

▶ **PSI**

POWER FOR PROFESSIONALS
International Magazine
For Promotional Products
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Volume 51

JOURNAL



Marcel Spiess
cadolino, Lacoray
Always Two
Moves Ahead



Karin Dicke
40 Years Of
Dicke & Partner

Product Guide
Christmas, Gifts,
Enjoying Cooking
And Sweets

Werbemittel Rüppner
20 Years Of The
Highest Standards

Zuckerbäcker
Corner Shop 2.0

PSI, ASI, Sourcing City
PromoAlliance As A New
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NEWS ON THE CONFIRMATION OF ARRIVAL

**LEGAL SITUATION
STILL UNCLEAR**



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DIE ADVENTSKALENDER EXPERTEN

EDITORIAL

WHAT IS IMPORTANT

Most will now have returned to their desks. The stir created by the plan of doing “market research at the PSI” has now run its course. Too bad that this market research did not pan out, I say. Too bad that during all the excitement we had to read things which were insulting and made up out of thin air. Sometimes the egoistic intention was more than apparent. Certainly, some things were constructive and worthy of consideration. Still, too bad that this “front” has now come to a standstill. After all, it was merely a matter of obtaining more knowledge and putting it into practice. Not alone, but with market participants, for all the PSI can be is a platform, never a player. It was a matter of market research, something every company uses today if it wants to keep up with the times, or keep ahead of them if possible. Maybe I see things differently from some people because I know the PSI so well. I received my first consultant contract from Walter Jung, the founder of the PSI, and later the job of editing the PSI Journal. And anyone who knows the spirit of this company, its managers and employees, knows that distributors, consultants and suppliers are the inner substance, you might say the heart of the whole. All the daily activities of everybody at PSI revolve around them, and exclusively around “you”.

Thank goodness that this process and dialogue have at least enabled associations and PSI to come to a uniform interpretation, agreeing that market research is urgently needed, just not at the PSI. Other methods, perhaps more modern ones, will be found instead of a personal survey at a trade fair. But we will not be able to advance if we do not find out at last what our end customers want from us. How we can improve, how we can leverage untapped potential, and how we can take promotional products from the end of the line to first place in the list of advertising tools.

The PSI has done its part in this and made targeted investments. In the Trade Show, which made for a record-breaking event at the beginning of the year. And big time in online segments and related staff since 2009. The Product Finder has become an intelligent search engine. Around 1,300 suppliers have listed 98,000 items on it. Each month, the hits have doubled and are now moving above the twenty thousand level. The online Supplier Finder has had more than 6,000 hits a month since it was introduced. More than 13,000 members and their employees have obtained information on the news pages of the PSI Portal in the same period. A lot has been done, and most members are eagerly making use of it all and putting their trust in it – which is also facilitating and generating new business. So may the trust grow, the distrust vanish into thin air and the common goal once again come into focus. <

Keeping all this in mind,
I wish you a good start into the year-end spurt.



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser



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A FESTIVITY FOR THE INDUSTRY

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The most wonderful festivity of the year is also the most important for the industry. After all, the so called end-of-year rush is closely linked to Christmas and the Advent season which heralds the holidays. Those who advertise with attractive and useful products can look forward to a very festive Christmas season. In addition to products related to the festivity, we will inform you about new products from the areas of cooking and sweets – you will be inspired by the latest ideas for guaranteed on-target advertising.



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CONFIRMATION OF ARRIVAL: UNCLEAR LEGAL SITUATION 8



The recently introduced so-called "Confirmation of Arrival", which will serve as the only evidence of intra-Community supply in the future, has caused quite a stir in Germany in recent months. Meanwhile, the Federal Ministry of Finance has accommodated some of the business demands, but it is still hanging on to the Confirmation of Arrival. A report on the current legal situation as well as information on developments up to now.

VÖW SUMMER MEETING 2012: SUCCESSFUL EVENT 80



Promotional products on the one hand, but also a colourful social event programme on the other, have always been the ingredients of a VÖW summer meeting that has become something of a cult. Also this year the event won over the visitors with an informative distributor fair and an amusing Viking cruise on the Danube, as well as a barn party. Starting on page 80, you can read more about this very popular event.

DAIBER EXPANDING ONLINE SERVICES 130



Starting immediately, customers will find Daiber to be even more customer-friendly and transparent. New media are the future of distribution, which is why Daiber is already building up a foundation with innovative distribution technologies. The new managing director, Kai Gminder, has been instrumental in pushing ahead with the expansion of the future-oriented online services.

MARCEL SPIESS: ALWAYS TWO MOVES AHEAD 134



He is the founder and manager of two well-known Swiss full-service suppliers in the promotional products industry, cadolino and Lacoray, both of which are ideally positioned. Since 2005, he has headed the Swiss promotional products association Promoswiss as its president and, together with his colleagues on the board, has accomplished a great deal so far. Now Marcel Spiess is retiring from this post, completing a course of training as sports economist and may well be returning to his roots: sports.



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IT'S MAGIC

Vast numbers of feathers flew around the Brandenburg Gate in April – an extraordinary picture created by a giant pillow fight. Hundreds of social media users had arranged a flash mob at the landmark of the city of Berlin. Events where people suddenly meet to perform a brief, seemingly spontaneous act have been enjoying great popularity for many years. They employ the element of surprise. Unexpected pedestrians usually smile, are amused and even enthusiastic. This fascination is now also being utilized by marketing experts. They cleverly package their message in the element of surprise. This is one resource the industry is also taking advantage of. Many products with special features and smart solutions or designs astonish the users. Its particular charm is the guarantee for an optimal advertising success.



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NEWS ON THE CONFIRMATION OF ARRIVAL

LEGAL SITUATION STILL UNCLEAR

In the course of the revision of § 17a of the German Value Added Tax Ordinance (UStDV), the regulation regarding verification of tax-free intra-Community supply was changed. The new so-called “Confirmation of Arrival”, which is intended to serve as the only verification of intra-Community supply in the future, has caused quite a stir in Germany in the past few months. In the meantime, the Federal Ministry of Finance has accommodated some of the demands of business interests, but is still hanging on to the Confirmation of Arrival. A report on the current legal situation as well as background information on developments up to now.

Once again Germany has drawn attention to itself with a law which only exists in this country. The planned strict legal requirements of the revision of § 17a of the Value Added Tax Ordinance have run up against across-the-board resistance from business interests. The broad criticisms referred mainly to practical problems, because the Confirmation of Arrival forces foreign companies to be involved in German regulations which they neither know nor understand. So there is a great danger that German suppliers will not obtain this confirmation from their buyers in the EU and will therefore not be exempt from value added tax. This would be equivalent to a competitive disadvantage compared to other European countries. Complicating procedures in this way would put small and medium size enterprises, in particular, at a grave disadvantage. The European association "Lifestyle", which had initiated a petition against the introduction of the regulation, even calls this purely German law a "death sentence" for an exporting country. Of course, promotional product companies with customers in other European countries would also be

affected by the Confirmation of Arrival. Owing to substantial protests, the regulation is supposed to be changed again, but the Federal Ministry of Finance is adhering to the Confirmation of Arrival in principle.

STRICT REQUIREMENTS IMPEDE TRADE

Considering the euro crisis, European and especially German lawmakers never tire of emphasizing the benefits of the euro and free trade within the European economic area. Yet instead of systematically implementing and further developing the provisions of European treaties, trade between EU countries is increasingly being weighed down by requirements. The current complaint is still the revision of § 17a of the Value Added Tax Ordinance, which introduced the so-called "Confirmation of Arrival" for German suppliers as verification of intra-Community supply, which originally took effect on 1 January 2012.

INTRA-EUROPEAN SUPPLY EXEMPT FROM VAT

The background is that all intra-Community deliveries of goods in business transactions are exempt from VAT if the object

of supply is delivered from one EU member state to another. The distinction between transports in which the supplier or buyer itself transports the goods and shipments in which an independent carrier is commissioned, a distinction which hitherto applied to this segment, has been dropped. Instead, the Confirmation of Arrival was introduced as a standardized verification document along with a copy of the invoice. You can see in the box below what the Confirmation of Arrival must contain in detail:

OBLIGATORY CONTENT OF THE CONFIRMATION OF ARRIVAL

- Name and address of the buyer
- Number/quantity of object(s) of supply and the customary designation
- Place and date of delivery of the object in another EU country
- Date of issue of the certificate
- Signature of recipient/buyer



In the case of dispatch by courier, the despatch order together with the delivery record and payment receipt are to replace the Confirmation of Arrival.

The Confirmation of Arrival has encountered fierce criticism from the trade associations. The industry considers the strict regulation to be a barrier to intra-European trade.

OBLIGATION TO VERIFY EACH SPECIFIC DELIVERY

Now it will no longer be sufficient merely to submit a certificate of transport along with invoice and receipt of payment as verification of export into another EU member state. In the original version of the Confirmation of Arrival, which took effect on 1 January 2012, all the information had to be shown in a single document compiled for each specific delivery and issued by the taxable purchasing/ordering entity in order to qualify for exemption from VAT. A very elaborate procedure in practice!

TRANSITIONAL PERIOD EXTENDED

Huge protests from business interests and lobbyists caused the Federal Ministry of Finance to take an initial step by extending the transitional period, in which it is sufficient to verify export according to the regulations applying up to 31 December 2011, until a revision is ready. This revision can be expected in late 2012/early 2013 at the earliest. Furthermore, the Federal Ministry of Finance has taken up some of the objections of business interests and announced that it will introduce numerous forms of relief in the revision. However, because these refer to relief from the obstacles introduced before, exporting companies will still be under a burden, always

combined with the risk of having to pay usually quite substantial tax arrears if the submitted documents are not accepted. For these reasons, it will be necessary to follow closely the further development of the Confirmation of Arrival.

MASSIVE CRITICISM BRINGS RELIEF

Here are the planned forms of relief which are to be implemented owing to criticism from business interests and lobbies: the Confirmation of Arrival must not necessarily consist of a single verification, but can also include more than one document demonstrating the required information as a whole. Further, according to the new plans of the Federal Ministry of Finance, the Confirmation of Arrival must not be made out for each individual delivery but can also be declared in the form of batch confirmations submitted monthly or at least each quarter. This makes the procedure in the case of regular deliveries somewhat easier. The same applies to the fact that the Confirmation of Arrival must not necessarily be made in the form of the official blank included as an attachment to the VAT Ap-

plication Decree. Thus there is also a theoretical possibility of taking on the content of the Confirmation of Arrival as an additional confirmation text on a copy of the invoice and/or delivery slip. If this is

done, then according to the new revision plans of the Federal Ministry of Finance, the Confirmation of Arrival that has been granted can also be transmitted electronically, in which case no signature is necessary. The Federal Ministry of finance has backed away from plans to require that the Confirmation of Arrival be signed by the buyer/contractual partner. Now the signature of a third party will in many cases be sufficient.

SENSIBLE SIMPLIFICATIONS

This last-mentioned change in particular is absolutely necessary in view of direct deliveries to customers of the orderer. The special features of dispatch transactions are also to be taken into consideration in the future to the extent that the Confirmation of Arrival can also be a dispatch voucher showing that the goods were received (for example, a CMR waybill). In cases of consignment to a courier service, the courier order with the appropriate delivery record and receipt of payment can replace the Confirmation of Arrival. Even though these are welcome changes, in the end they



simply shift the problem of verification to the contractual relationship between sender and forwarder/courier service.

EXPLAIN THE SITUATION TO UNCERTAIN PARTNERS

But despite the now planned reliefs, requiring the Confirmation of Arrival is still going to cause considerable irritations among recipients and/or orderers. For because this type of declaration is required exclusively by the German tax office, there are ambiguities and uncertainties related to the content and effect of the declaration. Companies which have already demanded the Confirmation of Arrival in early 2012 report a considerable need for explanation and discussion. Orderers often fear that submitting the Confirmation of Arrival could under certain circumstances cost them their warranty rights, such as notice of defect, etc. The fact that the German revenue office, of all things, is demanding separate declarations of the recipient is hard to explain and understand. At any rate, this sort of declaration impedes goods traffic and causes uncertainties among foreign trade partners.

DANGER OF HAVING TO PAY TAX ARREARS

These uncertainties will remain in the future despite the reliefs now being planned. By the same token, the need for explanation on the part of contractual partners in other EU countries will remain a major responsibility. The risk that contractual partners will be reluctant to make the required declaration due to uncertainty regarding its scope will remain large. At the same time, this means that local companies will be faced with the danger that VAT will be collected retroactively if they cannot meet the legal requirements for verification of export of goods to other EU member states because they have not submitted a Confirmation of Arrival and the tax office does not recognize exemption from VAT when auditing the companies.

KEEP AN EYE ON DEVELOPMENTS

For this reason, the further development of the unfortunate Confirmation of Arrival must continue to be followed. The legal situation is as yet still doubtful, the outcome of the discussion uncertain. So the promotional products industry as well as

other business interests are continuing to hope that lawmakers will remember the principles of free traffic in goods within the EU. <



Kai Koschorreck is an attorney in Cologne and a partner of Sozietät Rohrbach Rechtsanwälte. He advises his clients in all legal questions related to commercial legal protection (brand/design protection, copyright/competition law) as well as corporate law.

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Further sources:

www.hannover.ihk.de
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As a result of the protest on the part of the industry, some of the objections are to be included in a new draft. The transitional period has been extended until the next revision.





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GLOBAL ADVERTISING MARKET

ZENITH OPTIMEDIA REDUCES FORECAST

ZenithOptimedia has lowered its growth forecast for the global advertising market from 4.8 to 4.3 per cent. The reason cited by the media agency group is the slower growth of the advertising market in April and May coupled with continuing concerns over the stability of the global economy. The fact that the growing uncertainty over the state of the economy has only had a relatively limited impact on the advertising market is primarily due to the positive effects generated by the events held every four years. The European



Football Championship and the Olympic Games provide a boost to the advertising market in the summer months of June, July and August. The US election campaign is likely to continue to generate advertising spending until November. Overall Zenith Optimedia estimates 6.3 billion additional advertising dollars in the market attributed to the events held in four-year cycles. "The forecast is based on the assumption that an economic catastrophe or even a collapse of the Eurozone can be avoided," declares Frank-Peter Lortz, Chairman of ZenithOptimedia. The strongest driver of growth worldwide is the internet. The advertising budget invested in the internet will grow by 16 per cent annually until 2014. The forecasts of the media agency group ZenithOptimedia serve as a valuable indicator for the advertising industry in the planning of their media activities and are also used by the media, advertising agencies, management consultants and analysts.

READER ANALYSIS

LEADERS ARE READERS



Decision makers like to make use of print media. This is shown by a recent reader analysis of decision makers (LAE) done in 2012. According to this study, 82.5 per cent read at least one of the 24 journals or newspapers pictured in the LAE. Digital offerings have also established themselves. All online offerings listed by the LAE had higher user figures compared to 2011. Thus the latest study confirms that strong print brands, together with their digital offerings, are highly relevant for the target group of decision makers. You too should take a look at the PSI Journal, which contains valuable know-how for the promotional products business. The 2012 LAE represents 2,688,000 decision makers in business and administration.

PRODUCT AND BRAND PIRACY

SITUATION REMAINS DRAMATIC

Product and brand piracy are still on the rise. This announcement comes from the online portal horizont and refers to the latest EU customs statistics. According to the statistics, border guards confiscated 115 million counterfeit products worth 1.3 billion euros last year. Compared to 2010, that is an increase of 15 per cent. Especially alarming: At the head of the EU customs statistics are counterfeit medicines. 27 million counterfeit medicines were confiscated by customs last year. In second and third place on the "hit list" were packaging materials (21 per cent) and cigarettes (18 per cent). The lion's share was still made up by imports from China. According to the EU, 73 per cent of counterfeit products came from China. Owing to these latest EU customs statistics, the trade mark association (Markenverband) has again demanded the introduction of a minimum penalty for product and brand piracy. The industry is also affected by the organized crime. PSI member companies must repeatedly protect themselves against the threat of counterfeiters. Admittedly this is an elaborate process but nonetheless it is worthwhile if pursued consequently.



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MATERIAL EFFICIENCY

BETTER USE OF COSTLY RESOURCES

The cost of raw materials has been rising in the manufacturing industry for years. Many companies are searching for ways to save money. The Cologne Institute for Economic Research (IW Köln) gives valuable advice. According to the institute, many companies monitor and record the wear and tear or rejection rates of individual parts or products. But according to IW Köln this alone does not reduce the consumption of resources. Because: the simple figures do not automatically lead to a more efficient use of the resources. Instead, what's required is a systematic assessment of material efficiency that examines and analyses the entire value chain. However, such an instrument cannot be standardised. Every company must assess whether they are prepared to invest the time and money needed to develop a customised tool for the measurement of efficiency. <

ORGANIC FOOD

EU ORGANIC CERTIFICATION NOW MANDATORY

Since July 1, organic products must bear the EU organic logo. The regulation applies to all pre-packaged organic food which is produced in an EU member country and meets EU organic standards. The uniform marking is intended to enable consumers throughout Europe to recognize organic food at a glance. In addition to the mandatory new EU organic logo, producers can also continue to mark their organic goods with the familiar, acknowledged German organic certification, as well as private logos, such as those of German growers' associations. The promotional products industry also offers "green products" in all sectors. They signalize responsibility and assure sustainable, long-lasting advertising. <



ANTI-COUNTERFEITING TRADE AGREEMENT

EU PARLIAMENT DECIDES AGAINST ACTA

The European Parliament rejected the international Anti-Counterfeiting Trade Agreement by a large majority. Since 2007, the EU has been working together with the USA and Japan, as well as many other countries, on a multilateral trade agreement. The Anti-Counterfeiting Trade Agreement, ACTA for short, was intended to set standards in the battle against product piracy and copyright violations. The agreement set off mass protests around the world. Critics accused the negotiating parties of inadequate

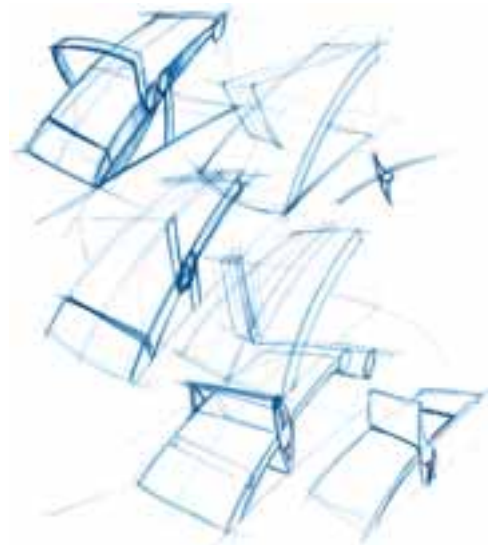


transparency, fearing that the agreement could allow the internet to be censored and data protection to be endangered. The European Court of Justice is now supposed to examine the situation. Until such time, the EU Commission promises that there will be no new agreement. <

DESIGN RESEARCH

COMPANIES ARE LACKING A DESIGN STRATEGY

Although design is a key ingredient of successful brand management, many German companies are lacking a design language typical of their brand. This is shown by a current study of the German Design Council and GMK Markenberatung. The journal "absatzwirtschaft" reports that 42 per cent of the companies surveyed had neither a design language typical of their brand, nor a design principle for their own product portfolio. The figure for B2B companies is even higher, at 60 per cent. Despite this deficit, those surveyed were aware of the importance of product design. For instance, 73 per cent counted it among the most important instruments of brand management – along with corporate design (77 per cent) and product planning (79 per cent). Moreover, there is a great deal of potential still unused in the industry. Market players should really take advantage of this opportunity. After all, smart, high-quality product design is a strong selling argument and at the same time a good way to set oneself apart from the competition. <



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CHRISTMAS AND GIFTS

A FESTIVITY FOR THE INDUSTRY

The most wonderful festivity of the year is also the most important for the industry. After all, the so called end-of-year rush is closely linked to Christmas and the Advent season which heralds the holidays. Those who advertise with attractive and useful products can look forward to a very festive Christmas season.

Christmas is the time for presents. Yet it is also the ideal time for companies to again remind people of their products and services with small and large tokens of appreciation. Many advertising companies are slow to realize that the season for festive gifts is approaching ("Is it Christmas already?"), but clever companies plan in advance – or they have a smart consultant from the professional promotional products industry at their side, who knows about their customer structure and supplies them with wonderful and useful products in time. In any case, the resourceful suppliers from the industry can provide many tips and suggestions. And anyone who has ever seen how the eyes of even the most sober businessmen (or women) begin to sparkle at the sight of diverse and versatile promotional products knows how powerful the impact of and fascination with such products can be. After all, a good promotional product appeals to all our senses. And when are our senses more receptive and responsive than at Christmas time?!





A FESTIVE MESSAGE

The gift book specialists Groh has a variety of Christmas present ideas in its product-line. Its Christmas greeting cards will hit the spot exactly where they are supposed to: in the hearts and memories of the recipient. The range of products includes everything from the mini books with 16 pages and a built-in Christmas message to a festive advent calendar for table-tops, which has 24 small advent wishes inside. Eye-catching advertising ideas get across emotional messages in a very loving way and are sure to be remembered longer than most normal greeting cards. Company logos and individual imprints can be placed on them according to a customer's particular wishes.

