the fold-out map of the fair's halls
- Opportunity for exhibitors to give a presentation

CONTACT + ENQUIRIES

Simon Kibat
tel +49 211 90191-192
e-mail: simon.kibat@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 20 to 23 September 2012. PSI members can benefit from attractive terms for exhibitors: the price of stand space of at least 12 square metres 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 square metres 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” trade



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 pinar.celik@ite-turkey.com. Be sure to indicate your PSI number.

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 “On-line Invitation Form” at www.ite-promo.com. <

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. <



PSI SUPPLIER FINDER 2012

NEW DESIGN AND EVEN MORE SERVICE

Often it is within easy reach of the phone of the promotional products distributors - the supplier directory PSI Supplier Finder. This indispensable reference book has recently been revised and will appear in a new guise and with an optimized design. We can already say this much: the Supplier Finder is even more transparent, user-friendly and cross-medial. For detailed information see: www.psi-network.de. <



**Wir sind der größte Glas & Porzellan Veredler der Industrie
und suchen zur Unterstützung unserer Vorstandschaft einen**

VERTRIEBSLEITER

Wir erwarten von Ihnen wichtige Impulse zur weiteren strategischen Ausrichtung.

KÖSSINGER^{AG}

Als Vertriebsleiter führen Sie dieser Funktion mit einem ausgewogenen Mix an Branchen Kenntnis und Berufserfahrung sowie einer hohen Leistungs-/Ergebnisorientierung das Team der Innendienst-Vertriebsmitarbeiter. In diesem Rahmen werden Sie neben der Marktbeobachtung notwendige branchenspezifische Konzepte zur Neukundengewinnung und Kundenbindung erstellen und umsetzen. Eine nachhaltige Sicherstellung der Mitarbeiterentwicklung gewährleistet das gemeinsame Erreichen der gesteckten Ziele. Persönlich betreuen Sie wichtige ausgewählte Key Accounts. Sie tragen die volle Umsatzverantwortung und erarbeiten selbstständig Verkaufsstrategien und setzen diese ergebniswirksam in die Praxis um.

Für diese verantwortungsvolle Aufgabe bringen Sie neben Führungs- auch die Vertriebserfahrung der Werbemittelindustrie mit. Auch selbstbewusste Quereinsteiger werden erfolgreich bewertet. Mit Ihrer selbstbewussten, besonnenen Persönlichkeit sind Sie ein Vorbild durch lösungs- und kostenbewusstes Handeln. Als Manager mit hoher Vertriebskompetenz sind Sie in der Lage auch schwierige Geschäftspartner oder Mitarbeiter zielgerichtet und effizient zu führen.

Sie sind ein Vorbild und können Ihr Team für ein gemeinsames Ziel begeistern. Reizt es Sie, Ihre Vertriebsfolge zukunftsorientiert zu nutzen? Dann sollten wir uns kennenlernen. Bitte senden Sie Ihre aussagefähigen Bewerbungsunterlagen mit Gehaltsangabe an:

Kössinger AG · Der Vorstand
Fruehaufstraße 21 · 84069 Schierling
www.koessinger.de

Inserentenverzeichnis / Index of advertisers:

PSI Nr.	Inserent / Advertiser	Seite / Page
42299	Adamo Design GmbH	023
43066	alfi Zitzmann GmbH	057
46196	AS system GmbH	021, 059
45202	BAGS BY RIEDLE	U3
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	069
48159	Beutler Verpackungssysteme GmbH	061
49043	bwg Bundesverband der Werbemittel-Berater und -Großhändler e.V.	039
45452	CD-LUX GmbH	U2
9847	CRIMEX GmbH	101
48677	DUO-Care GmbH & Co. KG	057
42480	ERGA Srl	002
47963	Gastro-Cool GmbH & Co. KG	089
43420	EBERHARD GÖBEL GMBH + CO	073
41048	Gutter GmbH & Co. KG	025
	IDL Products	065
43540	Intraco Trading bv	025, 031, 056, 063, 067, 074
47696	Jamara e.K.	003
41545	JUNG BONBONFABRIK GmbH & Co KG	U4
46091	KAAI Kalender GmbH	021
47464	Karlowsky Fashion GmbH	059
42087	Kössinger AG	100
46591	Kreutz GmbH	007
44546	KV&H Verlag GmbH	033
40717	Lensen Toppoint B.V.	019, 027, 029, 032, 055, 060, 064, 070, 073, 076
40717	Lensen Toppoint B.V.	027, 069
48670	Markenreich GmbH	057
40111	MARTOR KG	073
47992	Plantanas Group GmbH	005
42332	prodir S.A.	001
	PROMOTURK	087
	PSI Niederlassung der Reed Exhibitions Deutschland GmbH	017, 047, 043, 053, 075, 077, 091, 103
40529	Gustav Selter GmbH & Co. KG	061
44970	TRIGON Deutschland GmbH	029
41848	uma Schreibgeräte Ullmann GmbH	031
48682	VOSS-HELME GmbH & Co. KG	061
40753	WALTER Medien GmbH	071
42394	WÖRTHER GmbH	022, 026

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PSI Supplier Finder 1/2012

*

**WIE LANGE SIE FÜR IHRE FRISUR
BRAUCHEN, IST UNS EGAL * ...**



* das gilt auch für Männer



IHR PARTNER FÜR WERBEMITTEL UND WERBEARTIKEL

... HAUPTSACHE, SIE SIND UM 9.00 UHR IM BÜRO!