48625 • Groh Verlag GmbH • Tel +49 89 62233627
tuttas.judith@groh.de • www.groh.de

-Advert-



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www.lockandlock.info

Distributeur: iSi Deutschland GmbH
Sölingen, (02 12) 397-0





FESTIVE INNOVATIONS

The new fruit gum Santa Claus in transparent or white foil from Jung Bonbonfabrik is an ideal giveaway during the pre-Christmas season. This tasty ambassador in premium quality and with a ten-per-cent fruit juice content appeals thanks to its Christmas-like red colour and its finely worked contours. It also comes in individualized twelve-gram forms of the same size, as well as an XL fifty-gram fruit gum form in various colours.

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

TRUE CLASSICS

The classic Christmas tree in a red planter made of break-proof plastic from Multiflower is beautiful to look at over and over again. This white spruce is a really festive addition to any room at Christmas time, decorated with its five ribbons in blue or red. Advertising is printed on a separate greeting card. Upon request, a custom supplement can also be provided. The slipcase can also be obtained separately.

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



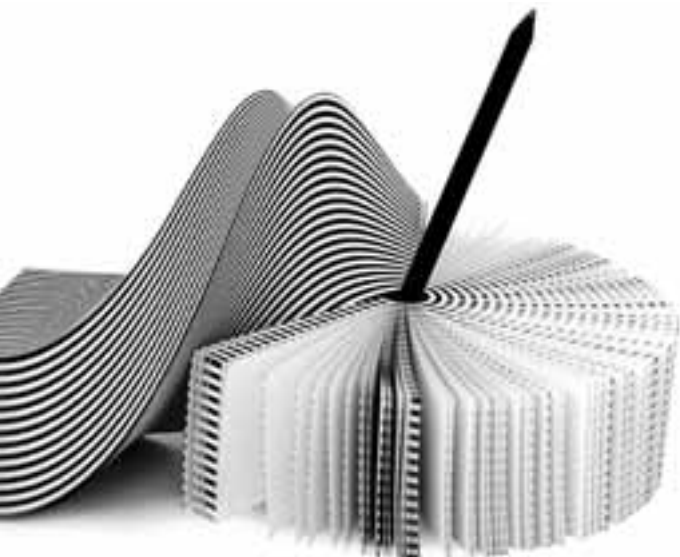
BRIGHT RED MIRACLE BAG

The bright red mbw brand polyester felt bag is a faithful companion and, although only 30 x 10 x 25 centimetres, a real miracle of storage space. The material is particularly durable, so that you can carry the contents safely and securely. It can be finished as desired by silkscreen transfer printing or by laser in irresistible quality. Of course, mbw also has other bag models on offer.

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

Prepare for Xmas

Weihnachtliches Flair zaubern die originellen Xmas Ideen von Myrtle Beach. Ausgefallene Geschenkverpackungen und flippige Kopfbedeckungen machen schon jetzt Lust auf die schönste Zeit des Jahres. Mit dem dekorativen **Advent Calendar (MB 9537)** macht das Warten auf Weihnachten so richtig Spaß. Super Geschenkideen und weitere Accessoires im neuen Winterkatalog 2012.



DESKTOP EYE-CATCHER

The flexible, pliable memo cube by designer Joanna Morani, available exclusively at Karl Knauer KG, is a successful combination of functionality and modern design. This promotional product allows advertising messages to be communicated effectively and with lasting impact. Whether it's the client's own artwork or a standard theme supplemented by a customer logo – the special gluing on the back surface allows the designer memo cube to be sculpted into new and individual shapes time and again. A product for creative minds!

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

TO DRIVE AN SLS JUST ONCE ...

This dream can come true with the scale model Mercedes SLS (1:24 scale). Car buffs are not the only ones that will have loads of fun with this little sports car from Lehoff's product range, which you can steer with a practical remote control. It comes with extensive instructions. The models dimensions are 195 x 80 x 55 millimetres and it weighs 180 grams.

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



SET OF FILES FOR PROS

This year's Christmas special from Hermann Flörke consists of a nail file set with three high-quality professional files. They come packed in a folding box made of hard-wearing plastic. Thanks to the generous printing surface, there is space for creative Christmas motifs along with other advertising messages both on the file and on the case. Available on orders of 200 or more.

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

-Advert-

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THE CHARM OF SILVER

When we think of data storage, we often visualize a more or less boring stick containing photos, videos or documents that can be retrieved in some mysterious way. However, there are also very elegant specimens, as the Goodram models from Wilk show. Their case consists of fourteen grams of pure silver and they can also be decorated with an application of amber or zircon. Amber, also known as “Baltic Sea gold”, gives the USB sticks a character all their own, since no two stones are alike.

47688 • Wilk Elektronik SA • Tel +48 32 7369000
sales@wilk.com.pl • www.goodram.com



FIERY GREETING FOR THE WINTER MONTHS

It won't be long – winter is just around the corner. Particularly at this cold time of year lighters make popular and practical give-aways. For this reason KP Plattner recommends its special BBQ lighters, as they're ideal for lighting candles or fireplaces. Of course, these superior quality lighters can also be printed or engraved according to customer preferences.

41565 • KP Plattner GmbH • Tel +43 512 2640 64
office@kp-plattner.at • www.kp-plattner.at



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quatron design GmbH
D-70563 Stuttgart | Germany
Tel +49 (0)711/93 49 40-0
info@quatron.de | www.quatron.de

ART. 82 100 Twinx





READY FOR TAKE-OFF

The new indoor helicopter from Schärfer Werben makes the dream of flying come true. This 28-centimetre-small, agile and fast helicopter, which can be controlled over distances of up to ten metres, is just right for a small expedition into the neighbouring office or the living room. In addition, the helicopter can not only be controlled with the Wirtouch. Simply downloading the proper app allows the user to take a seat in the virtual cockpit. The helicopter can also be controlled with many other remotes, since it runs on the Legacy IR system. Its robust construction even lets it survive a crash landing or two. It comes with a USB cable which enables it to be recharged in only one hour. The large rotor blades can feature customized printing on orders of 200 or more.

47514 • Schärfer Werben GmbH • Tel +49 7664 5057217
 werbemittel@cnmemory.de • www.schaerfer-werben.de

A CLEAR VIEW IN RETRO STYLE

Anyone looking for an appropriate present for the upcoming Christmas campaign will be sure to find something in the range of retro style protective glasses from Kasper & Richter. These fashionable eyeglasses are expected to be especially well appreciated by vintage car fans, for the Aviator C and Road RG models strongly recall the times when men would fly and drive box-like vehicles. Other models, such as the Glacier C, by contrast, are dedicated to the pioneers of mountaineering. Made largely by hand, these historic eyeglasses meet all quality requirements, putting look and style before function. This means that the models are not intended for professional use.

40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550
 info@kasper-richter.de • www.kasper-richter.com



INFLATABLE

Here comes the idea for the Christmas tree decoration of the future: the inflatable bulb from Interall called Blowball. With a whopping diameter of 18 centimetres and both sides capable of being printed with a promotional slogan, this well-rounded item will be an attraction on any Christmas tree. It can be designed as desired on orders of 1,000 or more. The Blowball is made of a super light material mix of PE and nylon.

41727 • Interall Group B.V. • Tel +31 20 5203850
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www.ksw24.eu



USEFUL AND SHINING MESSENGERS

Of practical value particularly in the approaching Advent period is the candle snuffer Reflects-Délemont from LM Accessoires. Thanks to its extendible telescopic handle, it can even be used to extinguish candles that would otherwise be out of reach, such as those that are shining high up on the Christmas tree. The jingling Reflects-Dewsbury baubles additionally provide for a nostalgic sense of anticipation with their appealing Christmas design. Furthermore, festive items for the table, bright and light products from the designer workshop and much more can be found in the new Specials catalogue from Reflects.

42487 • LM Accessoires GmbH • Tel +49 2234 99000
info@lm-accessoires.com • www.lm-accessoires.com



SPECIAL FLAIR

The new, individually printable advertising candles made of wax are ideal for anniversaries, for a special thank-you, as table decoration, for invitations or as a high-quality give-away. Thanks to their flat shape, the candles radiate a special flair of warmth and trust. Together with the specially printed message and the two wicks, they can function as highly emotional and likeable advertising vehicles. The supplier, Beropur AG, states that advertising can be applied by digital printing on orders of 50 or more, and by pad printing on 250 or more, and in several colours. What is more, you can even have printing on the stand.

48678 • Beropur AG • Tel +41 71 9662666
mbeerli@traumkerzen.com • www.traumkerzen.com



CHRISTMAS CANDY FACTORY REOPENED

This year's Christmas factory has already opened at Magna sweets, because in addition to the classics such as Advent calendars, mini stollen cakes and Christmas fruit gums, Magna has expanded its Bahlsen product line to include two additional products. The little gingerbread man has a base made of chocolate and is coated with icing. The delicious Christmas ambassador can be supplied in four different styles in individual "flow pack" wrapping. And for all the Christmas nostalgics Magna sweets also offers a swing top glass in its range that can be filled with Christmas fruit gums as well as the popular cinnamon almonds.

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



WITH SPIRIT AND CREATIVITY

The Christmas calendar specialists at CD-Lux have put great spirit and creativity into developing more than twenty new products for the coming Christmas trade. As ever, quality at the highest level and best possible price-performance ratio can be expected. The new Select Edition Christmas tree Advent calendar, for instance, meets the highest demands for form and enjoyment. This calendar is a top model thanks to the finest chocolate from Lindt & Sprüngli. Thus the manufacturer can fulfil customers' wishes for special forms in a sturdy design, combined with premium brand-name chocolate. Or how about a trendy promotional product with charm? This is where the new Gourmet Edition Advent wall calendar comes into play. This new product is a real delight, with its mixture of delicate, melt-in-your-mouth Lindt chocolate, the original Lindt chocolate Santa and the Lindt chocolate bears. Starting immediately, all CD-Lux calendars come with FSC certification.

45452 • CD-Lux GmbH • Tel +49 9971 85710
info@cd-lux.de • www.cd-lux.de

-Advert-

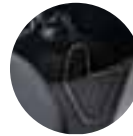


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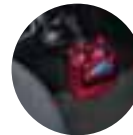
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INNOVATIVE LOOK

Functionality paired with stylish design, that's how a gift should be. The new bottle cooler series Crushed Ice by Adoma boasts a look that's truly exclusive and unparalleled. Thus, every bottle cooler is a designer piece. Due to the medium inside the double wall cooler, cold energy is absorbed even better than in an empty state. This leads to proactive cooling, which means that it also brings liquids that haven't been pre-cooled down to drinking temperature. A further interesting feature: shaking the cooler transforms the contents into ever new arrangements – fascinating! Various models are available to choose from.

43999 • Adoma GmbH Kunststoff- und Metallverarbeitung • Tel +49 75 22 971 60
info@adoma.de • www.adoma.de

LIP BALM IN THE PREMIUM SEGMENT

The elegant lip balm stick Lipcare Deluxe, which comes in a glossy or matt metal lipstick case, is a dazzling addition to the Premium Line at KHK. When finished with top-quality engraving, Lipcare Delux lives up to the expectations of discerning customers. It comes in shiny gold, shiny silver, or matt silver. Engraving an individual name on the case turns this product into a very personal gift, especially for Christmas. Lip balm products from KHK undergo strict testing by impartial institutions, such as the Fresenius Institute. They are exclusively made in Cologne/EU, according to the GMP guidelines for the cosmetics industry.

46131 • KHK GmbH Köln • Tel +49 221 9854730
sales@khkgmbh.com • www.khkgmbh.com



NO NUT CAN RESIST

With just one good swing, the Lucky Punch nut cracker by Take2 cracks even the hardest nutshell, leaving you with the tasty core. A real experience compared to conventional nutcrackers. With a well-measured downward swing or shaking motion, the user sends the spring-action pestle hammering down on the nut, quickly and effortlessly cracking the shell without crumbling the nut inside. The design of this powerful little winner which strikes home every time originates from Take2 Germany and Hermann Staudinger.

44574 • Take2 Designagentur GmbH & Co. KG • Tel +49 8031 233970
info@take2-design.de • www.take2-design.de



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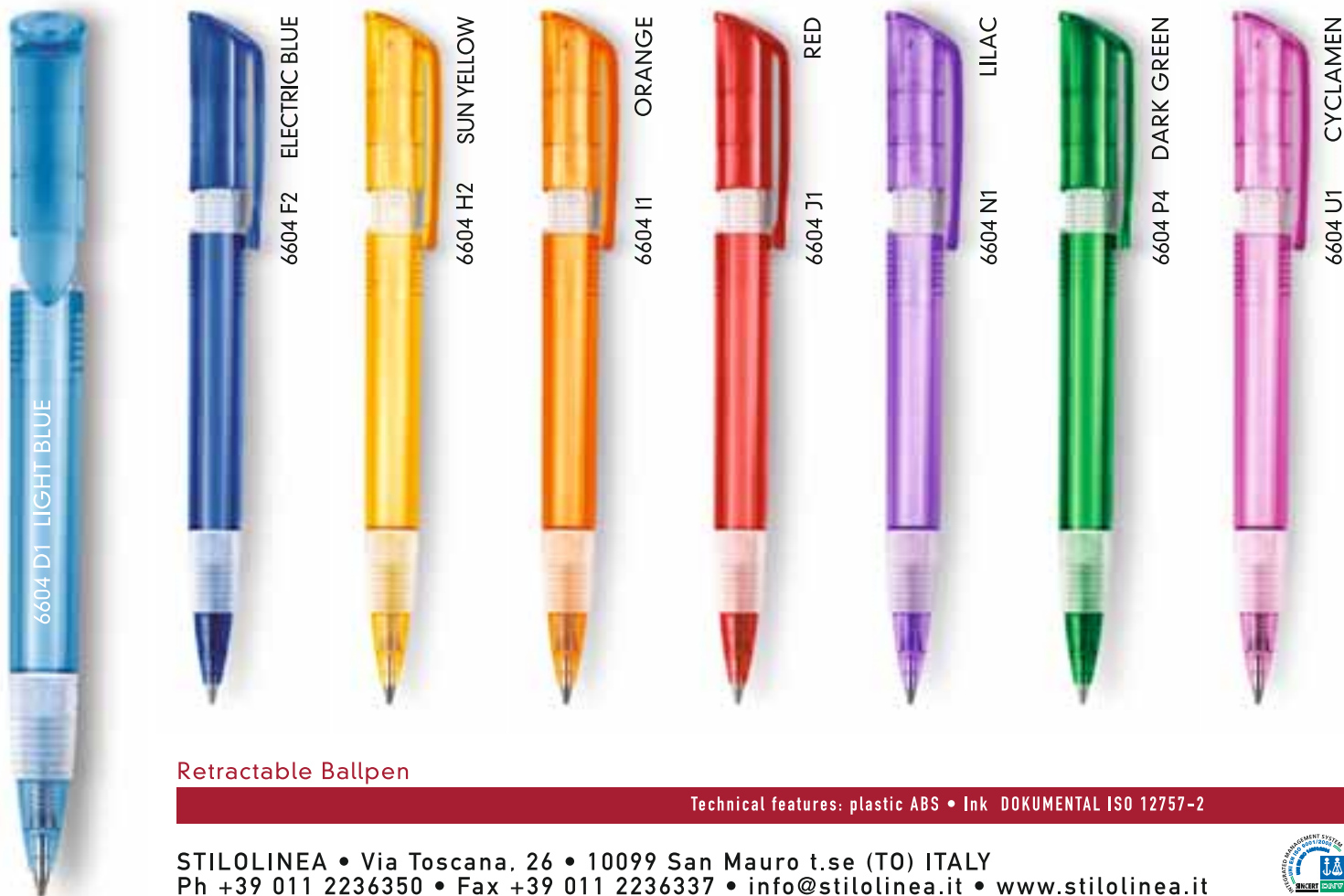
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A WINTER FILLED WITH REINDEERS

Wintery home and living accessories for almost every occasion dominate PF Concept's current program. It is focussed on the traditional white-red colour combination as well as reindeers as Christmas messengers. The wide assortment of ornamental and useful products ranges from decorative Christmas baubles and a serviette set in snowflake design to innovative glass markers so that every guest can easily identify their glass. But that's not all, there's also a snowball maker for the "fight" in the snow and the warming winter set with hot-water bottle and "glühwein" cups in a matching outfit. To ensure that the Christmas spirit continues outdoors, the product range also features a cuddly winter blanket made of soft fleece and a vacuum flask in reindeer and snowflake design.

40972 • PF Concept International B.V. • Tel +31 71 3328911

weborders@nl.pfconcept.com • www.pfconcept.com

MESSAGE IN A BOTTLE

No-one needs to feel the chill in the colder months of the year, as the mini hot-water bottle wrapped in a casual polo neck pullover by emotion factory makes it easy to break the ice with business contacts. And what's more, a heart-warming message can be included on the attached card. The hot-water bottles can be customised for orders starting at a mere 150 units.

45997 • emotion factory GmbH • Tel +49 7042 81550

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



SANTA CLAUS' DAZZLING APPEARANCE

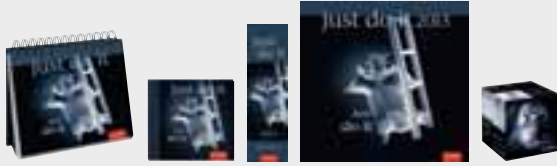
With a modern version of the classic tea light, Nestler-matho is this year presenting the Shining Santa Claus. The acrylic Father Christmas stands on a white base made of ABS plastic into which LED lighting with automatically changing colours is integrated. This LED ensures that Santa Claus makes his dazzling appearance in red, green and blue. The appropriate battery is included in the delivery. Advertising can be applied with an imprint on the base measuring 15 x 10 millimetres. The shining Father Christmas is supplied in decorative individual packaging.

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

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

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WWW.KAPATEX.DE

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SOFT CHRISTMAS

The practical shopping basket from Halfar, the Shopper Basket, is an ideal advertising vehicle 365 days a year and thus a true bestseller. Now this all-round item can be made into a genuine Christmas item with a flick of the wrist, for the basket has been equipped with a seasonable accessory: a white plush ribbon. This ribbon around the basket is removable and can be ordered along with the Shopper. Of course, the ribbon looks even more like Christmas when it is on a red basket. However, models in royal blue, light green, brown, navy blue, black, charcoal gray or in patterns of safari/brown or leaf green can also be festively enhanced with the plush ribbon.

45666 • Halfar System GmbH • Tel +49 521 982440

info@halfar.com • www.halfar.com

ALWAYS IN SIGHT

The latest member of the Brisa Family, the MyClock L (large), shows its true size: the clock that comes inside a tin can has a diameter of 13 centimetres which means there is even more space for advertising messages or company logos. It comes with three funny standard motifs, or an individual design can be placed on it for minimum orders of 48 units. The little sister version, with a diameter of eight centimetres, comes in different standard designs based on a variety of different themes, including, of course, one that has special decoration for Christmas on it. The clock inside a tin can also has an element of surprise to it which helps advertising messages stay in the recipient's memory for a long time. The clocks can be opened from the back and can be fitted with a personalized clock face and closed again. The recipient is sure to be surprised because the can's lid stays closed while the clock's face is being changed. The MyClock can be used to advertise everywhere and at any time of the day, be it on a magnetic board, on a desk, or as an attention-getter hanging on a wall.

47749 • Brisa Entertainment GmbH • Tel +49 8122 972739

promotional@brisa.com • www.brisa.com



A DIFFERENT KIND OF KING OF THE FORESTS

In the Black Forest the stag is often portrayed as the king of the forests. The company designimdorf is also located in the Black Forest and produces its entire collection there. It now includes a new member of the deer family, the Deer Up, which is a bottle opener made out of stainless steel that has a red leather band. It is an indispensable tool in the fields, forest and meadows, and a "tame" helper while in the house or in the garden, making it a welcome accessory and a real eye-catcher, too. Laser engraving turns Deer Up into a personal messenger which brings a dash of the wilderness to the urban daily routine.

45562 • designimdorf, Stefan Spitz GmbH & Co. KG • Tel +49 7675 923838

did25@designimdorf.de • www.designimdorf.de



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Im HEPLA-Katalog auf S. 15
oder unter www.hepla.de



A TREAT TO ENJOY WITH ALL SENSES

With its new and elegant gift box, Dreimeister puts you in the mood to enjoy Christmas. The box can be selected to come with three chocolate bars (milk, dark, and white chocolate), with each weighing 50 grams, or alternatively, you can choose to have the box filled with a 160 gram medley of hand-made Dreimeister pralines. The decorative green banderole label can be finished with a logo upon request. Another Dreimeister product is the Sweet Hot Stick. It is a drinking chocolate stick used for making hot chocolate, which is sure to make for sweet pleasurable moments. These sweet sticks are available in the flavours dark chocolate, cinnamon, amaretto and chili and are perfect for adding to a mug gift set. Preparing hot chocolate with the sticks is easy as pie: the drinking chocolate stick is simply dipped into a 150 millilitre cup of hot milk and then stirred until fully melted. And voilà, the sweet treat is ready to drink.

44886 • Dreimeister Spezialitäten – Hans Schröder GmbH & Co. KG
Tel +49 2922 87730 • info@dreimeister.de • www.dreimeister.de

SAVOURING ALL'ITALIANA

Culinary Christmas treats never lose their appeal. The company "Die Olive" offers a gift set containing delicious Cantuccini from Tuscany and a fine Vin Santo – liqueur wine for dipping, both presented in beautiful packaging. The company places great importance on quality and only supplies superior delicacies.

48392 • Die Olive – und mehr GmbH & Co. KG
Tel +49 6721 185300 • olive@olive.de • www.olive.de



HAND CHARMERS MADE OF NATURAL MATERIALS

The new Move twist pencil from e+m Holzprodukte is totally in line with the trend, and its solid wood material invites you to enjoy handwriting. The purist design and the extraordinary natural materials zebrawood and walnut, combined with the twist mechanism, make Move a wonderful hand charmer. Packed in a black gift box, this twist pencil is an individualized gift. Move also comes as a ballpoint pen in the same design.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 297575
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UMBRELLA FROM A TUBE

The smallest umbrella from Brain Promotion, called Tube, was developed especially for advertising. This can be applied to around 260 square centimetres of space, permanently and regardless of the weather. What makes this product so special, however, only becomes clear when it is closed, for the elegant little tube does not look at all like an umbrella. This only comes to light when it is needed and opens out to its full size with a flick of the wrist. This makes the Tube into a sturdy umbrella handle. The entire Tube serves as additional advertising space and can have advertising and motifs printed on it by means of screen or all-round printing. Laser engraving is available on orders of one or more.

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

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

MINI FORMAT WITH HIT POTENTIAL

Kalfany Süße Werbung calls it the promotional product with the greatest hit potential of the pre-Christmas season: the new pocket-size Advent calendar. In any respect, it's as attractive and practical as it's small. For the first time this year, this Advent calendar contains Pulmoll cough lozenges, which are sweetened with Stevia, in the flavours Lemon, Orange and Elderflower. This little marvel in blister format with aroma protection also makes a good impression when it contains chocolate buttons, mixed or unmixed, or Pulmoll cough lozenges, Milk and Honey flavour. On top of this, it also clinches it because it's suitable for mailing. What's more: its format and weight make it cost-saving on the postage front. This calendar can either be printed on individually or with corporate advertising.

42706 • Kalfany Süße Werbung GmbH • Tel +49 76438010

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



THE YEAR'S WINNER FOR KIDS

Schnappt Hubi! (Catch Hubi!) from Ravensburger is the German 2012 children's game of the year. The ghost hunt in the haunted house with a magic compass won over the jury. The jurors were persuaded by its combination of initial tactical considerations, clever deal-making and training of attentive listening. "Therefore, the game for the whole family is different every time", as the game experts justified their decision. Schnappt Hubi! is part of Ravensburger's series of electronic board games and is suitable for children five years and older. Thanks to the audio elements and the instructions from the compass, small children can immerse themselves into a fascinating interactive ghost story. At the award ceremony in Hamburg, the game creator Dr. Steffen Bogen from Konstanz, Germany said "a dream has come true" for him by recently winning the prize.

46563 • Ravensburger Spielverlag GmbH • Tel +49 751 861722

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



A BRILLIANT ALL-ROUNDER

A new superhero has been drafted in to the pre-Christmas product range from koziol. Rudolf the Red-Nosed Reindeer is unveiled as a brilliant all-rounder and comes in various "guises". Rudolf can be used for all sorts of jobs, be it as a pastry cutter or serving board, as a spoon for spreading jam, as a coaster or as a cup attachment for biscuits, sugar, cream and anything that goes with a cup of coffee. To boot, he is also available as a tea-strainer for a cup and, when all his work is done, he also makes a great bookmark. While his peers might typically be confined to being busy in the build-up to Christmas, this lovable reindeer does so much more – Rudolf can be used all year round.

47406 • koziol ideas for friends GmbH • Tel +49 6062 604215
incentives@koziol.de • www.koziol.de



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ATMOSPHERIC SNOWSTORM

A guarantee of gently fluttering snow at Christmas is being offered by Easy Gifts with its snow globe Kumla. Made of polyresin, the globe with its cute Father Christmas will give any end-of-year promotional message that special touch and provide for an emotional communication of best wishes for the festive season. A personalized message can be applied with a label directly on the individual packaging of the atmospheric snowstorm.

47300 • Easy Gifts GmbH • Tel +49 911 8178111

info@easygifts.de • www.easygifts.de

MAKING AN IMPACT IN PHOTO QUALITY

Premium writing utensils by Erga are enhanced even further by all-round digital printing in photo quality. The particularly large 360 degree advertising space offers outstanding design possibilities. The Macra DigItaly makes an even greater promotional impact in combination with the GreeNotes notepad. The design of the pad can be tailored to match the writing instrument, so that a complementary message is created by the two products. Just the right set in the lead-up to Christmas, allowing festive and very emotional messages to be conveyed.

42480 • Erga Srl • Tel +39 11 2733032

info@ergaonline.com • www.ergaonline.com



MUSICAL GREETINGS BY POST

Provide some welcome variety this Christmas by delivering an extra surprise through the letterbox with the postcard 2.0 from concise media production. The provider of this stylish combination of postcard and music CD shows how standard cards and conventional boredom are now a thing of the past. Embedded with licence-free Christmas music, the postcard conveys variety and innovation. The card itself is a real eye-catcher with its atmospheric Christmas design. The postcards can also be individually designed and feature custom content loaded onto the CDs or DVDs, making the postcard an optimum opener for customer contact all year round.

48546 • concise media production GmbH • Tel +49 201 85796570

mail@cm-production.de • www.postcard20.de



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FLUFFY WARMTH MADE TO MEASURE

Anyone who does not want to be without their customized source of warmth even in the cold winter season has come to the right place with Malgrado. The company produces cuddly, soft fleece blankets custom made according to the customer's request on orders of just 300 units upwards. A choice of micro, polar and coral fleece is available. The focus on individuality also applies to the sizes: special shapes and sizes can be realized without any trouble. The blankets can be printed all over or embroidered with the customer's logo.

46913 • Malgrado fashion & promotion GmbH • Tel +49 2207 704090
office@malgrado.de • www.malgrado.de

EXCLUSIVE TASTE BUD TANTALISER

The gift set by Römer Präsente carries the name "Weihnachts-Pasteten" (Christmas terrines) and, as the name suggests, includes a selection of fine Christmas specialties. The set contains three different gourmet delicacies: the Terrine de Lapin, the Terrine Rustique and Mousse de Foie (90 grams per glass), directly imported from France, and combined with a Chilean Merlot/ Cabernet Sauvignon that has been especially chosen to match. The set comes supplied in a Christmas gift box with blue sizzle shred.

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



FASHION TO PLEASE THE HEARTS OF MEN

Fashion has long been more than just a subject for women, for more and more men nowadays are paying attention to their outward appearance and what they are wearing. Daiber's own brands James & Nicholson und Myrtle Beach offer everything a fashionable man's heart could desire, from casual shirts to traditional sweaters and cardigans up to cool caps. Many trendy innovations can be found, for instance, in the men's V-neck cardigan in the business category. This timeless knit jacket is ideal for wearing over other apparel as a combination. The model is also available as a traditional V-neck sweater or as a vest. The extensive Daiber range also offers athletic types just the right garments, such as the casual men's Henley long-sleeve shirt. This fashionable shirt with the button-down V neck is convincing thanks to its cool double look and comfortable single jersey quality. The sports clothing is best rounded off by a Myrtle Beach brand cap, such as the new Badge Cap MB 6553.

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



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NATURAL PROTECTION

Protective cases for iPhones don't always have to be made from plastic, as demonstrated by Holz Fichtner with its high quality, handmade alternatives. Wooden cases made from natural walnut or beech protect the valuable iPhone against mechanical impact from external sources, while maintaining access to the touch screen control and all the device's other features. As each piece of wood has an individual grain, this makes each cover unmistakably unique. The manufacturer recommends that laser technology be used for applying advertising. The results are particularly stylish.

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

PLEASURE FOR THE CONNOISSEUR

Kellermeister Manns has assembled a top quality selection which is a real treat for lovers of fine foods. The combination of high grade Lindor chocolates from Lindt with a bottle of Charles de Fere, Chardonnay Tradition, brut will satisfy even the most discerning palette. The 348 gramm selection of chocolates includes delightful milk, dark and white chocolate creations with smooth centres that melt in your mouth. They are complemented by the exquisite sparkling wine with its wonderful perlage, excellent structure and very fine fruity notes.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477
m.manns@kellermeister-manns.de • www.kellermeister-manns.de



SWISS QUALITY IN A SET

The gift sets by Häusser represent the perfect blend of design and functionality for everyday use. And the Wenger brand guarantees quality, as it stands for absolute reliability and exquisite workmanship. High-quality cowhide in black and brown makes the Wenger wallets true highlights. And an original Swiss army knife makes the perfect companion in the gift box alongside the wallet. Häusser applies advertising in its own print shop.

43756 • Häusser Europe oHG • Tel +49 6181 36420
b2b@haeusser.eu • www.haeusser.eu



CUDDLY SOFT PROMOTIONS

Those looking for a promotional idea in the area of wellness, leisure, health or the hotel industry are sure to find what they need in the extensive range of the Italian company Emmebiesse. The specialist for terry towelling products has been supplying soft and cuddly promotional greetings for almost 45 years in the most varied types, styles and colours. All products are of the highest quality, made of easy-care material and are extremely durable. Promotional messages can be applied in a variety of ways. They can be embroidered, printed or sewn on for example. Due to the very flexible production process Emmebiesse is able to deliver even the largest of orders at short notice and at reasonable prices.

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

The issue of data security is a hot topic, not least when it comes to memory sticks. This is where the new and unique PocketSafe PS 2012 by Matchpoint-Etronics has an ace up its sleeve. Even at first glance its security features are apparent, as the outer form ensures that the content is not immediately obvious. The unique connection mechanism not only impresses technical specialists: a secure seal is achieved with a little twist of only 20 degrees and without the need for a thread. The USB data storage is hidden inside with integrated microSD card + adapter: for mobile phones, digital cameras, notebooks, webbooks or tablet PCs. As an optional extra, the PocketSafe can also be supplied with encryption software.

47938 • Matchpoint-Etronics GmbH • Tel +49 30 4911762
info@matchpoint-etronics.de • www.matchpoint-etronics.de

GREETINGS THAT SMELL OF CHRISTMAS

The festival of Christmas has always been associated with fragrant memories. It would seem only logical, therefore, to convey this festive scent with the atmospheric Leticia fragrance set from Easy Gifts. The choice of a Christmas tree or a snowman serve as the visual message-bearer here, both coming with scented sticks and a wonderful cinnamon fragrance. Through the capillary action of the sticks, the Christmas fragrance of our memories quickly spreads though the room. With a custom designable label on the individual packaging, this fragrance diffuser is given a very personal touch.

47300 • Easy Gifts GmbH • Tel +49 911 81781111
info@easygifts.de • www.easygifts.de



FESTIVE FRAGRANCE FROM THE CHIMNEY

This alternative to the typical German incense smokers arose out of a delight in creative and artistic design at ADV PAX Lutec. The developed little metal huts consist of a basic square shape with punched out windows and doors and a removable roof with a bracket to hold it in place, allowing smoke to escape through its chimney. The smoking houses are available in various sizes. There is the option of having them fitted with either incense-cone or tea-light holders. For the Christmas season, the manufacturer offers atmospheric 4c offset printing. Alternatively, the houses can, of course, also serve as containers for other sweet Christmas surprises.

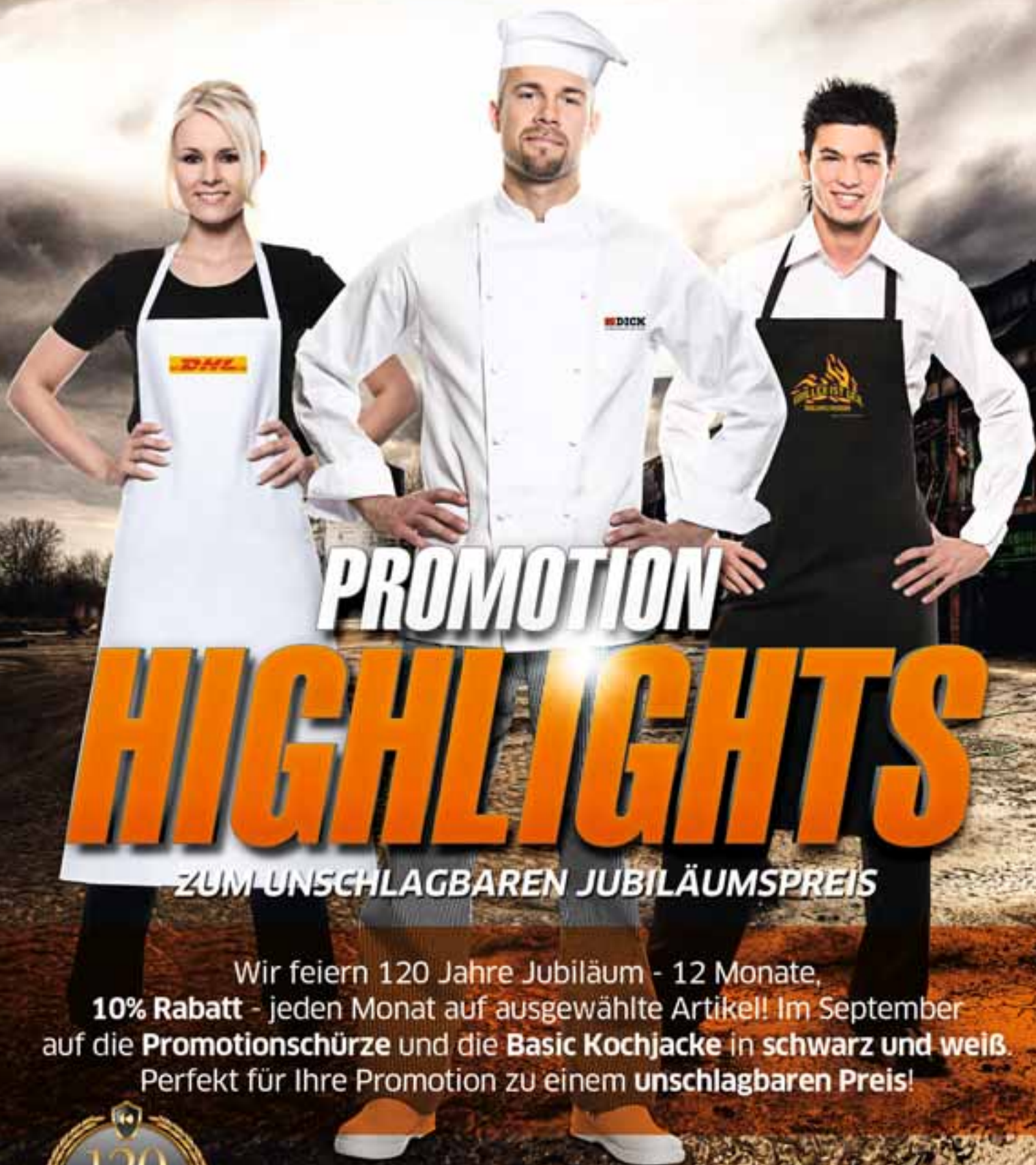
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www.karlowsky.de

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CREATIVE CHRISTMAS GREETINGS

The new Christmas greeting card from Multiflower with a standup stainless steel Christmas tree can be used as a decoration anywhere and emanates Christmas spirit anew every year. The Christmas tree is made of stainless steel. Advertising is applied on the standard motif. The card can be customized on orders of 250 or more. If you want, you can order the envelope separately.

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

MESSENGERS CLOSE AT HAND

Small, amusing messengers, like those featured in Pruner's product range, put every customer in a Christmas mood. They are ideal for maintaining good customer relationships, as small gifts encourage loyalty. Whether it's a key ring or magnet: almost every conceivable style can be implemented, for example a miniature version of a company product, true to detail and in vibrant colours. Ideal in the darker winter months: key rings with integrated LED light. No path or keyhole remains in the dark. Or an extra special gadget: tags with melody – whether it's a Christmas tune or a very personal favourite melody, just press the button and the music starts.

42634 • Pruner Werbemittel • Tel +49 7644 1063
pruner-werbemittel@t-online.de • www.pruner-werbemittel.de



STRIKING DESIGN

The designers at Koncept have given the resounding name of Virgo to a drinking bottle whose striking silhouette immediately catches the eye. And that is not all: the quality characteristics also make this item a premium product. The material is high-strength Eastman Trita, absolutely clear as glass, neutral in taste and free of chemical emissions. Cleaning is no problem; Virgo can even go in the dishwasher. The bottle holds 650 millilitres of liquid which can be as hot as 100 degrees Celsius. Virgo is closed using a special system which is absolutely leak proof and yet easy to use and clean. Koncept will print advertising messages on it as desired.

Koncept d.o.o. • Tel 386 1 2561185
info@koncept.si • www.koncept.si



POCKET-SIZE HD VIDEO

The new Philips HD camcorder from Intraco can be operated with a simple push of a button. This high-tech device was specially designed for simple, intuitive operation and is therefore particularly well suited for the promotional products market. As a high quality incentive, the camcorder conveys a message of superior value. The camcorder also makes no compromises on quality, since sharp recordings in full HD quality clearly speak for themselves. Via the integrated USB connection, recorded films can be instantly transferred to a PC or Mac.

43540 • Intraco Trading bv • Tel +31 756475420
info@intraco.nl • www.intraco.nl

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CHRISTMAS IN THE CLEAR, SCANDINAVIAN STYLE

The Swedish gift article brand Sagaform of Texet starts the run up to Christmas with new, typically Scandinavian ideas. This year, it's the series Pixie which stands out from the rest. This collection comprises a variety of utensils which not only make your Christmas list more attractive but are sure to provide a lot of joy when giving it to someone. Apart from ceramic, serving and gift plates, as well as tea mugs with saucers, Pixie is made complete by decorative warmers and a decanter from hand-blown glass. All parts of this collection come in the Swedish Christmas design and a stylish gift box. You can see more novelties in the 2012 Christmas catalogue which is now available for pre-order.

46329 • Texet GmbH • Tel +49 4262 959840

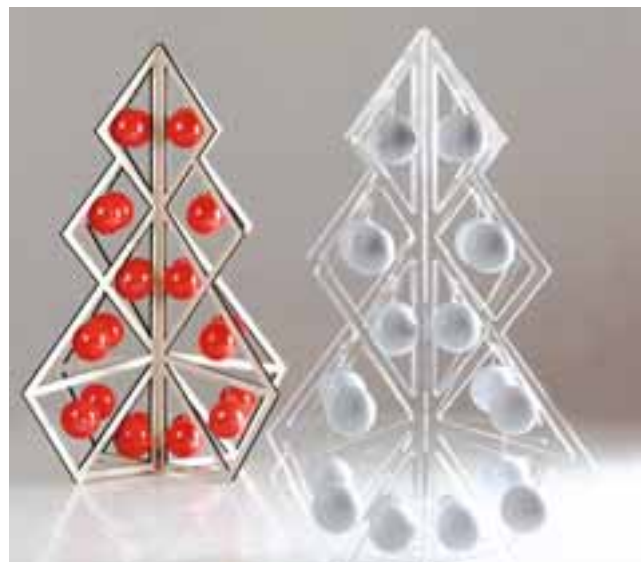
andre.stemmermann@texeteurope.com • www.texeteurope.com

WITH A DECORATIVE EFFECT

The first product from the new design brand called Be & Liv which Sulattamo is presenting is a one-of-a-kind Advent calendar in the style of a Christmas tree. Tree24 combines two Christmas time traditions in one design product. On the one hand, it is a contemporary Christmas tree with ornaments on it, which can be used to decorate any room, while it also serves as a traditional Advent calendar. The individual ornaments offer space for placing sweets and other little surprises inside them which can be individually selected by the customer. The modern Advent calendar, which can be reused time and time again, should survive many Christmas seasons. It comes in a practical storage box: there is an acrylic version of the box or a wooden frame version with ornaments made out of tin on it. A height of 56 centimetres and a diameter of 5 centimetres turn the Tree24 into an impressive jewel.

48525 • Sulattamo Oy • Tel +35 840 7235114

antti@sulattamo.fi • www.sulattamo.fi



A MODERN REINDEER LOOK

With the new wintertime series, which is available from September to the end of the year, Emsa is preparing the table for a festive Advent and pre-Christmas season. Fitting for the winter and Christmas season, Emsa is selling several accessories with a modern interpretation of the reindeer design which come in the trendy colour of boysenberry or in the classic country home style with red and white colours. The wide array of Emsa's products with wonderful winter colours includes the Samba thermal jug with a reindeer decoration on it, a matching serving tray, little cutting boards with two different designs, serving bowls, plates, and small dip bowls. These products are ideal for setting the mood while you prepare for the Christmas holidays.

42692 • Emsa GmbH • Tel +49 2572130

info@emsa.de • www.emsa.com



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TASTY SNACKS IN NEXT-TO-NO-TIME

The Zaubernuss ZN 3.1 from efbe Elektrogeräte is the perfect waffle-maker for fun and entertainment for young and old alike, all year round. This handy appliance makes it easy to bake delicious waffles with a variety of motifs. Packing 700 watts of power, the Zaubernuss bakes tasty Belgian waffles, waffle nut halves or Christmas-themed biscuits. They can then be filled with hazelnut spread, fromage frais, blancmange, cream cheese, or anything else you choose. The packaging comes with a series of mouth-watering recipes. The appliance is also very easy to clean after use thanks to the high-grade non-stick coating on the exchangeable baking plates.