CRIMEX gehört zu den Marktführern mit Standorten in ganz Deutschland und hat sich in den letzten Jahren vor allem durch die Optimierung der zieladäquaten Werbewirkung durch geeignete Werbeartikel ausgezeichnet. Von der Planung bis zum finalen Entwickeln innovativer Produktlösungen liefern wir so bestmögliche Ergebnisse aus einer Hand.

Zur Verstärkung unseres Teams suchen wir für die Standorte Osnabrück, Düsseldorf, München, Hamburg und Berlin

eine(n) Kundenbetreuer(in).

Sie sind kreativ, kommunikationsstark, können Ideen vermitteln, sind in hohem Maße engagiert und organisationsstark?
Sie besitzen idealerweise langjährige Berufserfahrung, können selbstständig im Team arbeiten und wollen sich positiv verändern?

Dann bewerben Sie sich jetzt.

CRIMEX GmbH
Grosshandelsring 4a
49084 Osnabrück

Telefon +49 541 35082-0
Telefax +49 541 35082-100
E-Mail bewerbung@crimex.de

RECOGNIZING OPPORTUNITIES...

The PSI 2012 has impressively shown what opportunities promotional products will provide in the future. In terms of innovation and performance, we have extended the Trade Show significantly. We will continue to do so in the future because it is imperative that we move forward in a changing market. This also applies to the entire industry. This is an understandable reason that has led us to launch the pilot project Promotional Products Day on the Friday of the 2013 Trade Show. Nevertheless, there was speculation about our motives and numerous allegations were made. It was clear from the outset that there would be discussions. It would have been a simple matter to do nothing. I could have saved myself the trouble and all the allegations.

But it's all about the qualitative development of this Trade Show, which should continue to exist in 50 years from now. And it will only continue if there is a partnership of PSI, distributors and suppliers, embedded in a membership. As far as that is concerned, I am very conservative and

a traditionalist. But the world will continue to revolve and markets will constantly change. We need to test just how to achieve a greater acceptance of promotional products and thus a future. After all, this is also connected with the continuity of the Trade Show and the industry. We have now decided on a clearly defined, concerted attempt. Together with the distributors and associations, we want to find a way to involve and motivate the third player on the market, namely the decision-makers for budgets. The somewhat harsh reaction to this step taken by the PSI indicates that a lot of distributors have existential fears. This cannot and must not be denied. However, there are also words of encouragement. Many are on our side when it comes to finding new ways provided they do not abandon the basis of our partnership. I believe PSI has impressively achieved this in its 50 years of existence. Others possibly had more reason to be self-critical. Especially in recent years, we have shown that we have increasingly professionalized the PSI.

The PSI Trade Show 2013 will also continue to develop in other ways. In addition to the Innovation Hall 13, the theme of "Innovative Technologies" will be yet another key issue. Also, new production technologies will show that threat and opportunity are closely linked. Handling "on demand" order processing and finishing automatically from internet orders will soon

be possible. There is no stopping these developments.

And what about the transparency of the market? It already exists. And with the latest laws, such as the German Product Safety Act, there will be 100 per cent transparency.

But are these really all threats? First and foremost, they are changes that are real and that we all need to adapt to. With the instruments which promotional products distributors have access to today, the industry can look positively into the future. As one colleague aptly put it in the discussion: "I believe that our distributors can feel much more confident, without being constantly plagued by existential fears. (...) In short, the market is changing and we must all be careful that we do not stick by a success model such as Schlecker, Kodak, Alta Vista – to name just a few from recent times – till death us do part."

If the end user today wants to find a manufacturer, he will find one. It does not matter where. If as a distributor I have little faith in a particular customer, then I would not take him along to a trade fair!

The discussion about the Promotional Products Day is important for us to do the right thing to continue to develop the industry and make the most of our opportunities. Because if we don't, others will. And experience has shown that these new players are not concerned about existing rules. <



»The discussion about the Promotional Products Day is important for us to do the right thing to continue to develop the industry and make the most of our opportunities.«

Best regards,

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

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





THE JOY OF GIVING

Even if no one really feels like thinking about Christmas in the summertime, who does not look forward to the cosy season, the smell of fresh Christmas cookies and fir sprigs? This is exactly the right time for the industry to start thinking about the time of giving. In our August-September double issue we will entice you with inspiring ideas and creative new products related to Christmastime. Besides that, the coming PSI Journal will also focus on culinary pleasures.

Please start giving some thought to the title themes of our October issue "Fire and Light", as well as "Everything for Winter", and send your product presentations (image and text) by 17 August 2012 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de.



20 YEARS OF THE HIGHEST STANDARDS

In 2012, Werbemittel Ruppner will turn twenty and thus be celebrating a special, round-number jubilee. For this occasion, the promotional products specialist in the small wine-growing town of Freyburg on the Unstrut will be holding an exceptional kind of anniversary exhibition and customer event. A tour followed by wine tasting in the traditional Rotkäppchen Sektkellerei, a carriage ride through the Unstrut Valley and a product show in the champagne producer's impressive atrium will count among the event's highlights. You can read a full report in the next issue of the PSI Journal.



FOR ENHANCED PLEASURE

The young German enterprise "Der Zuckerbäcker" has set itself the goal of putting more pleasure in the world. And how do you do that? With a big portion of nostalgia and plenty of sweets! This Heilbronn-based company invites you to take a trip into the world of the corner shop on its website. Der Zuckerbäcker lets you put together something to suit your very own sweet tooth and to discover a titbit or two in the online shop that many had thought to be long "extinct".



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