48339 • efbe Elektrogeräte GmbH • Tel +49 2301 946980
thorsten_arnold@efbe-schott.de • www.efbe-schott.de



SUMPTUOUS CHRISTMAS POST

Christmas cards with sumptuous contents are offered by Sanders Imagetools in the shape of the new TeaMail easy. Filled with one or two Bio TeaSticks and packaged ready for dispatch, these individual Christmas cards are available from a minimum order of 200 units. The cards can be individually designed on both sides, while the Bio TeaStick can be positioned wherever the customer wishes. The eight flavours: Herbs, Energy, Caramel, Green Tea, Ginger-Lemon Assam, Chai-Spicy Masala, Earl Grey and Fruit Tea, have something for all tastes and make this mailing an exquisitely personal one. All ingredients come from controlled, organic farms. Of course, the new TeaMail is not only suitable for Christmas campaigns: it also hits the spot when sent as a classic mailing or an invitation to a trade fair. On request, the Bio TeaSticks can also be designed individually.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 607980
welcome@imagetools.com • www.imagetools.com



FOR A SMART APPEARANCE

This classy shoe care box, made from scented cedar wood, produced by Frank Bürsten, is there to give you a literally well-groomed appearance, not just during the time before Christmas. With an integrated prop-up facility, this set shows its particular value. The care box contains two exclusive horsehair buffering brushes and two attractively designed crèze brushes, which also use horsehair. Two glass jars containing shoe polish (in neutral and black), one soft polishing cloth and detailed care instructions complete the set. Of course, this shoe care box can be finished by inserting a logo or an advertising message; a service which can also be performed by the manufacturer.

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



CUDDLY AMBASSADOR

As a premium manufacturer of high-quality stuffed toys and collectible figures, the Margarete Steiff GmbH has been an established name for more than 130 years. Promoting companies can now also utilise this image for their marketing campaigns by creating their own mascots or figures with the famous "button in ear" as emotional messengers. Who doesn't remember the moment as a child when their eyes lit up as they received their first Steiff toy. It's exactly this happy moment that Steiff would now like to recreate for employees or customers. The company can produce products individually designed according to customer specifications, of course featuring original Steiff quality. Two options are available to choose from. A fully custom-made variety is possible, where a company's own mascot can be carefully created. Customisation using a product from the standard range is offered as an alternative. These items can be personalised to match the customer's corporate design using bows, neck tags, clothing, scarves or other accessories.

47785 • Margarete Steiff GmbH • Tel +49 178 3009401
josephine.neumann@steiff.de • www.steiff.de

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Weitere Informationen finden Sie hier
www.troika.org/firefighter





AUDIO GREETINGS WITH THE RIGHT TWIST

The good old vinyl records are currently experiencing a unique comeback thanks to the media professionals at micx. The finger disc in print format is a record with a twist. The so-called “Fingergrammo” is operated by gently revolving a finger on the vinyl disc. Surprised listeners will enjoy personalised acoustic promotional messages or greetings without the need for electricity, a sound system or sophisticated technology. The vinyl disc can feature audio tracks put together completely according to customer wishes and comes in a printed folded card suitable for mailing. Whether it contains music, sound effects or spoken text is up to the customer. The fun begins when opening the card, because determining the right speed required to operate the disc needs a little practice. But the recipient is sure to get the hang of things after a few attempts.

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

GREEN HIGHLIGHTS

Those who not only want to show their environmental commitment but also place importance on elegance will be right at home with the EcoJute bag by Green Earth Products – not merely when planning the next Christmas campaign but all year round. The bags can, for example, be used to carry a wine bottle which is visible through the integrated clear window. If two bottles are to be given as a gift, Green Earth can also provide the matching bag. Just like its “little sister”, this model also comes in a combination of two colours.

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



FLUFFY SURPRISES

The right packaging can hugely increase the value and attention paid to all good advertising items. With this in mind, Floringo provides a choice of three attractive packaging options for its fluffy towelling products. High quality Floringo towelling is now packaged and delivered in the form of either a gift box, sweet or banderole. Not only are all three options extremely attractive and increase the value of the product, they are also extremely practical – suitable for all sizes, for all quantities from ten units and are ideal for a quick rollout. On request, the gift box is available with a bow and gift tag, the banderole with a company sticker and the transparent sweet packaging can be combined with the colour of the bows and/or a sticker.

44389 • Floringo GmbH • Tel +49 8847 69070
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INSTITUT FRESENIUS



PROMOTING YOUR IMAGE

For everyone who attaches particular importance to promoting their image at a very high level, there is a very interesting medium in Kalfany's product-line of sweet advertising products: the Premium Wunsch Advent calendar. Its grand size of approx. 580 x 380 x 37 millimetres will not only impress you, but the options for filling up the calendar with four different brand-name products will also win you over. The calendar can be selected to come with the company's own brand of high-quality fruit gummies, Ferrero Rocher, Ferrero Rondnoir (each unmixed), or for the first time this year, a delicious marzipan mixture from the renowned marzipan producer Carsten Lubeck (classic, caramel, cappuccino). For orders of 1,008 units or more, companies can use the extensive advertising space on this promotional product to place individually designed advertising on it according to their own special wishes.

42706 • Kalfany Süße Werbung GmbH • Tel +49 76438010

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

CHRISTMAS GREETING WITH 3D EFFECT

In its current Christmas catalogue Jung Bonbonfabrik presents exciting new ideas for a successful 2012 Christmas season. The new additions to the product range include the Christstollen Box with 3D effect containing a 40 or 80 gram stollen cake. Not only can the cardboard box be custom printed, but it can be produced in such a way that an integrated Christmas tree and a display can be cut out and erected with the help of perforation. The necessary tools for this are included in the standard range, but personalised shapes can also be developed. The delicious stollen in the box – packaged in transparent foil – can also be customised according to customer preferences.

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

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



GENTLE LIGHT FOR EMOTIONS

Tea-light shades made of sturdy PVC film can do far more than just conjure up a cosy atmosphere during the cold season. With its tea-light shades, JHI Hackel shows how these emotion artists can easily be turned into promotional media for your own company or for particular products. The special thing about the shades is that even photo motifs (up to 6 motifs are included) can be used in printing. In this way, your company premises or new products can shine in a soft light. Since the tea-light shades are not supplied in their rolled up form, they are particularly well suited to Christmas mailings or as inserts in Christmas cards. Their format is 16.3 x 27.8 centimetres, whereby the short side can be rolled up, stuck together and placed over a tea light. The minimum order quantity is 600 units.

48291 • JHI Hackel Industrievertretung GmbH • Tel +49 621 7481466

info@j-h-i.com • www.j-h-i.com





HANDYMAN'S EYES LIGHT UP

Advent calendars have a long tradition – reason enough for the screwdriving tool specialist Wera to offer an Advent calendar containing 24 completely calorie-free products. High-quality professional tools that show the handyman and DIY renovator – or those aspiring to be – how much fun screwing and fixing can be when you use real professional tools. The calendar includes the Impaktor bits with particularly long service life, a bit ratchet including short bits, a workshop and an electrical screwdriver, micro screwdriver and a screw gripper. And, not to be forgotten, the bottle opener with cult status featuring true “Kraftform” grip. A calendar that’s sure to bring a gleam to the eye of both male and female DIY enthusiasts.

48078 • Wera Werk Hermann Werner GmbH & Co. KG

Tel +49 202 4045144 • matuschek@wera.de • www.wera.de

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THE CONTEMPLATIVE MOOD PACK

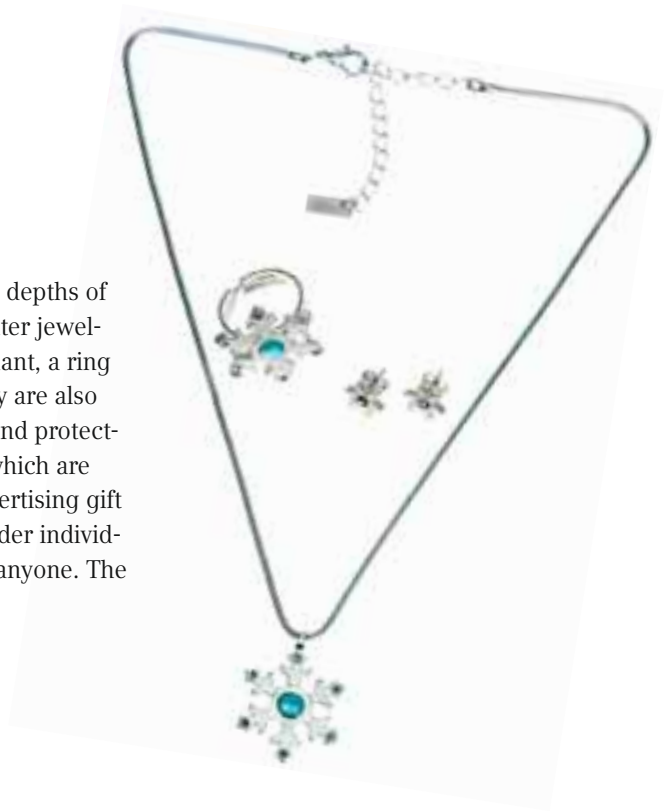
Make the pre-Christmas period a time of atmospheric reflection with the Winter Wonderland gift set from koziol. The cosy winter light radiates a much more peaceful glow in the star-shaped candle holder, which is included in this set. Together with the snowflake window decoration and two decorative ornaments for the tree, the recipient will be able to create the right mood for the festive season in his home.

47406 • koziol ideas for friends GmbH • Tel +49 6062 604215
incentives@koziol.de • www.koziol.de

DECORATIVE WINTER SCENES

Flakes of snow with glistening crystals of ice fascinate us in nature in the depths of winter. They can also captivate us now in the form of a collection of winter jewellery from Gubo Schmuck called Snow. The set consists of a chain and pendant, a ring and a pair of studs. All the pieces come in a matt silver finish, although they are also available in a gold-plate design. In either case, the jewellery is nickel-free and protected against tarnish. With hand-crafted glass stones and sparkling crystals, which are available in a choice of over 30 colours, the winter jewellery creates an advertising gift with a difference. By the way, all the parts in the set are also available to order individually. The rings can be adjusted in size, which means that they can also fit anyone. The set is hand-crafted in Germany.

48687 • Gubo & Sohn GBR • Tel +49 8341 62158
info@gubonet.de • www.gubonet.de



ANGELS BRING BRIGHT LIGHT

With a whole set of six beautiful Royal Zilverstad angel figures, the supplier Bredemeijer Group brings brilliance and a special glow to the festively decorated table. Each of the angel candle pins is three centimetres long, with a pin on the back to attach it directly to the candle. This creates the impression that the heavenly messengers are having a little rest on their journey through the room. To create that perfect shine, the angels are made of silver-plated brass and are additionally protected against tarnishing. The six different decorations and the high-quality workmanship will provide for a radiant highlight in the Advent and Christmas period.

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

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Tel. (0049) 2175 15797-0 · Fax (0049) 2175 15797 99 · info@markenreich.de





CHRISTMAS TREES WITH A DIFFERENCE

Lumitoys GmbH is presenting individualized Christmas bulbs with an illumination effect. These bulbs have fibreglass dots to light up advertising messages or logos in a festive manner, or as an alternative, integrated LEDs can accentuate specific areas. The colours can also change to create different moods upon request. In addition, the bulbs can be customized with printing. They can even be ordered in your own decorative package.

46095 • Lumitoys-GmbH • Tel +49 2331 3775450
info@lumitoys.de • www.lumitoys.de

MULTIMEDIA IN A FLAT DESIGN

Milacotech introduces the tablet PC "PPC ES901" as a flat and especially powerful instrument for delivering multimedia content. It runs with an Android 4.0 operating system and comes equipped with WiFi, a motion sensor, an HDMI output, a mini USB slot and optionally 16 gigabytes of flash memory. A 3G module can be installed to modify the tablet into a mobile communications tools for use on the road. It can play nearly all current multimedia data types and the 9.7" TFT display with a touch screen function provides a 1,024 x 768 pixel resolution in 4:3 format for a smooth, flicker-free film and photo experience. The design is rounded off by a front and back camera, complete with autofocus and 0.3 or 2 megapixel resolution.

48652 • Milacotech digital company S.L. • Tel +34 955 137774
info@p-p-c.es • www.p-p-c.es



STYLISH AND EVER-PRESENT

The stylish Reflects gift sets from the gunmetal range designed by LM Accessoires are the sophisticated choice for the office in the Advent and Christmas season. Comprising a luggage tag and a key ring, the Reflects Cornaredo set is made from fine imitation leather and metal. The eye-catching advertising surfaces featuring gunmetal plating are ideal for high-quality laser engraving. It's the perfect way to start the festive mood in the build up to Christmas.

42487 • LM Accessoires GmbH • Tel +49 2234 99000
info@lm-accessoires.com • www.lm-accessoires.com



AUDIO INTERPRETER WITH A MEMORY

The new Auna DS-2 from Ceotra is a multilingual stereo system that can interpret between audio sources of all kinds and USB and SD storage devices in fluent MP3. For this, the compact stereo system uses USB and SD connections on the front which take the corresponding storage devices such as USB flash drives and MP3 players. Without using a PC, the system records the audio signal from records, CDs, AUX devices or even radio channels at the push of a button. It is ideal for very conveniently archiving records or CDs. The smooth belt drive of the record player ensures good recording quality. Via the line output, the device can be connected to an external hi-fi amplifier to upgrade the sound if required. The compact system's set of functions is well rounded-off with an integrated clock with an alarm feature.

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

vertrieb@ceotra.de • www.ceotra.de



FINE APPLIQUÉS

The company Jaguar offers leather goods adorned with fine appliqués: Striped Flintstone. This stone (also known as "Polish Diamond" or the "Stone of Optimism"), is rarer than diamonds and can only be found in one location on earth: in the area around the small town of Dródborze in Poland. The stone's unique and fascinating patterns make every leather bag or purse one-of-a-kind. The stones are set in 925 sterling silver.

48154 • Jaguar • Tel +48 63 2743211

sprzedaz@jaguargift.com • www.jaguargift.com



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A GENERAL FEELING OF WELLBEING

Kundenpflege Wellness & Care guarantees that its latest Christmas product for sale will warm the recipient's heart. The Wellness Set named "Herzenswärme" contains cherry stone pillows, two bath truffles and soap – all packed in a decorative gift box. The cherry stone pillows help all your muscles relax with their pleasant temperature and encourage a general feeling of wellbeing. The bath pralines dissolve in warm bath water and will spoil you with their lovely ingredients, such as high-quality shea butter, cocoa butter and jojoba oil. The essential oils in this bath product will also help you relax. The soap bars with a rose scent are sure to give you a fresh start to your day.

43892 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950
info@kunden-pflege.de • www.kunden-pflege.de

REMINDERS OF CHILDHOOD

Cold winter days and those long nights in the dark months of the year keep conjuring up irresistible memories of our childhood. Hot baked apples filled with raisins are an intrinsic part of this time. They are now making a comeback in a set from Kellermeister Manns, celebrating their sweet, warm and tasty magic. The complete baked apple pack includes a crunchy red apply along with everything you need to make the perfect baked apple, with sachets of flaked almonds, raisins and vanilla sugar, as well as a small bottle of rum aroma. It does, of course, also come with the instructions for making that perfect winter pleasure.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477
m.manns@kellermeister-manns.de • www.kellermeister-manns.de



THE PERFECT ROLL

Profino GmbH is the first to bring the revolutionary concept of the Spanish brand MYdrap to the German speaking market: tear-off cloth serviettes on a roll. They are the first serviettes made of cloth with perforated lines on a roll, making them easy to tear off. Thanks to the patented technology the cloth is washable up to six times and can be ironed easily after use. The fine cotton material is gathered from the best plants, is recyclable and biodegradable. Ideal for every taste and occasion, customers can choose the right serviette or fitting placemats from a wide range, whether stylishly elegant or playfully bold.

47807 • Profino GmbH & Co. KG • Tel +49 212 64564895
info@profino.net • www.profino.net



STYLE THAT APPEALS TO ALL SENSES

A special treat is allowed when it comes to the feast of all feasts. The attractive micx media sets with their colourful slipcases are ideal for this purpose, as they certainly offer something special. Whether the customer chooses the stylish, special edition "Dinner for One" DVD set or festive classic music in the Audio Nutcracker set, featuring the most famous works by Peter Ilyich Tchaikovsky, is a matter of personal taste. Both offer an experience for all senses. When it comes to selecting Christmas set concepts, inspiring storage media always harmonise with exclusive content. These are combined to suit the respective occasion and can, of course, be individually customised according to customer preferences. Furthermore, the sets can also surprise their recipients with a personalised greeting. Further exciting set ideas can now be found in the new micx catalogue or on the supplier's website.

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



LEADING BRANDS GUARANTEE QUALITY

With leading brand products from Philips, Odayo and most recently from Belkin and Valenta, Intraco offers a wide choice of impressive top-class promotional products. Particularly ideal for the coming Christmas season is the exceptional Philips LivingColors light series. To brighten up those dark December days, LivingColors or the Lumiware and Imageo lines are just the ticket. Atmospheric lamps, wine coolers or candlelights provide a touch of festive cheer.

43540 • Intraco Trading bv • Tel +31 756475420
info@intraco.nl • www.intraco.nl

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USEFUL ACCESSORIES

The printed plastic covers for the iPhone 4/4S, Samsung Galaxy Note or iPad from importplus protect the devices and also give them individual style. The covers which are printed all over applying the CMYK colour scale on a gloss surface or pantone colours on a matt surface with a silky feel are available in small quantities. The touch screen pens fit all devices with a headset input. Thanks to their soft rubber tip, they make it easier to enter data. They are available in black in quantities of 100 or more. Special colours are available in quantities of 3,000 or more. The new touch screen glove finally makes cold hands a thing of the past when using the smartphone or tablet PC. They come in two quality grades and price levels.

46966 • import+ twe e. K. • Tel +49 2131 4065716

info@importplus.de • www.importplus.de

DESIGN IN ANCIENT STONE

With the combination of century-old natural slate and modern Swarovski elements, the clock specialist Vaerst is now introducing a desktop clock that will go seamlessly with any desk design. In the attractively shaped, radio-controlled clock made of this popular natural material, design and functionality have been combined in a special way. Perfectly readable, beautifully shaped and elegant, each clock is presented as one of a kind. As with all of Vaerst Uhren's products, this desktop clock is entirely produced in Germany. The same is true of the customized clock models that can be manufactured according to the customer's requests.

42161 • Vaerst Uhren • Marc Vaerst e. K. • Tel +49 2338 91680

info@vaerst.de • www.vaerst.de



YULETIDE GREETING

There's nothing quite like the scent of aromatic tea to create that festive mood in the lead-up to Christmas. You will not have to wait long to reap the success of your advertising with a greeting as original as the one your customer will receive with Santa Tea from the Usables ideas workshop. The Christmas card, the envelope and the tea figure itself are lovingly and individually combined. Before savouring the drink, the tea figures which are attached and printed around the rim of the cup are especially eye-catching. Santa Tea comes in a variety of delicious flavours. Usables offers the cards and tea figures as finished motifs and with customised printing.

48557 • Usables GmbH • Tel +49 211 68819525

info@usables.de • www.usables.de



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Telefon +49 (0) 751 86-1616

E-Mail sonja.gaiser@ravensburger.de

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Mathias Schneider

Telefon +49 (0) 751 86-1443

E-Mail mathias.schneider@ravensburger.de

www.ravensburger-werbemittel.de

Ravensburger



BOOTS WITH AN INDIVIDUAL TOUCH

Just in time for your pre-Christmas preparations, Der Zuckerbäcker is once again offering its festive red boots as a fantastic gift idea. This gift boot delivers a 300 gram bag filled with various popular brand-name sweets. An individual logo or advertising message can be displayed on the boot itself and/or on the sweet bag. Additionally, Der Zuckerbäcker is offering to match the colour of the sweets in the 16 centimetres high boot to the CI of the advertising company. This tasty little promotional boot is handmade right down to tying up the laces and contains only brand-name sweets.

48449 • Der Zuckerbäcker GmbH • Tel +49 7131 8996146
erika@der-zuckerbaecker.de • www.derzuckerbaecker.de

WRAPPED UP IN STYLE

Pecotex Bergenthal GmbH specialises in manufacturing custom designed gift ribbons and bows. All products are produced on-site and therefore “made in Germany”. They can be personalised with prints for anniversaries, events, gift initiatives or promotional campaigns in small or large quantities. Pecotex also produces ready-made bows from these ribbons in a variety of styles giving packages a high-quality gift character. Of course, the respective product, purpose or type of present is taken into account in the process, for example when it comes to Christmas presents.

43108 • Pecotex Bergenthal GmbH • Tel +49 219150779
info@pecotex.de • www.pecotex.de



PUT AN END TO THE JUMBLE OF PAPERS

A short note here, a phone number there, and soon the desk is turned into a mountain of scattered notes. And the most important ones usually can't be found when needed. Impuls Marketing now puts an end to this chaos, creating an orderly desk with the help of its replica note holders. Upon request, the company's designers develop true-to-detail miniature versions of a product or the company logo in collaboration with the customer. A strong note clip, which is attached to this miniature using flexible steel wire, creates a little organiser that also serves as a lasting reminder of the promoting company.

47162 • Impuls Marketing, Roland Meissner • Tel +49 7231 562718
kontakt@werbemittelagentur.de • www.werbemittelagentur.de



SAFETY IN BRIGHT LIGHT

As well as offering great value for money, the new work light from the e-equip range by HNC impresses with its high quality finish and universal practicality. The robust aluminium body is extremely hard wearing, protecting the seven bright LEDs in the torch head. The work light boasts no less than 18 white LEDs and the integrated warning light will shine with five red LEDs whenever needed. The practical rubber grip means that it's not only in cold weather that the e-equip Stab LED Profi is great to use. It's also perfect for taking on the road thanks to the powerful magnet which is integrated into the end of the torch.

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

ALWAYS UP TO DATE

After a hot spring and a rainy summer, a green Christmas is just around the corner. From year to year, it seems like the weather is becoming increasingly unpredictable. To make sure you're always up to date, look no further than the new WS9215-IT weather station from technoline. As well as a radio clock displaying the time and the current indoor and outdoor temperature, it shows the latest weather forecasts for the next twelve hours using weather symbols and weather tendency icons. With its sleek design encased in a transparent frame and its personal utility value, this weather station is the perfect, ever-present promotional item for all those who don't want to be caught out in the rain again.

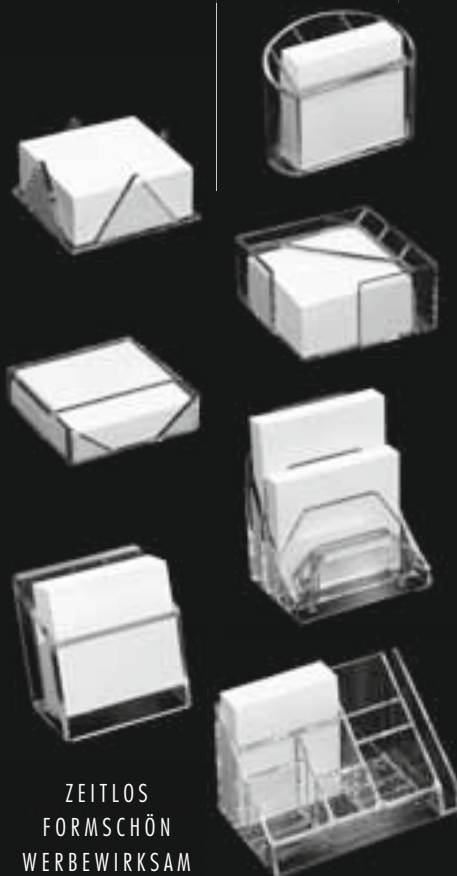
43817 • Technotrade Import-Export GmbH
Tel +49 3375 216050 • info@technotrade-berlin.de
www.technotrade-berlin.de



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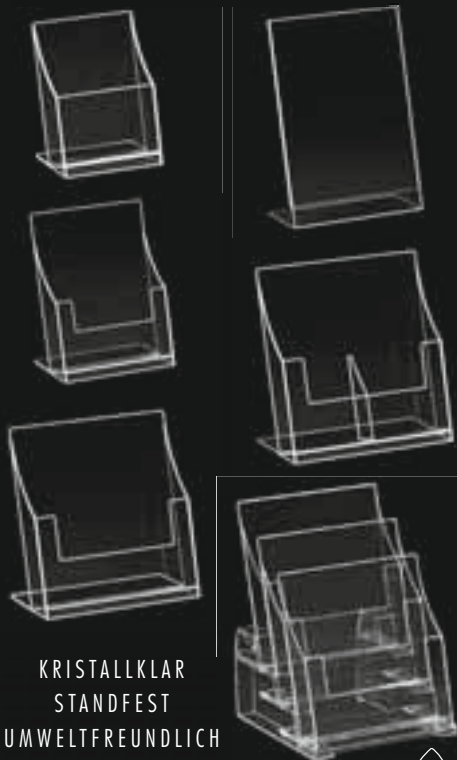


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TESTED QUALITY

The sigikid brand traditionally focuses not only on design but also very strongly on quality management, making use of help from independent testing institutes such as TÜV Rheinland or TÜV Süd. This is also true of all 120 new products developed for this season alone. A good example is the organic cow: ultra-cute and totally natural. This friendly play and cuddle cow is made of pure certified organic cotton and is even appropriate for babies. The filling is pure sheep's wool. The item can even be washed at 30 degrees Celsius.

48311 • sigikid • Tel +49 9201 70129

anja.deroni@sigikid.de • www.sigikid.com

RETRO IS IN

The sports bags by SL Lederwaren immediately bring back memories of the good old days, for example when Uwe Seeler was still scoring one goal after the next or Max Schmeling was fighting for the title in the boxing ring. The new bags unite retro design with exceptional workmanship and the use of PU leather, which ensures durability and ease of care. They can be supplied in a variety of colours and a promotional message can be applied using printing or embossing. The bags by SL Lederwaren make a perfect gift for the upcoming promotional Christmas campaigns.

48221 • SL Lederwaren BV • Tel +31 575 510077

info@sl-bv.com • www.sl-bv.com



PROFESSIONAL APPEARANCE

Long known for that certain something, Club Cawatte Crefeld's collection of high-quality silk ties and cloths provides a tasteful, fitting appearance and a professional look. This long-established company specializing in textile accessories offers ties, cloths and scarves tailored to the respective corporate design. It has its own design studio and innovative production techniques, such as Jacquard weaving, textile printing and embroidery, to implement individualized concepts masterfully. Professional consultancy, creative ideas and collaboration based on partnership with the client company are all, of course, included.

43606 • Club Cawatte Crefeld • Tel +49 2151 7812990

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

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ELASTO FORM PRINTING SEMINAR BENEFIT FROM PRACTICAL EXPERIENCE



Learning by doing: Those attending the seminar put what they learned into practice on a screen printing press.

Elasto form KG offered a two-day printing seminar to members of the Federal Association of Promotional Product Consultants and Distributors (bwg) in mid-June. At two separate events, those attending learned about the theory of printing, as well as getting a look at the practical side and at different finishing techniques. This included not only screen, pad and transfer printing, but also embossing, Imold, TexHeat, laser engraving and doming. The participants were even able to enjoy a hands-on session with the machines. Those attend-

ing the seminar were escorted by Manfred Gallenz, the elasto form printing seminar facilitator, Marco Steger, the elasto form marketing manager, and the consultants to the bwg board Tom Hipper and Simon Eckert. When the instruction was finished, each participant received a certificate issued and presented jointly by the bwg and elasto form KG. "The printing seminars here on our premises have so far been well received by those attending them and by the bwg. And we also like to invite distributors to come and take a look at our production and finishing. After all, our customers are not the only ones to benefit from what they learn here. The more that consultants and salespeople in the promotional product industry know about process and possibilities, the more smoothly everything can run. Customers will be more satisfied, and satisfied customers keep coming back, as is well known," says Marco Steger. www.elasto-form.de

FALK & ROSS GMBH SALES TEAM EXPANDED

Astrid Panagiotopoulou has been strengthening the sales team at Falk & Ross. As an Area Sales Manager, she will be in charge of the region of Bavaria and other german regions. Panagiotopoulou has a degree in Business Administration and training as a management assistant in wholesale and foreign trade; she also has more than six years of work experience in a



Astrid Panagiotopoulou

managerial position in the promotional product industry and as a field sales representative. In the future, Bernhard Heck will be responsible for the region of Baden-Württemberg and in charge of the postal code areas 64, 68, 69 and 7, as well as 88 and 89. www.falk-ross.eu



Bernhard Heck

HAPPYROSS GMBH TWO REASONS TO CELEBRATE

The promotional product importer happyROSS from Elmenhorst in Hamburg has two reasons to celebrate: Both trainees completed their two-year apprenticeship simultaneously with a distinction. Doubly pleased is company president Peter Ross: "It's not just pride, because such an outstanding result indeed somewhat reflects the quality of our training. More important for our company and our customers is the fact that Sara Mager and Ann-Kathrin Piefke will both be retained." "We enjoy being here and we are looking forward to the challenges ahead," was their unanimous comment. Sara Mager will look after her own customer base from inquiry to order processing, and Ann-Kathrin Piefke will be involved in the implementation of a new sales project for gift items which had already started during training. www.happyross.de



The new employees: (from left) Sara Mager and Ann-Kathrin Piefke.

MOYND GMBH CONTINUING TO GROW

Sticky notes specialist Moynd GmbH continues to grow. The German company has moved into its own production facility with administrative offices conveniently located in Wolfenbüttel. In addition to the machinery, which will provide even better product quality and shorter delivery times, the sales team has also been expanded: Sven Wüstfeld has several years' experience in the sale of promotional notebooks and in future will primarily be supporting international customers in Scandinavia, the Benelux countries and Eastern Europe. www.moynd.de



Sven Wüstfeld

NEW COMPANY NAME

HANESBRANDS TO BECOME SMARTWARES PRINTABLES

The firm Hanesbrands Europe GmbH, one of the leading European firms for promotional textiles, will now be operating under the new name Smartwares Printables GmbH. The British firm Hanesbrands UK Ltd. will bear the name Smartwares Printables Ltd. in the future. The name has been changed as a result of the takeover of the firm by Smartwares Holding. The harmonization of the company names is



the logical consequence of the recent takeover of all company shares by the Dutch firm Smartwares Holding. As Thomas Schweigert, Managing Director of Smartwares Printables, emphasised on the occasion of the change in ownership on 29 May 2012, the takeover by Smartwares is an excellent opportunity to "continue along the successful path and generate further sales growth". For the customers of Hanesbrands Europe GmbH and Hanesbrands UK Ltd. nothing changes as a result of the new company name. All existing contracts remain valid; all products and services are still available with their previous time-tested quality.

ABOUT SMARTWARES PRINTABLES

With the successful brand names Hanes and Stedman and its wide range of printable T-shirts, sweatshirts, polo shirts and additional leisure clothing, Smartwares Printables (formerly Hanesbrands Europe) is among the five largest providers of high-quality promotional textiles in Europe. With its headquarters in Aachen and storage facilities in Ghent, the firm benefits from its strong market presence in 34 countries. Smartwares Printables is part of Smartwares Holding with headquarters in Duiven, the Netherlands.

www.hanes.eu – www.stedman.eu

POLYCONCEPT

CORPORATE OFFICE MOVE AND CFO CHANGE

Netherlands-based global promotional industry leader, Polyconcept, announces changes to its Corporate Office, including the appointment of new Chief Financial Officer. Polyconcept's Corporate Office will move to Pittsburgh, Pennsylvania from its current Paris, France location to better align the corporate functions with the core management team moving forward. As part of this transition, Yann Leca, Polyconcept's Chief Financial Officer since 1996, has been replaced by Richard Heyse.

Leca has been a key member of the Polyconcept Senior Management team for many years, including recognition as The Counselor magazine's most powerful person in the industry in 2011. "I'm in full support of the decision to move the Corporate Office as the center of gravity for the business is more and more in North America," Leca said. "For personal reasons, I decided not to move to Pittsburgh and will work closely with Richard Heyse and Polyconcept's new Corporate Office in the coming



Yann Leca

months to make the transition as smooth as possible." He will remain in an advisory role until year-end.

Heyse, formerly the CFO for Wesco International, Inc brings a long history of both public and private financial leadership to Polyconcept. "I'm thrilled to be part of such a strong team and am excited to help drive Polyconcept's growth in the years ahead," said Heyse. "This opportunity allows me to ap-



Richard Heyse

ply my many years of both financial and operational experience to help take the company to the next level."

Michael Bernstein, the newly appointed Chairman and Chief Executive Officer for Polyconcept, indicates that these moves complete the transition to a new leadership approach: "This latest change completes the process started a few months back when I took over as CEO of the company. Having our team all located together in Pittsburgh will allow us to work more closely on implementing the strategy that will continue to drive growth in the years ahead." Bernstein added: "I want to personally thank Yann for the support and service he has provided. I've enjoyed working with him these past seven years and wish him the best of luck moving forward." www.polyconcept.com



Michael Bernstein

JUNG BONBONFABRIK GMBH & CO. KG

LARS LEPPERT IS THE NEW SALES DIRECTOR

Lars Leppert is the new sales director at Jung Bonbonfabrik. The new man at the head of the sales team can look back on many years of intense cooperation with Jung and the industry and therefore knows the candy manufacturer extremely well. After many years as sales director Ralf Uwe Schneider will be leaving the firm for family reasons and moving to the Frankfurt area. Nevertheless, he still will provide long-term support for a successful transition period. He will remain loyal to the industry in his new position with a well-established, renowned non-food manufacturer. Ralf Uwe Schneider will familiarize his successor with the position to ensure a smooth transition. www.jung-europe.de



Lars Leppert

BEECHFIELD BRANDS

BEECHFIELD B181 CONQUERS MOUNT EVEREST

Now that the B181 Coolmax Sports Cap has managed to reach the top of Mount Everest, Beechfield has, in the truest sense of the word, "reached the top". The British promotional textile specialist Beechfield supported a fundraising project of the non-profit organization St. James's Place Foundation. Beechfield sponsored a 26-member climbing group that had planned to climb the 190-kilometre trek to the Mount Everest base camp. A small group of climbers also dared to climb to the summit of Mount Everest.



Stood the test at the very top: The Beechfield Headwear.

For this adventure, Beechfield equipped the participants with a B181 Coolmax Sports Cap with company logo. Under the guidance of renowned mountain guide Kenton Cool, the only European who has climbed Mount Everest nine times and twice in a single season, the trekkers reached the Mount Everest base camp in mid-May. After a gruelling night-time climb, the small group of mountaineers reached the peak on 25 May. Roger McHugh, Managing Director of Beechfield, commented on the project: "We are proud and very pleased that we were able to support the Everest Expedition of St. James's Place Foundation. With an estimated 700,000 British pounds for charitable purposes, the project achieved a higher amount than the sum originally hoped for. All employees of Beechfield congratulate the team of climbers on their impressive success. In addition, we are extremely pleased that the B181 caps performed as expected and passed this extremely gruelling practical trial with flying colours." www.beechfield.com

THE SOURCING TEAM SUPPORTS ONELIFE 100 DJS AT THE LONGEST DJ MIX

Over 11,000 pounds was donated by the British promotional products distributor The Sourcing Team and seven other sponsors for a successful world record attempt of the London-based charity organisation OneLife. End of May 2012 OneLife took over the Ministry of Sound in an attempt to break the current DJ relay world record. It stood at an impressive 88 DJ's consecutively mixing one record each. But after 2.5 hours 100 different DJ's successfully managed to set a new official Guinness World Record for the charity. The whole purpose of the event was to drive awareness to the work of OneLife. Through their links with music and their motto



"Raque for a Reason", OneLife – supported by their fundraising arm DanceAid – have become one of the largest fundraisers in the UK, raising hundreds of thousands of pounds for children's charities. The work focuses on youth development and mentorship, with the charity providing emotional and practical support to vulnerable young people. The day was supported by olympic medallist Tasha Danvers and DJ Carl Cox. Plus, Casino.com, the key sponsor of the event, also ran a campaign with a chance to "Get in the DJ box with Carl Cox" adding to the fun of the event on the day. "The two founders of the OneLife; Mete Alpsakarya and Wayne Eldridge are absolutely, inspirational and are so incredibly dedicated to their work in the community – when you hear them talk about how they change lives with such passion and drive you can't help but want to help support them in their work," said Gill Thorpe – Managing Director of The Sourcing Team. www.onelifeuk.org – www.sourcing.co.uk

THREE-MONTH WALL CALENDARS THE “COUCHING” PARTY AT TERMINIC

Seventy-five years ago the calendar and advertising medium was created for the first time, which is something that no office today could image living without; the



The “couching” ceremony: A merry affair.

“navigation calendar” which was developed by terminic (called B.C. Heye & Co. back then) in 1937 was the very first three-month wall calendar ever to be made in the world. During this anniversary year, terminic, the calendar producer located in Bremen, is again practicing an old German tradition in the printing trade called “couching.” “Couching” is a custom dating back to the 16th century where a printing apprentice is submerged in a tub of water after passing his final examination during an exculpation ceremony. This was a symbolic way of washing off bad habits and the printing ink on the apprentice. At terminic two “couching” apprentices took part in this ceremony during a company party. Rolf Kupfer (82), a master of the printing craft who travelled all the way from Hamburg for the event, acted as the “couching master.” He was assisted by a “holder” and a “sponge holder.” After the “couching” apprentices had taken an oath to “lead a virtuous life” in the future, they were submerged in the tub of water by the holders. www.terminic.eu

SUPER LEAGUE FOOTBALLS FOR RAIFFEISEN FAIRTRADE PRODUCTION THANKS TO ADCOM

Raiffeisen Schweiz is the major sponsor of the Raiffeisen Super League. Footballs were produced for promotions in connection with this commitment. Adcom Motion AG of Switzerland acquired the balls under the label “Fairtrade Max Havelaar”. About 75 per cent of the sports balls used worldwide originate from Pakistan, the largest manufacturer and exporter of sports ball in the world. Again and again, the production of sports balls comes in for criticism due to the difficult working conditions in Pakistan. Thanks to Adcom Motion, the footballs produced for Raiffeisen carry the quality seal of Fairtrade Max Havelaar, which is controlled by an independent and certified body. The production by Fairtrade Max Havelaar not only ensures a high quality of production, but also makes a significant contribution to a fairer world with fair working conditions. Based in Baar, Adcom Motion AG is the first promotional product agency in Switzerland which has been licensed for the production of fairtrade products. In addition, Adcom Motion is a member of the BSCI (Business Social Compliance Initiative) and gives high priority to the quality and safety of their products and services. www.adcom.ch



The production of Raiffeisen footballs.

CONTINUING ON THE ROAD TO SUCCESS MAPROM ACQUIRES NEW FACILITIES

Maprom GmbH, which is headquartered in Höxter, Germany, purchased the former premises of the company Gas- und Wasserversorgung Höxter on 1 July 2012. On the large 10,000 square metres property there are several buildings that have floor space totalling 4,200 square metres. “I am very happy that Maprom is solidifying its



Hans-Josef Welling, Henner Marquardt (r.)

roots by purchasing the property, which means the good development up until now can be continued,” explains Hans-Josef Welling from Gas- und Wasserversorgung Höxter. Due to the positive development of the company, it was essential to expand Maprom’s office space and production facilities. Now individual specialised departments and the embroidery department can move into the recently acquired buildings soon. “This expansion now puts my company in the position of being able to meet the demands of the market and to increase capacity in the future, and it also gives us the flexibility we need. What is more, we also have the option of building an extension to the old building or erecting a completely new building on the property,” explains Henner Marquardt, the Managing Director of Maprom. www.maprom.de

E & H DESIGN SETS UP A MARKETING DEPARTMENT EMBARKING ON NEW PATHS

The company E & H Design, which is based in Wörrstadt, will be increasingly focussing on marketing. In November 2011 the company specialising in plastic deep-drawing has assigned the newly created position "consultant for online and offline marketing" to Judith Drewke. Since then she has been responsible for overseeing both online shops "EH-Heimspiel" and "EH-Acrylshop", which sell acrylic products and sporting items. The 25-year old will also be managing the company's website and as the director and creative supporter of sales she is also responsible for offline marketing activities. Thanks to her studies in media management and communications, Judith Drewke is well prepared for the tasks that await her and she is looking forward to the new challenges: During the time that I spent with E & H up to now, I have been able to become very familiar with my new job. I really enjoy the variety of activities that are part of the job. I work in different areas and can directly apply and build on my knowledge," says Drewke. She gained her qualifications primarily in the areas of online marketing and customer relationship management through academic studies and everyday practice. www.eh-design.de



Moving ahead together with new dynamics: Managing Director Sigurd Emt with Heike Crusius, (Sales; left) and Judith Drewke (Marketing; right).

BPMA PROMOTIONAL PRODUCT STUDY PUBLISHED

The British Promotional Merchandise Association (bpma) recently published the findings of a new promotional products study in Great Britain. British marketing experts from the sectors of finance and insurance, IT, retail, charity and education were surveyed on their use of promotional products – with positive results: 49 per cent of those surveyed stated that they had increased their expenditure on promotional products in the past year. For 30 per cent, expenditure had remained the same. In the marketing mix, promotional products fared well in the study: 69 per cent of marketing experts are convinced that promotional products reach the customer on-target. 52 per cent gave priority to the long-lasting brand message in comparison to other



promotional measures and 46 per cent rely on the promotional product as a suitable instrument for customer retention. The study found writing utensils to be the most popular promotional product, closely followed by writing pads, notebooks and sticky notes. Cotton and eco bags got third place among the most popular product categories. As a source of information and advice, 70 per cent of the participants of the study rely on their distributor, more than half get information from catalogues and 33 per cent now access the internet as a source of information. Stephen Barker, bpma Board Director, was pleased with the findings of this recent study: "These are positive results, especially considering the still tense economic situation. The fact that expenditure on promotional products continues to rise shows the important role of the promotional product in the marketing mix." www.bpma.co.uk

KARLOWSKY FASHION SETTING A NEW GRILL WORLD RECORD



Something for meat lovers: The world record for the longest revolving grill-spit.

On 19 August the largest grill event of the year took place in Büchenberg (near Fulda in Germany). On the occasion of its 1,000-year anniversary, Büchenberg together with the company Swiss Titan AG set a spectacular new world record: the longest revolving grill spit rod in the world. The tradition-rich Magdeburg-based company Karlowisky Fashion was a strong partner in supporting this gigantic project. With a length of over 60 metres and a weight of over 2,700 kilograms, this revolving grill rod beat the previous record tenfold. After the world record was overseen and documented by the official Guinness World Records referee, 1,000 kilograms of meat were cut up by the prominent guests at exactly 1 p.m. Since such extraordinary endeavours call for extraordinary out-

fits, Karlowisky Fashion dressed up the participants with the very popular Rock Chef cooking jacket. Made for a demanding working environment and maximum performance, this cooking jacket was the perfect companion for competing for the Guinness World Record. Further information on Facebook or at: www.karlowisky.de.

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



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The Rüppner team earned much praise and recognition for the casual and friendly atmosphere of the event.

WERBEMITTEL RÜPPNER GMBH & CO. KG

20 YEARS OF THE HIGHEST STANDARDS

Werbemittel Rüppner GmbH & Co. KG has every reason to celebrate this year as this traditional company can look back on 20 years of successful business. The company took this opportunity to celebrate with partners, customers and friends.

Green river meadows, romantic castles and villages and cultivated vineyards – in the heart of the beautiful Saale Unstrut region in eastern Germany lies the sleepy town of Freyburg. The jewel of the region combines tradition and modernity, and thus appears perfect for the anniversary celebration of the promotional product specialists Rüppner. For the past 20 years, the company has stood for professional advice, reliability and a high level of flexibility. In

early June, the Rüppner team thanked its customers and suppliers for the fruitful co-operation with a diverse programme of events and an anniversary fair.

“SPARKLING” MOMENTS

With a steady hand and a flair for the extraordinary, the managing directors Jürgen Rüppner and Steffen Thorhold and their team prepared two exciting days. The event started on the morning of the fair with a tour of the sparkling wine producer Frey-

burger Rotkäppchen Sektkellerei. The guests learned about the rich history of the company and the secrets of making sparkling wine from Wolfgang Wiegand, who has been associated with the traditional company for decades. The fact that the complex craft process produces the best results was proven at the ensuing tasting of the sparkling wine. With humorous anecdotes and good spirits, visitors enjoyed the delicious wines of the house. The lunch programme was



A cellar tour followed by tasting of sparkling wine at the traditional Freyburger sparkling wine producer Rotkäppchen ensured sparkling moments.



Jürgen Ruppner welcomed his guests and thanked his customers, suppliers and employees for their many years of good cooperation.

rounded off with a nostalgic carriage ride through the picturesque Saale-Unstrut region. The discovery tour along picturesque vineyards and river valleys left a lasting impression.

FORMAL EVENING EVENT FOR 20TH ANNIVERSARY

The busy day was followed by a diverse evening programme with dinner. High above Freyburg, in the Berghotel zum Edelacker, the Ruppner team celebrated the 20th anniversary of the successful company together with suppliers and customers. During the ceremony, Jürgen Ruppner was particularly happy, as he told us: "For me it was very nice to see customers and suppliers who have accompanied us almost the entire time. We are proud of our long-term partnerships. This shows that we have done many things right."

A COMPANY WITH TRADITION

Jürgen Ruppner and Steffen Thorhold launched the company in 1992 as one of the top promotional product companies in the new federal states. From the beginning, they put an emphasis on individual advice and personal support. A concept that has clearly worked. The company grew

A good drop just below Germany's largest wooden cu- ree barrel puts you in the right mood.



healthily and steadily. In 1999, in addition to the headquarters in Braunsbedra in Saxony-Anhalt, they opened a branch in Neumünster, in the heart of Schleswig-Holstein. Commenting on the successful concept of the company, Jürgen Ruppner explained: "For us, the customer always comes first and is therefore the focus of everything we do." The 7-member Ruppner team wants to continue to pursue this successful path in the future. Their objective is not to miss any trends and to integrate them successfully, explains Ruppner.

"PROMOTION POWER" AT ROTKÄPPCHEN

Packed corridors and crowds at the stands – that was the picture that marked the anniversary fair on the following day. In the special atmosphere of the Rotkäppchen



Guests enjoyed the beautiful view of Unstruttal during a carriage ride.

An experience in itself: The evening event at the Berghotel zum Edelacker.



Sektkellerei, 25 supplier partners presented an interesting cross-section of everything that the industry has to offer in the way of striking and meaningful three-dimensional promotional products. From low-priced giveaways to high-premium and exclusive custom-made products – there was something for every taste and every budget. To complement the product fair, mental and communication trainer Albrecht Henze gave interesting lectures on “Mental train-



There was much to admire, to feel and to grasp at the stands of the 25 exhibitors at the Rüppner anniversary fair.

ing in management and in professional sports”. The offerings at the fair attracted great interest: About 100 people made their way to the Jugenstihof of the sparkling wine producer. A response which certainly satisfied the exhibitors at the fair: “The fair was bustling and well attended,” praised Gabriele Metzger from the company Geiger AG. “I think it’s great what the team at Werbemittel Rüppner has produced. The total package that you are offered here is impressive: the product fair and evening event stand out from other events and will certainly be remembered for a long time. A great event supported by a great deal of commitment.”

THE REWARD FOR THE EFFORT

The event was also hugely popular with the

fair’s visitors who, for instance, came from Saxony-Anhalt, Thuringia, Mecklenburg Vorpommern and Berlin. Representing many visitors, Andrea Bartels from Union Rostock eG explained: “I was more than willing to travel a long distance to be here. The fair has given me so many ideas. It’s great to be able to pick up all the products. That’s much better than simply browsing through a catalogue. The fair and supporting programme were well organized and a great success.” Jürgen Rüppner commented on the anniversary event briefly but very aptly: “Our customers are satisfied, our suppliers too – and so are we.” All in all, an event that matches the team at Werbemittel Rüppner: An event with a heart and a personal touch. <

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Pleased with the success of the event:
Karin Dicke and employee Oliver Rentzsch.

DICKE & PARTNER GMBH

EXHIBITION PACKED FULL OF IDEAS

Dicke & Partner GmbH is celebrating 40 years – that's four successful decades in the promotional products business. At her in-house exhibition, company boss Karin Dicke, together with eleven strong supplier partners, showed just how versatile three-dimensional promotional products are.

Dortmund stands for hard work and grit. "Get to work" is the motto of the Ruhr district in Germany. Roll up your sleeves, knuckle down and achieve something. On the one hand. On the other Dortmund is an IT centre – modern, creative, international. Both fit and are apt descriptions of

Dortmund's promotional products company Dicke & Partner. Those who get down to work are generally rewarded and get to enjoy the fruits of their labour, particularly when they have an ingenious idea upon which to build. This has always been true for Karin Dicke, businesswoman through

and through. Although she has been at home with Dicke & Partner GmbH in the heart of the Ruhr district for 40 years, she has always kept a close eye on the international business throughout this time. After a three-year break, it was once again time for an in-house fair in the anniversary year. The planned frequency in future? Every two years again as usual.

ORIGINAL STYLE AND CREATIVE IDEAS

The first impression in front of the door: everything is still quiet in the morning. The calm is deceptive: a storm is going on inside. One searches for a gap in the masses. At first it's difficult to filter out individual causal relationships in the discussions taking place at the product stands. Prime time before lunch, but then the flood slowly eases up a little, only to build up again in the afternoon. Indeed no-one needs to complain about a lack of interest: this was certainly largely due to the participation of loyal regular customers, but also the direct efforts by the initiators who had sent out 720 invitations in the lead-up to the event. In the end 150 people came to receive excellent advice on classic products from segments such as textiles, writing utensils and electronic goods. While this was going on cartoonist Michael Hüter, regular guest at events by Dicke & Partner, worked his fingers to the bone. Happy people took their favourite designs home with them immortalised on tarpaulin bags.

FOUR DECADES IN THE MARKET

40 years in the business – an impressive achievement. "Achievement?" Karin Dicke is modest. "Existence alone is not an achievement in my opinion, nor is ageing – it's just a matter of luck," according to the managing director. "The important factors are ideas and design, creating something special and unique," she argues. An own IT and graphics department helps when it comes to the implementation. Karin Dicke heads a strong team, which is now made up of 30 people who continually come up with new ideas. It's always impressive to take a look at the clever, tailor-made promotional product collections that Karin Dicke and her team have developed. "Pro-



Eleven supplier partners presented and described their products.



Cartoonist Michael Hüter created a positive atmosphere while demonstrating his talents.



motional products need to tell a story," says Karin Dicke. "At the start of the process is the idea of how the message can be conveyed. From there we first develop the visual line, the design. Selecting the products is the last step." A recipe for success that's sure to continue in future.

CATERING BERLIN STYLE

"Hungry? Then come along!" Those who had space to fill in their stomachs made a short visit outside to where the red, iconic food van was waiting. The mobile curry van, which had set up in front of the business premises on exhibition day to cater to Dicke's customers, not only served the original Berlin "Curry-Wurst". "Mantaschale", "Pommes-Schranke" and "Curry scharf" have long held a firm place on lunch men-

us in the Ruhr district. "Normal or hot, with white bread or fries?" was echoed as orders were taken – friendly, casual and simply down to earth: a triumphant challenge from the city that's home to the football champions in black & yellow to the shrimp and salmon trend. The highlight: only those who came to the mobile food stand equipped with classic sayings from Ruhr district slang on magnetic stainless steel forks got to fill their bellies. A clever detail that's sure to be remembered – of course the brainchild of the organiser's tireless creative department.

AUTHENTIC AND APPEALING

Classic promotional products for the international market are one business area; merchandising is the other focus of Dicke &

Partner. The online shop which can be found at Ruhrsachen.de features a wide assortment of original products from the region. An offer for consumers, entirely separate from the promotional product business, which also features products that are completely custom designed. To sum up: creativity was witnessed at every turn and this clearly impressed the visitors. They received a bag of ideas packed full of authenticity and local colour – specifically containing novel promotional products perfectly tailored to the company. And all of this from a single source as a full service package, upon request starting from the initial draft, through to the logistics, right down to final shipping to the recipient.

www.dickenet.com





Macma Managing Director Christian Huff (4th from left) proudly received the VÖW "Supplier of the Year" award from the VÖW executive board.



On the day of their arrival the VÖW members took a fun trip on a Viking boat on the beautiful Danube and enjoyed the glorious weather.

VÖW SUMMER MEETING 2012

SUCCESSFUL EVENT

After last year's anniversary celebration of the traditional summer meeting in Kitzbühel, a successful mixture of supplier exhibition and celebration was once again provided at the latest meeting of the Association of Austrian Promotional Products Distributors (VÖW).

A new era has begun since former VÖW president Fritz Bauer said goodbye last year and was named lifelong honorary president of the industry association. And Fritz Bauer, of course, didn't miss the opportunity to join in with this year's event. The man from Vienna witnessed the successful debut of his successor and the current VÖW president Konrad Godec as he joined the executive board in celebrating at Hotel Donauschlinge in Schlögen in Up-

per Austria from 21 to 23 June. Under the direction of Konrad Godec, the board can be proud of successfully combining a supplier exhibition, a fun Viking boat trip on the Danube and a traditional barn festival held under the rafters.

IDEAL CONDITIONS

Effective promotional products and a colourful accompanying programme of social events have long been the key ingredients in the annual VÖW summer meetings, which

have become something of a cult event. Held for what is now the 21st time, this year's event involved 42 exhibitors who presented the latest trends of the industry to the representatives of the 22 distributors. The stands in the large restaurant and on the sun-drenched patio of Hotel Donauschlinge provided ideal conditions for showcasing the latest innovations, strengthening existing business relations and forging new contacts.



The exhibition held by VÖW supplier members presented many new products and offered plenty of time for talking shop.



VÖW President Konrad Godec sees huge potential for the Austrian promotional products market.

After the fair day, the mood of the promotional product specialists soared into the rafters at the traditional barn festival.

LESS IS MORE

There was almost no sign of the economic crisis, despite the fact that "sales with smaller customers had somewhat declined," commented Konrad Godec. In Austria it is often "a problem that people expect a lot for as little money as possible," says the chairman of the board. This can be seen in the sluggish trend towards organic products: "Everyone wants organic, but for many people it is simply too expensive," is how the managing director of Kolibri Handelsgesellschaft mbH summarises the current situation. In addition, many people feel that less is more: the trend barometer for Austria in this sector clearly points to higher quality products, but at the same time to a smaller number of them. For the future of Austrian promotional products industry, Godec already has plans – in the form of a quality offensive. To gain greater social recognition, a continuing training programme is being planned, as has been successfully practiced in Germany for over two years where promotional product advisors are being trained and receive a certificate from the chamber of commerce and indus-



try. "The goal is to create added value through training, as an enormous amount of knowledge is harboured within the industry," says Godec.

FIRST THE WORK, THEN THE FUN

Seven hours of trade fair provided enough time for advising customers individually at the stands. The breaks were then used as an opportunity to gather at the elaborate buffet. Afterwards, the evening was then dedicated to enjoyment and the guests travelled by bus to the nearby barn. Many participants turned up in traditional costumes. Frequently booked musical duo Max und Hans, known across the regions as the "Zillertaler Casanovas", invited the participants to let down their hair and join in with the folk dancing. The numerous football fans from neighbouring Germany were also ca-

tered for with a projector and a screen, with people regularly popping out to the inner courtyard to watch the live TV broadcast until the final whistle of the quarter-final of the UEFA EURO 2012 between Germany and Greece. Updates by mobile phone also ensure that everyone was kept informed of the score. Meanwhile, the Casanovas were on top form in the barn. The team from the company Macma were in especially good spirits: the full-range supplier from Nuremberg, Germany won the "Supplier of the Year" award. It has yet to be decided where exactly the VÖW caravan will set up camp next year, but one thing is already certain: the VÖW board members will be sure to have another creative idea up their sleeve.

www.werbemittelhaendler.at





BWL NEWSWEEK CELEBRATES AUSTRIAN PREMIÈRE

PROMOTIONAL PRODUCT OLYMPICS IN VIENNA AND LINZ

The BWL Newsweek, the promotional products roadshow which has developed into a firmly established industry event, was held this year for the tenth time. As part of this year's supplier initiative, for the first time ever around 75 exhibitors presented key trends and the latest innovations to their customers in Austria following a successful tour of Germany.

After the Newsweek of the German Federal Association of Promotional Products Suppliers (BWL) had toured across Germany over twelve days visiting eight cities with over 90 suppliers of all product types, the established trade fair concept celebrated its première in Austria. According to Ralf Samuel, Executive Director of the BWL, the majority of partner suppliers chose Vienna and Linz as the

locations for the roadshow in the run up to the planning of the event. When the idea was presented to numerous suppliers and distributors at last year's summer meeting of the Association of Austrian Promotional Products Distributors (VÖW) in Kitzbühel, the feedback was extremely promising: "We were pleasantly surprised and the positive reactions we received today confirm the event's success, with sup-

pliers and agents showing great motivation and commitment," summarises initiator Ralf Samuel.

IMPRESSIVE PREMIÈRE

The concept of the events held in Austria was designed by Samuel to provide the same coverage as the successfully established supplier initiative in Germany. It was a notable success, despite a handful of cancellations due to the summer heat or



By the end of the morning most of the contacted customers had already visited the team at the stand of Günter H. Seybold (left), Managing Director of Seybold Handelsgesellschaft mbH.

date clashes. Without the usual hectic atmosphere of large trade fairs, around 75 professional promotional product consultants and agencies invested great efforts to present the benefits and sustainability of three-dimensional advertising in detail to existing customers and potential new customers at the Vienna Congress Center and the Design Center Linz. The event organiser really hit the mark with the attractive locations in the Austrian metropolis of Vienna and by the Danube in Linz.

FOCUSSING ON KEY POINTS

In a pleasant environment with a focus on the key points, the industry professionals presented interesting new promotional products, offering services tailored to customers' wishes and solutions for marketing and communication issues. With more than 300 customers, expectations for the event were certainly exceeded: "You must remember that this is a première here in Austria – and I can already confirm that



With around 300 visitors, the BWL Newsweek in Linz celebrated a successful debut.

the concept has passed the test," says Samuel, who has already received confirmation from a number of exhibitors that they will be participating again next year. "I informed 320 customers, 80 said they would be coming – and most of them were already here at the stand before the early afternoon," says Günter H. Seybold, Managing Director of Seybold Handelsgesellschaft mbH. "Nevertheless, we still had plenty of time for advising customers, without huge crowds – less is often more," comments the VÖW board member. There was much praise for the way in which the two event days were structured: "The event was extremely well organised with a great stand system that was packed away into pallet cages in half an hour in the even-

ing and then collected by a haulage company – fantastic," enthuses Anja Neumann of Haberkorn-Kalender.

WELL RECEIVED IN NEIGHBOURING COUNTRY

The established BWL Newsweek, which is now in its tenth year, covers the complete service spectrum of promotional products and brings together all market participants, encompassing suppliers, promotional products consultants and end customers. Its declared task of establishing a platform that identifies market trends to develop them into successful advertising ideas and tangible product innovations has now been picked up by the ambitious Austrian market.

www.bwl-lieferanten.de





The imps are on offer as a truly "angelic gift" at the Weihnachtsdorf Wanderup Advent market.

MBW SUPPORTS DEUTSCHE KINDERHOSPIZSTIFTUNG

IMPISH PLEASURES

Every year there is a new Wanderup Christmas Imp, the so called "WanderuperWeihnachtsWichtel". They are designed with a lot of love and joy by the company mbw and they bring even more love and joy to the world. The 2012 imp is currently in "top secret development".

Located in the far north of Germany, the company mbw have made it their goal to spread the WanderuperWeihnachtsWichtel far and wide so that it can bring joy even beyond the borders of the federal state of Schleswig-Holstein. "Our little mascot has been a great support to the work of the children's hospice services in Schleswig-Holstein," says Walter Both, managing director of mbw and chairperson of the society "Weihnachtsdorf Wanderup e. V." "With the help of the WanderuperWeihnachtsWichtel, we hope to be able to support the Deutsche Kinderhospizstiftung

in the future in order to acknowledge the important work they do. The Deutsche Kinderhospizstiftung (German Children's Hospice Foundation) supports the work of children's hospices in Germany and particularly the work of the Deutscher Kinderhospizverein e. V. (German Children's Hospice Society). "After extensive talks with the chairman of the Deutsche Kinderhospizstiftung, Dr. Wolfgang Beer, we have agreed that this year, once again, mbw will pass on 15 per cent of the actual sales prices to the Deutsche Kinderhospizstiftung for each of the imps sold. This money will

then benefit the work of 17 outpatient children's hospice services across Germany and the Deutsche Kinderhospizakademie," Walter Both continues.

POPULAR COLLECTOR'S ITEMS

The original imp was created by pupils of the primary school "Wanderup" within the context of a project in 2008 and was realized by mbw as a pendant made of plastic. The "WanderuperWeihnachtsWichtel" has developed into the hallmark of the "Weihnachtsdorf Wanderup", an extremely cosy Advent market with a charitable background. Since 2006, under the motto "Hosted by a whole village", the Land-Frauen and additional societies, private individuals and companies have been inviting people to Wanderup on the first weekend of Advent. This voluntary work was acknowledged as one of the prize winners of the Germany-wide competition "365 Landmarks in the Land of Ideas" by the then Federal President of Germany, Horst Köhler, on 5 June 2008. All along the "Christmas Mile" and in shops, the cheeky "WanderuperWeihnachtsWichtel" can be obtained for a donation to benefit the children's hospice services in Flensburg and Schleswig-Holstein. These jolly fellows have turned into highly sought-after collector's pieces. Supported by the Deutsche Kinderhospizstiftung, they will now be effective all across Germany.

www.mbw.sh

www.deutsche-kinderhospizstiftung.de

www.weihnachtsdorf-wanderup.de <

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ENJOYING COOKING AND SWEETS IRRESISTIBLE ADVERTISING

There is an old German saying that “love goes through the stomach” – but so do good promotional products, or at least those that taste good. And the industry has plenty to offer in this regard including many cooking ideas, accessories and plenty of mouth-watering food. Flip through the upcoming pages and see for yourself.

It is well known that fine sweets are always an excellent way of advertising. However, it is impressive time and time again to see the diverse manners in which the sweet advertising messages are presented. On the following pages, you will gain an impression of the wide variety of different advertising possibilities with food. The theme “cooking and advertising” is also extremely trendy now. While the kitchen and everything associated with it previously tended to be regarded as a female domain, this view fundamentally changed a long time ago. Nowadays, an increasing number of ambitious male cooks are also hitting the stove. There has been a boom in all types of cooking courses, tasting seminars, creative baking, à point roasting, easily digestible food preparation, herbology, and additional offers for ambitious hobby cooks and those wishing to become one. There is still no end to the culinary boom in sight. The culinary specialists from the promotional products industry have also come up with many new products which will directly or indirectly arouse your taste buds. We now present you a selection of them.





A FRUITY DUET

Partnership, teamwork, and collaboration can now be communicated in a particularly tasty way by a new product highlight from Jung. The new individual packaging containing the hand-holding team bears is suited in this connection as an ideal give-away. Alternatively, there are also two pieces of the popular vitamin fruit gums as a filling variant. Both contents in made in Germany fruit quality are captivating with an incomparable taste.

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

FRUITY-FRESH CONTACTS

In its brand-new Trend Book, CD-Lux is presenting its large assortment of products with many new items related to sweet promotional products. The wide array of products includes hard candy cubes that have five advertising spaces on them. They offer plenty of space for creative designs and are ideal for placing striking advertising messages on them. The delicious sweets with an upbeat nostalgic look ensure fruity-fresh advertising contacts. Also new in the product-range are the mini chocolate bars from Lindt which can be personalised using an imprinted banderole label. CD-Lux's offers a special service for distributors, which entails everything from coming up with the conceptual design to delivering the finished product; it includes selecting a motif, using the most modern printing techniques available, and providing professional individual shipping to customers. Requests for samples can be sent to info@cd-lux.de.

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



A CULINARY BUSINESS CARD

The wine card from Publiplast is a simple and clever funnel for bottles: the small oval insert made out of food-safe plastic foil just needs to be rolled up and stuck inside the opening of a bottle. The highlight: the wine card is put directly onto the product, either as a built-in hygienic insert for a hanging tag or for a label. This way, it also serves as advertising medium and business card that has a four-colour imprint on it, which has a lot of practical value. When it comes in the form of a patented label, it is built in directly to a self-adhesive label and is broken off by a zipper-like detachment. When it comes in the form of a hanging tag, it can be attached easily to a bottleneck, and when needed, it can be easily taken off.

41280 • Publiplast Werbemittel GmbH • Tel +49 7545 9422-0
info@publiplast.de • www.publiplast.de





ELEGANT ALMOND FLAVOUR

The almonds from Magna sweets, which are individually wrapped in promotional packets, are a delicious treat to nibble on when you drink your coffee or if you need a snack in between meals. You can select from four different kinds of almond sweets. The almond mix consists of almonds covered in milk, white or dark chocolate. Other highlights in Magna sweet's product-line include the mint-almond flavour, which is perfect for the Christmas holiday; the cacao-cream-almond flavour, which is their classic version; and the coconut-almond version, which is for anyone who wants a tropical flavour. Real Arabica coffee beans dipped in fine cocoa-milk chocolate are also for sale. More information is available from Magna sweets.

41617 • Magna sweets GmbH • Tel +49 8146 99660

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

A WELL-ROUNDED SWEET

The new Acti Fresh Drops from Kalfany are more than just hard candies; after all, they have a distinctive fruity, intensive, fresh, or sour flavour, and thanks to the fact that they get their sweetness from fruit juice concentrate, they have a natural flavour. They are sugar-free, friendly to the teeth, low calorie, and fortified with vitamin C and zinc. The new Acti Fresh Drops are also eye-catchers due to the black designer container they come in. The sweets come in four different flavours: crazy berry, active spearmint, bitter lemon and sunny orange. A container contains 50 grams of sweets.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0

info@ksw24.com • www.ksw24.com



DELIGHT FOR PROFESSIONALS

The Wine Tool, a corkscrew with a ratchet function, comes straight out of Troika's workshop for innovative ideas. The tool, which is made out of a combination of metal and plastic materials, not only looks elegant; even more importantly, it is also a very practical gadget. The corkscrew with a ratchet mechanism opens and closes wine bottles easily because the mechanism that tightens the screw also latches onto the cork. The tool's protective cover also serves as an air-tight bottle stopper.

46311 • Troika Germany GmbH • Tel +49 2662 9511-0

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NEU



Taschenlampe DARK NIGHT | 040 3102



DRIP-FREE

Airflow from Troika is the name of the two wine funnels made out of food-safe plastic foil, which ensure every drop of wine gets a bit of fresh air. Only after a wine has been exposed to oxygen can it fully develop its flavour. The funnel Airflow exposes the wine to the air while it helps you pour it into a glass. Small air nozzles are used instead of a long decanter so you can pour a good wine into a glass without any dripping.

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

CLASSIC STONEWARE FOR THE KITCHEN

In addition to the popular and classic oval-shaped French casserole dish, the new Le Creuset stoneware series with summer colours also includes large and small jars with an ocean look, a large storage bin, cookie moulds, a mini-cocotte, and a jar for kitchen utensils. The pottery products win extra points with their decorative design and their proven product features. Oven-safe stoneware is especially durable and remains looking nice even after years of use. What is more, it is acid-resistant, resistant to discolouration, odourless and tasteless, as well as scratch-proof and cut resistant.

42959 • Le Creuset GmbH • Tel +49 7071 974922
geschenkideen@lecreuset.de • www.lecreuset.de



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CULINARY EYE CANDY

With the Cuisipro cupcake decorating kit from Profino, creative baking fans can ornament cupcakes, cakes, or delicious muffins and additionally custom fill them at a flick of the wrist. In addition to two flexible accordion bottles with a thin spout and a star spout for filling and decorating, the practical kit also contains a patented cutter that will conjure up attractive hollow spaces in a flash. A flexible spatula is also part of the kit, outstandingly suited to artistic glazing on the tastebud-tickling delights. Whether frosting, caramel, or chocolate – there are no limits to the imagination where filling is concerned. The non-slip dash bottles are easy to fill and have a capacity of about a quarter of a litre.

47807 • Profino GmbH & Co. KG • Tel +49 212 64564895
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PRACTICAL TEA BAG PINCERS

The practical pincers from e!xact are the ideal tool for people who love to drink tea: with the help of this tool, the water can be easily squeezed out of the tea bag so that it stops dripping. What is more, the tea bag pincers can be reused again and again. A customer's advertising can be placed on the exclusive gadget by means of using the doming technique with four colour offset printing.

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

BAKING MEMORIES

Traditions have always made the holiday season even more special, and what could be more appropriate than to use your grandmother's baking pan; emotion factory is now selling star-shaped baking pans, which are made out of tin plate, and they can be used to whip up a delicious chocolate cake in your oven. And because your grandmother had nearly the same type of baking pan, you will be reminded of your fondest memories of the holiday season when you were young. What is more, the pan comes with a ready-made baking mix inside. Advertising is done by placing four colour printing on a banderole label, and personalised variations are available for orders of 250 units or more.

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



TASTEFULLY DESIGNED COOKWARE

As a French premium manufacturer of cast-iron cookware, Le Creuset has added the new Signature series to its product line; the Signature series has new, tastefully designed products that come in Marseille blue and Mandarin orange. The products will surprise you with their details, which give them plus points in terms of functionality, design and workmanship. The cover is made out of a high-quality synthetic material that is heat-resistant for temperatures up to 250 degrees Celsius. The cast-iron cookware now comes with larger handles, which you can comfortably and safely hold on to when wearing oven mitts. Le Creuset also came up with a great idea for easier handling with the frying and serving pan: a practical extra side handle. A selected assortment of top selling products is available, including round and oval roasting pans, a professional gourmet pot, and a frying pan with a wooden handle.

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POPPING CORKS

Le Creuset is selling exclusive lifestyle accessories for wine. One product, the GS-300, is a classic multifunctional corkscrew that has a built-in casing cutter and is a freestanding corkscrew. With the active wine cooler WA-126, white wine can always be kept at the right drinking temperature. One of the most trusted models of Le Creuset's Screwpull family is still the WL-300, a compact and practical corkscrew with a lever mechanism, which has the best features for easy handling and optimum convenience.

42951 • Le Creuset GmbH • Tel +49 7071 974922
geschenkideen@lecreuset.de • www.lecreuset.de

MISTER ELEGANT

People who like to cook and do it well are said to be aesthetes and they tend to pay attention to little details. For this reason, cooks and cooking enthusiasts are going to really like the new and elegant cuff-link key chain from Troika: Mr Elegant. Mr Elegant lives up to its name with its black leather hanger that has a metal ring for holding keys and a cuff-link clasp. The tastefully designed motif on the leather hanger has a chef's hat next to a cooking spoon on it. Real gourmets would really enjoy receiving this smart utensil, as would frequent fliers, rock stars or golfers.

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



AN ENERGIZER AND LUCKY CHARM

Customers have a hard choice to make when putting together the gift box from wellnuss Premium Snacks. There are 14 items to choose from, including crunchy nuts, fruity dried fruit, or tempting chocolates. All ingredients are free of preservatives, artificial colours and flavours. The snacks win even more popularity points because every snack has a special nickname on its label like "energizer" or "lucky charm", which it earns. A request for a logo or special motif can be branded on the cover of the birch wood box. For the Christmas shopping season, wellnuss is also selling suitable shipping packaging for all three box sizes that it sells.

48508 • wellnuss Premium Snacks GmbH • Tel +49 40 18073158
kontakt@wellnuss.de • www.wellnuss.de



A PRACTICAL KITCHEN AID

The Braun Multiquick 3 MR 300 Curry, which is available from Lehoff, is a practical tool for everyday use in the kitchen and is perfect for preparing quick and healthy meals. The device comes in white and blue and is equipped with a detachable hand-blender. It leaves practically nothing else to be desired, as it has two speed levels and a splash guard, as well as a mixing and measuring container with an air-tight top. It is easy and logical to operate, and easily assembled and taken apart so it can be cleaned without much effort. All of the device's parts can be washed in the dishwasher, except for the motor and gear parts. Lehoff also has a complete service package on offer, including consulting, purchasing and delivery to the end customer.

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A GOOD SHOPPING IDEA

The useful carrier bag made out of jute from the Dutch company Green Earth Products is ideal for using it as a shopping bag or to carry bottles because it comes with a foldable bottle holder inside. This way, you can use it to carry your shopping items from the store or carrying up to six bottles. The long, padded shoulder straps made out of cotton guarantee that it will be comfortable to carry and give it a luxurious appearance.

48277 • Green Earth Products • Tel +31 800 3332220

info@greenearthproducts.eu • www.greenearthproducts.eu

SWEET SALUTATIONS FOR THE HOLIDAYS

There is no sweeter way to wish someone “happy holidays” than by giving them the gift set with the same name, which is being sold by Römer Präsente, a company located in Traben-Trarbach, Germany. This product conveys the perfect message for the festivities without having to add any other words to the “happy holidays” slogan. A total of 30 chocolates and truffles, which are nicely decorated in transparent packaging, are waiting for the moment when the person you give them to thanks you for the 375 grams of sweets with a big smile on his or her face.

43892 • Römer Wein & Sekt GmbH • Tel +49 6541 8129-0

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A WELCOME GLOW

A welcome culinary idea for the cold season and cosy evenings with family and friends is contained in its supply range by the Dutch company Xindao with its mulled wine kit. Besides an attractive glass carafe, the scope of supply includes a tea light plus two double-walled, heat-resistant glasses. And all those who dislike mulled wine can reinvent the kit as a tea set in no time at all.

42772 • Xindao B.V. • Tel +31 70 319990-0
deutschland@xindao.nl • www.xindao.com

FIRE AND FLAME

With the stainless steel kitchen torch with the promising name Crème brûlée, Topico customers will dine like God in France. With it, preparation of the French sweet dish made out of egg yolk, cream, milk and sugar will present no more obstacles for hobby chefs. Thanks to the gas burner, desserts can be caramelised with playful ease and crème brûlée is given its delicious caramel crust. The burner is filled with gas and can be easily refilled. Easy handling is ensured by the grip zone with a grooved profile. Instructions for use are enclosed. Additional appealing gift ideas can be found in the current Christmas Special 2012 with the Picoworld Christmas Selection contained inside.

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



A DASHING KITCHEN AID

The Swiss knife makers Victorinox became famous around the world with their original Swiss army knife, which now comes in more than 100 different versions. The Swiss also have a series of high-quality household cutlery for sale. For this segment, Victorinox sells more than 400 different models for practically every purpose and every advertising budget. The right blade strength and the laser-tested cutting edges guarantee their products' durability. Their products have ergonomic handles and are dishwasher safe which makes them indispensable tools to have in the kitchen. You can turn their products into great promotional products with a long-lasting effect by etching an advertising message or logo onto the blade.

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



XS CALENDAR

The smallest from Jung is set to cause the biggest waves: With the XS Advent calendar, filled with 24 Brandt crispy pralines or with exactly as many mixed crispy pralines in white or dark chocolate from Gubor, maximum attention will be generated. The handy count-downer in a fully cardboard sleeve at the price of less than one euro is offered digitally printed in four colours from just 330 pieces. With the two strong brands Brandt and Gubor as contents, the promoter will additionally build trust and appeal. Incidentally, the accompaniment to Advent can also be effectively set in scene as a mailing booster.

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www.rastal.com



CLASSIC TREATS WITH A SWEET TOOTH

Now the most classic product of all from the seventies is available from i.p.a. Sweets, well known for its likeable delicacies, the fruity Schleckmuscheln. These are a delight for children and for their parents too, of course, if they want to go back in time enjoying the sweet treats of their childhood. These sweets come in the fresh flavours of apple, pineapple, strawberry, raspberry, cherry, orange or lemon. The Schleckmuscheln in the bright and cheerful cockleshells are packed in 100-millimetre white or transparent promotional bags. The bags can be provided with cheery advertising messages in up to five colours by means of flexo printing.

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

info@ipasweets.de • www.ipasweets.de

REFRESHING SIX-PACK

The Mentos Sixpack from Jung will make a good impression on all target groups: six summery-fresh chewing gums from the strong Mentos brand have come at just the right time to provide for witty promotional messages. Packaged in a promotional booklet that can be custom-designed all over, they are an ideal accompaniment when travelling, at events or as a little refreshment at the POS. Individualizations are possible in 4c-digital printing even on small, inexpensive orders. That way, no advertising budget need break into a sweat. All the product information with industry prices is available in a neutral PDF which promotional product distributors can easily forward to their customers as a newsletter.

41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 907-0

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



NIP & DIP

With the nip & dip bowl, the company artLine Manufacture is selling a bowl made out of food-safe plastic. The bowl can be individually adapted to a customer's special wishes. With a large exterior diameter of 260 millimetres, it offers you plenty of space to place tempting treats inside, like fruit or grill and fondue side dishes and sauces. It is also great for using it as a cheese platter or for filling it with little snacks at any time of the year. Advertising can be placed all the way around it by using the pad printing technique, or it can be done by placing a printed label in the middle section of the bowl.

48642 • artLine Manufacture GmbH • Tel +49 7771 916474

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

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QR-him



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www.eckenfelder.de



A COLOURFUL MIX

The myColours kitchen aid series from Emsa comes in the trendy colours of red, yellow, aquamarine, light green, light violet and boysenberry. Seven colourful products have been added to the already existing myColours series, including new soup ladles, cooking spoons, and spaghetti spoons. Together with the practical bowls, strainers or mixing bowls, Emsa is selling an eye-catching

idea that not only looks great on a shelf but also at a POS. The high-quality polyamide plastic with extra fibreglass reinforcement makes the dishwasher-safe series very durable and it helps it keep its form and function even at 210 degrees Celsius.

42692 • Emsa GmbH • Tel +49 2572 130
info@emsa.de • www.emsa.com

CUTTING EDGE

The Passau carving set from Easy Gifts is extra sharp. With the extra sharp knife and the fork that gives you a firm hold, it is easy to cut the Sunday roast or carve the Christmas turkey. The appealing set is stylishly stored in an attractive black wooden box. Easy Gifts places the individual promotional message on the lid of the box by means of pad printing, primarily in silver. It is supplied packaged in an individual box.

47300 • Easy Gifts GmbH • Tel +49 911 81781111
info@easygifts.de • www.easygifts.de



MUSIC FROM A DESIGNER BOX

Atmospheric tones, lounge music for the after-work party, romantic melodies as background music for the perfect dinner or catchy tunes to feel good to: This Brisa music CD in a designer box is an expressive present with a special flair. The Brisa CD collection music & cooking ranges from Asian cool to exotic hot, which should cater for a culinary experience of the exceptional kind. A booklet with recipe suggestions is included - in cooperation with Graefe & Unzer Publishers (GU). Several possibilities regarding individual menu compositions are also offered: ranging from logos to stickers, a direct logo imprint, printing the label on the CD, right through to inserting one's own recipe suggestions or producing a completely personalised box.

47749 • Brisa Entertainment GmbH • Tel +49 8122 972739
promotional@brisa.com • www.brisa.com





BONUS2U®

Motivation. Kundenbindung. Mehrwert.

BONUS2U® ist eine eingetragene Marke der IT2U GmbH. Basierend auf der mehr als zehnjährigen Distributions- und Logistikerfahrung im Bereich hochwertiger Markenelektronik, entwickeln wir gemeinsam mit unseren Partnern Ideen für moderne Prämien- und Incentive-Konzepte. Damit Sie Ihre Zielvorstellungen in den Bereichen Motivation, Kundenbindung und Mehrwert erreichen können, erstellen wir mit Ihnen fundierte Bedarfsanalysen und individuelle Programme.

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- schlüsselfertige Lösungen,
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Produktempfehlungen – Wir bieten Ihnen zweimal pro Jahr eine LineUp-Präsentation mit aktuellen Markttrends und einem Top-Marken-Portfolio.

Warenbeschaffung – Wir treten in Vorleistung gegenüber Herstellern und verhandeln für Ihren Bestpreis mit unseren Lieferanten.

Warenlagerung für die Laufzeit einer Aktion auf Basis unserer eigenen hochleistungsfähigen Logistik.

Erfassung der Einzelaufträge, Versand sowie Rechnungslegung, Direktversand zum Endkunden, versicherter Versand, Tracking-Nummer, auf Wunsch Ihre CI auf der Verpackung, Nachnahmeversand, Fulfillment, Service, Reparatur, Tausch, Gewährleistung, Beilagen in der Versandverpackung.

Schlüsselfertige Prämienportallösung „United Shoppers“





DECORATION PENS

Depending on area of use, the dishwasher safe Cuisipro decoration pens from Profino can be provided with a sweet or savoury filling and guided with precision at all times. Thus, as with a writing implement, not only serving plates, salads, or baked goods can be effortlessly transformed into small masterpieces, this clever kitchen accessory will also adorn cocoa or coffee specialities with colourful highlights. Beautification can be done with viscous chocolate such as coating, or with frosting and jam, and equally with crema di balsamico and many other contents. No limits are set to creativity during highly effective decoration and thus the decoration pen is also great fun for little ones, who at Christmastime will quickly achieve visible successful results when they paint mummy's home-made cookies.

47807 • Profino GmbH & Co. KG • Tel +49 212 64564895

info@profino.net • www.profino.net

SWEET FROM THE HEART

Little chocolate bars and hearts for Christmas work in favour of the customer's brand in a reliably stylish way and as small advertising reminders like hardly any other give-away. These small, tasty advertising media, which come in the best quality and from a certified production, are available in the form of Alpine milk chocolate from Kraft Foods or, alternatively, as a plain chocolate variety in the best regional confectionery quality. The little bars are individually wrapped in white foil, the hearts are also individually wrapped in aluminium foil and laid flat. A red bow, Santa Claus or snowman can be chosen as standard motifs for the Alpine milk hearts.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0

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



FOR THE KITCHEN CHEF

With its bib apron, Malgrado has at the ready an elegant, protective solution against splashes of food in the kitchen and something to raise your spirits in the Christmas season. The bib aprons are custom manufactured in accordance with the customer's CI. They can be realized in any desired material, shape and design. The range of non-standard products covers everything from the basic model to designs for professionals. The minimum order quantity is 500 units.

46913 • Malgrado fashion & promotion GmbH • Tel +49 2207 704090

office@malgrado.de • www.malgrado.de



BEAUTIFUL LADY OF THE KITCHEN

The Klarstein Bella Argentea is a food processor available from Ceotra that dances across the kitchen stages of the world with 1,200-watt pirouettes. Thanks to the quick-release system, the food processor can be fitted with a choice of dough hook, mixing hook or whisk. The five-litre bowl made of stainless steel serves as the dance floor to the device with its six speed levels and can accommodate, for example, two litres of dough. Visually, the Klarstein food processor has freed itself in leaps and bounds from unadorned, functionally embittered design traditions and has effortlessly reached a barely charted realm in which functionality and a distinctive design language are equally at home.

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

ITALIAN PANDORO AND PANETTONE

During the Christmas season in bella Italia, pandoro and panettone sweet bread can be found on nearly every dinner table, and in Germany, they are also finding more and more aficionados. The panettone and pandoro, which are baked with delicious butter, can come in either relatively simple packaging or more extravagant packaging. For instance, they can be packaged together with a small lantern. More information is available from the distributor located in Bingen, Germany.

48392 • Die Olive – und mehr GmbH & Co. KG • Tel +49 6721 185300
olive@olive.de • www.olive.de



A SWEET SANTA

It is hard to believe, but it is nonetheless true: the Christmas trade season for the promotional products industry is just around the corner, and Santa Clause and his reindeer are already on their way to Germany. Epicures will be allured by the elegant set called Santa's Sleigh, which is made out of delicious Belgian milk chocolate, and it comes in an attractively designed box from Chocolissimo by MM Brown Deutschland. Christmas time can come. The net weight of this promotionally-effective Christmas product is 166 grams.

48316 • Chocolissimo by MM Brown Deutschland GmbH • Tel +49 69 25427127
rafael.kladzinski@chocolissimo.de • www.chocolissimo.de

-Advert-



PHILIPS
Philips Promotional Range

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CORE-FREE FRUIT HIT

Baked apples are not only healthy and delicious, they can also be quickly and easily prepared using the practical Cuisipro corer from Profino: Thanks to the toothed precision cutter and an ergonomically shaped handle, just gentle pressure will suffice to push the corer through the apple. Its optimised diameter additionally ensures that the core is effectively removed by means of a light twist – with no burdensome prodding. Using the clever kitchen aid Cuisipro, even children can help out in the kitchen at absolutely no risk, as there is no danger of injury when removing the stalk.

47807 • Profino GmbH & Co. KG • Tel +49 212 64564895

info@profino.net • www.profino.net

USEFUL BAKING ACCESSORIES

Many would class cooking and baking among the great passions and sources of pleasure. Promotional products from the kitchen sector therefore enjoy considerable popularity. Special little products in this field are listed in this year's Specials catalogue from LM Accessoires, such as the baking set Reflects Guildford, which consists of two pastry brushes and two spatulas in different sizes. These colourful utensils made of silicon are packaged in a transparent gift box and can be printed.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0

info@lm-accessoires.com • www.lm-accessoires.com



FOR DESIGN FANS

High tech for the kitchen is provided by the smart set CeramicDuo from Spranz consisting of a professional knife block made of black wood with a paring and meat knife and a vegetable peeler, both made of ceramic. The black blades can have fine laser engraving applied. Ceramic is not only extremely sharp and never blunt, it is also absolutely hygienic and should therefore not be lacking in any household. The large ceramic knife with its fine black-ceramic finish and durable, sharp blade made of zirconia ceramic is hygienic, stainless, not sensitive to kitchen acids, oils and salts and does not absorb odours or flavours. The blade measures 155 millimetres in length. It is supplied in a designer box.

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

info@spranz.de • www.spranz.de

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www.plastoria.be



CARLSBAD PORCELAIN

HNC is exclusively offering genuine Carlsbad Porcelain for the promotional products sector, including coffee mugs and cups ranging from the traditional mug with a cylinder shape to the elegant cup with matching saucer. Some of the models are also available in many standard colours. The paints are injected using the in-glaze technique, meaning they are dishwasher safe. The mugs can be custom-decorated according to the customer's request using anything from all-round printing to photo-quality printing. New printing techniques with offset quality guarantee optimum, dishwasher-safe results. Individual names can be printed on and the rim can be decorated with real gold or platinum. The promotional product specialists from Weiden, Germany can also implement complete decoration across the entire mug from the upper rim to the base, as well as printing on the interior.

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

SOUTH AMERICAN WINE SPIRITS

So that the customer is not left high and dry, Inspirion is presenting quality Argentinian wines in its current Christmas Special 2012 catalogue. The customer can choose between three selected grape varieties. For red wine, there is a choice of Malbec or Cabernet Sauvignon. The range is rounded off by a crisp white wine of the Torrontés variety. The quality wines, vintage 2011, promise perfect drinking enjoyment on any occasion. The wines are created in the Bodega Valentin Bianchi. This vineyard is found in the province of Mendoza, Argentina's largest and most important wine-growing region. It is also possible to order a single variety or one bottle of each wine. The wines are supplied in a high-quality gift box.

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



LITTLE CHRISTMAS COOKIES

The days before Christmas are a time of pleasant anticipation. And the waiting is made a bit easier if you have delicious Christmas cookies on hand, which you can make using the cookie cutter set Tasty from elasto form. The set consists of six stainless-steel cookie cutters with Christmas motifs; the cookie cutters have the shape of a star with a tail, a bell, a snowman, an angel, a Christmas tree and a gingerbread man. These all are packaged inside an elegant metal box with a viewing panel. The box can be personalised using the pad printing technique, by laser engraving, or by using photo-realistic UV digital printing on the entire surface.

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



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Telefon 0 81 46-9 9 66 0 • Fax 0 81 46-9 9 66 111 • info@magna-sweets.de

www.magna-sweets.de



Sweets and more



SWEETLY PRESERVED

The nostalgic preserving jars from Zuckerbäcker are custom-filled with fruit gums in your company's corporate colours. For this, there is a choice of more than 200 different fruit gum, liquorice and hard sweet specialities from well-known brand manufacturers. The company's logo can be placed on the front and the lid as a label. Furthermore, the customer can choose the most suitable from a selection of twelve different cloth lid colours. Der Zuckerbäcker stands for appealing presents that find their expression in feel-good promotional gifts.

48499 • Der Zuckerbäcker GmbH • Tel +49 7131 8996146
psi@der-zuckerbaecker.de • www.der-zuckerbaecker.de

VINHO VERDE AND FLOR DE SAL

The Vinomaxx wine Vinho Verde Covo is a refreshing, legendary white wine from Portugal, distributed by Spranz. Slightly sparkling, dry and best enjoyed cool, this fresh wine goes with all kinds of light fish, seafood, vegetable and pasta dishes with light sauces. A light-hearted treat with hints of peach and pear. Also available from Spranz: 250 grams of Flor de Sal, which is equivalent to the queen of the sea salts, since the 100 per cent natural premium sea salt forgoes all chemical additives and is collected by hand. It is low in sodium and contains many valuable trace elements and minerals, such as calcium, magnesium and potassium. For this reason, it is highly valued by top chefs and gourmets alike to improve all kinds of hot and cold dishes.

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



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PRETTY REGIONAL DELICACIES

The company Schmelzer has put together culinary delights from the region in its ProBIR box. The special bonus is a small gemstone from the local region around the town of Idar-Oberstein in the county of Birkenfeld, which is region in Germany known to have a lot of gemstones. The box can be filled up with local producers' best products. The design on the outside of the solid paper board packaging, which Schmelzer considers to be the preferred material, was inspired by the rustic surroundings of the region. Printing is done by using offset printing on a laminating liner which is then laminated onto a sturdy wave. Displays for countertops are also for sale.

47061 • August Schmelzer & Sohn GmbH • Tel +49 6781 566100

info@schmelzer-verpackung.de • www.schmelzer-verpackung.de

CHAMPION CHOCOLATE MESSAGES

Customers' mouths will water merely on sight of the culinary delicacies from DreiMeister Spezialitäten. Weet-Hot-Sticks, the delicious DreiMeister drinking chocolate on a stick, are available in the four different varieties dark, cinnamon, amaretto, and chilli. They are ideal as an accompaniment to a presented cup. Preparation is child's play: Place the drinking chocolate on a stick in 150 millilitres of hot milk at a temperature of at least 75 degrees Celsius and stir – and that's the drinking chocolate ready, a special indulgence using all the senses.

44886 • DreiMeister Spezialitäten Hans Schröder GmbH & Co. KG

Tel +49 2922 87730 • info@dreimeister.de • www.dreimeister.de



BREAD & DIP

Freshly baked bread is the perfect starter or accompaniment to many dishes. With Bread & Dip from JHI, all the ingredients can be presented ready to serve in a way that is both convenient and appealing. Baguettes, loaves of bread and rolls are sliced on the bamboo cutting board and the pieces then placed in the large serving bowl. The ceramic dishes can be used for various dips and spreads. The cutting board can also be used as a cover for the bread and dips, which is particularly practical when used in the open air or while waiting for guests to arrive. Advertising can be applied to the serving bowl or the bamboo board.

48291 • JHI Hackel Industrievertretung GmbH • Tel +49 621 74814-66

info@j-h-i.com • www.j-h-i.com





CHARMING VIENNESE SET

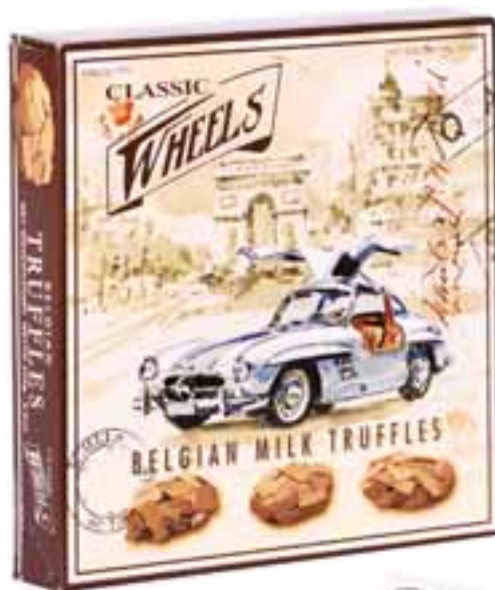
The clever cappuccino shaker set from Leopold Vienna, distributed by Bredemeijer Group, consists of a decorative shaker with five different stencils for decorating cups of cappuccino or other dishes and desserts. The stencils are very easy to exchange. Topping up or decanting the contents is also quickly done. The shaker is made of stainless steel and measures 67 x 67 x 110 millimetres.

47977 • Leopold Vienna / Bredemeijer Group B.V. • Tel +49 491 45417915
fischer@bredemeijergroup.com • www.bredemeijergroup.com

CHAMPAGNE, CHOCOLATE AND COFFEE

It is enough to make your mouth water in gushes: Kellermeister Manns has the perfect pudding up its sleeve with delicious 70 grams of tiramisu, probably Italy's most famous sweet dish, as a sandwiched dessert made up of delightful layers of coffee truffle and mascarpone cream within a dark chocolate coating. All the other culinary classics will likewise have both men's and women's hearts beating faster: such as Classic Wheels, a 250-gram pack of sensational Belgian milk chocolate truffles, or the champagne bottle Happy New Year made of 120 grams of the finest Belgian chocolate. Further steps towards happiness might be provided by the packet of real Turkish mocha with cardamom. Here the future can be admirably read in the coffee grounds. After enjoying the fine mocha, the truth is at the bottom of the cup. Along the lines of the motto: away with the murky crystal ball – the future is in the coffee grounds.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477
info@kellermeister-manns.de • www.kellermeister-manns.de



-Advert-





FINE SALAD VEHICLE

What could be a better accompaniment to the topic of cooking than a crisp salad prepared in the classic Italian way: with the SmartBox Salad, available from Kellermeister Manns under item number 40637, salads can be served in fine style. The scope of delivery includes high-quality salad servers, as well as a little bottle of balsamic vinegar containing 100 millilitres and a portion of tasty salad topping. Buon appetito!

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477

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

TRANSPARENT GRILLING EXPERIENCE

Innovative elegance and timeless design in one device: the R 8 designer glass raclette grill from efbe Elektrogeräte tempts up to eight people with its perfectly shaped glass design, while simultaneously impressing with its performance. Powerful 900 watts ensure an equal distribution of heat and an optimum cooking process. Two heating levels provide adequate space for the eight raclette pans supplied, which have a non-stick coating and can be effortlessly cleaned. The integrated resting area is ideally suited for hot or unused pans.

48339 • efbe Elektrogeräte GmbH • Tel +49 2301 946980

thorsten_arnhold@efbe-schott.de • www.efbe-schott.de



PRECISION DOWN TO THE LAST GRAM

Many recipes include very small measurements of quantity, such as 20 grams of salt or even less. With the spoon scale KW120, technoline is offering an ideal kitchen accessory for this. It makes it possible to weigh very small quantities of powder, herbs, spices, etc. directly from the packet and with a precision that is accurate to the nearest 0.1 grams. The easy-to-read digital display can be switched from grams to ounces and is particularly economical in terms of energy as it turns itself off automatically after a minute. Thanks to the handy spoon shape, the measured quantities can be easily transferred to the saucepan, frying pan or bowl. The scale is easy to clean and, after use, can simply be stored in your cutlery tray or hung up from the hole in the end of the handle.

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

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



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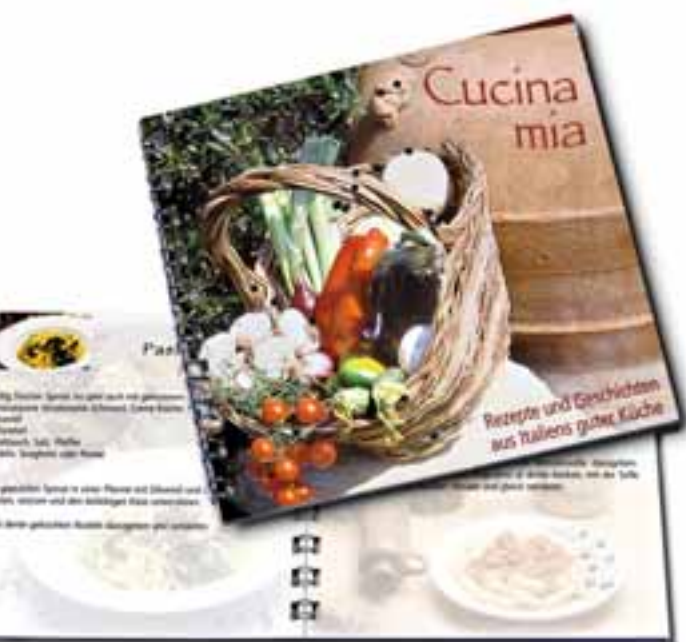
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MY KITCHEN

Cucina mia, available from the idea-company, is a handy cookbook specifically designed for the practical use in the kitchen. Along with recipes from different Italian regions, this book contains short entertaining stories. Material, design and the choice of recipes provide a large amount of practical benefits. Among the qualities of this product are the spiral binding, the thick paper, sealed by print varnish, the convenient size, as well the recipes, which are simple and easy to do. This book can be turned into a promotional product by applying a printed or embossed logo to the back of its cover, either on the first or the last page, using screen or tampon printing. In addition to this, the first inside page or an extra cover can be finished by applying one to four colour offset print. As an option, this book can be gift wrapped and turned into a set containing either an apron and spaghetti or another combination according to the customer's request.

44746 • idea-company Promotional Products + Design • Tel +49 7824 660763
service@idea-company.de • www.idea-company.de

TASTEFUL PRESENTATION

First impressions matter: whether on the buffet or the dining table, the turntables from Holz Fichtner will attractively show off sweet and savoury delicacies alike. The round turntables measuring 35 centimetres are available in various versions. The hand-made turning platforms can be ordered in a choice of slate, granite and artificial slate.

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



FIRM KITCHEN FRIEND

With its Meeting-Point kitchen-utensil stand, koziol has thought up a dream team for the kitchen: the five-piece cooking set leaves nothing to be desired and means all the necessary implements are always within reach, thanks to the practical holder. The products, called Donna, Turner and Oliver, are made of heat-resistant material, making them ovenproof up to a maximum of 220 degrees Celsius and turning them into absolute stars at the stove.

47406 • koziol – ideas for friends GmbH • Tel +49 6062 604273
Katrin.bode@koziol.de • www.koziol.de



BEER AND MORE

The Czech company Jeess has remodelled a unique, vintage beer van, the Framo 901 from 1950, as a fully functional beverage dispensing van that is particularly well suited as an eye-catcher for use in the catering industry or at large-scale events. Also at Christmas markets, for brewery advertising campaigns, political campaigns, trade fairs or weddings, this original vehicle will cut a good figure. The van can be rented along with trained service staff. Further information at www.powerair.eu.

48579 • Jeess s.r.o. • Tel +420 326 903818

jees@jees.cz • www.powerair.eu

LOUNGE & CHILL FOR DINNER & GRILL

The Dinner and Grill gift sets from micx-media's Media Set Collection now contain natural salt flakes for modern gourmet cuisine. The gift sets therefore not only spoil the recipient with tasteful chill-out or lounge music but also with fine flaked salt from premium natural salt grinders to stylishly refine their meal. The exclusive Saltini's natural flakes refined with fine herbs and spices will give dishes a unique and natural flavour. Stylish sommelier knives in the sets and selected music tracks round off the range of the diverse gift arrangements for powerful promotional messages from micx-media.

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



-Advert-





A FEAST FOR YOUR EYES

Available via its online shop, ADV PAX Lutec currently offers an understated sprinkler made of tinplate, with a six-hole sprinkler insert and a slip lid in packaging units of 180 pieces each. This is a perfect, airtight, dark storage place for finely crushed herbs, free-flowing spices and sprinkled decorations, a place where colour, flavour and aroma remain fresh for a long time. Even small volumes can be designed individually and used as promotional products. The container can be used to decorate dishes quickly, as well as to sprinkle pastry and biscuits.

46850 • ADV PAX Lutec GmbH • Tel +49 7123 38007-0
info@adv-pax.de • www.adv-pax.de

GREAT KITCHEN ROMANCE

Everyone knows that the way to a person's heart is through their stomach, as the promising Italian name of the gift set Amore Mio from koziol suggests: hunger is even worse than homesickness, and with Gina and Kasimir, two little Italians would most like to be at home where they can provide for rumbling stomachs, just like an Italian Mama would. The contents, alongside Gina the pasta spoon and Kasimir the cheese grater, include 250 grams of spaghetti and a recipe by Mirko Reeh.

47406 • koziol – ideas for friends GmbH • Tel +49 6062 604273
Katrin.bode@koziol.de • www.koziol.de



COOL CALCULATIONS

Equally suited to cool and warm seasons is the ice-cube tray Reflects-Borlänge from LM Accessoires whose design is based on a computer keyboard. Busy computer buffs will enjoy the original ice cubes as much as the pieces of chocolate that can be produced with it. If you prefer the chocolate version, all you have to do is heat the couverture in a saucepan and pour it into the mould to harden.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0
info@lm-accessoires.com • www.lm-accessoires.com





THE PERFECT ALL-ROUNDER

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

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

THE JOY OF CUTTING

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

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



PURE NOSTALGIA

Three eminent authorities got together to deliberate: the ingenious, award-winning chef and spice expert Olivier Roellinger from Brittany, the industrial designer Sylvie Amar and Peugeot, the market leader in anything to do with spice mills. The result was a small but sophisticated pepper mill, which they named Le Moulin d'Olivier Roellinger. Its appearance is reminiscent of a coffee grinder of yesteryear; its body is only 13 centimetres high. Inside, there is a perfectly balanced grinder made by Peugeot, which sports the well-known Lion trade mark. This mill will be able to grind almost all spices with precision. This spice mill is supplied by PSP Deutschland GmbH.

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



ALL AFLAME

Ideally suited as a blow torch for making legendary crème brûlée, the Micro Torch MT-80 is available from Flameclub Europe. The small, hot device comes with a handle optionally made of aluminium or plastic. The little flame must be one of the hottest, most convincing arguments in the promotional products sector. On the device, measuring about 13.5 centimetres, there is space for a small promotional message.

48158 • Flameclub Europe BV • Tel +49 2432 933963
info@flameclub.nl • www.flameclub.nl

INDULGENT PROMOTION

A perfect thank-you and Christmas and New Year greeting to business partners or one's own employees are the festive Premium gift specialties from the Swiss traditional company Läderli Huus. They are a perfect means of bringing out the company's special personality and the desired message, and will make the enterprise stand out in an indulgent way from the interchangeable customer gifts that are replicated thousands of times. With advice from Läderli Huus, wholly off-beat requests or ideas for tasteful Christmas gifts can also be realised.

48595 • Läderli Huus AG • Tel +41 61 2642364
btob@laeckerli-huus.ch • www.laeckerli-huus.ch



SWEET ADVENT ON A DESKTOP

This attractive A5 chocolate Advent calendar in an oblong format with a robust deep-drawn part and chocolate filled small doors provides a direct sales approach. After all, it always remains in view. Moreover, a particularly big advertising space is created for maximum attention through the all-round printing, for which no surcharge is charged. The addressee gains 24 days of customer contacts of the finest kind as a result. The design of the sweet advertisements can be selected from numerous and attractive business motif templates. Following this, the supplier can create an individual motif without much effort and with virtually no up-front costs in accordance with the information provided by the customer. Available as of 500 units in a large letter format for low-cost postage.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0
info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de

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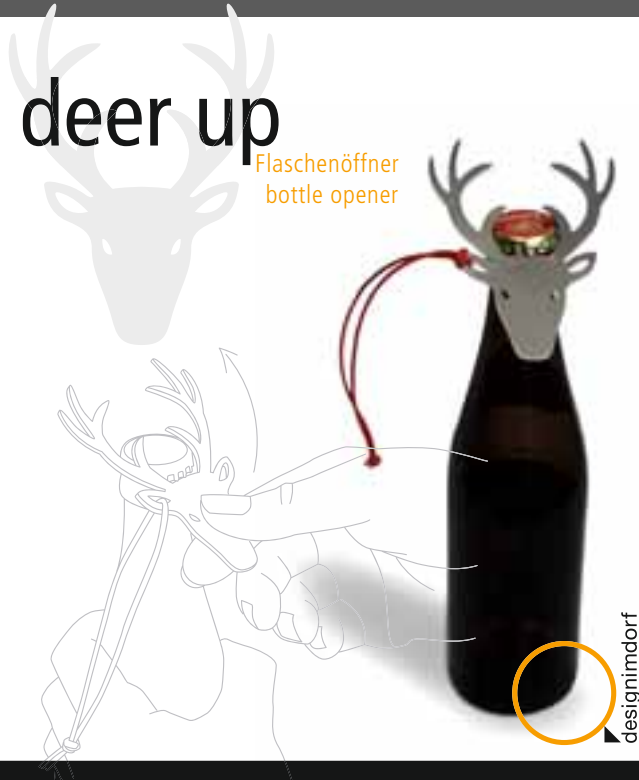
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FRESH FRUIT GUMMI WRAPS

One of the many innovations in the hot-off-the-press Trend Book 2012 from CD-Lux includes, among others, the little fresh fruit gummi wraps, which are perfect for using as give-aways or for effective advertising supplements for mailings. The high quality, brand-name gummi bears promise you successful advertising contacts. The manufacturer offers express service for processing orders of this product and for many of their other products; they guarantee delivery in up to five working days. One of the special services on offer for distributors is the full-service option, which entails using the most modern printing techniques available, carrying out professional individual shipping to customers, coming up with a conceptual design, and selecting a motif. Samples are available at info@cd-lux.de.

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

SWEET, GREEN ADVENT

Effective immediately, all the Advent calendars available from CD-Lux can also be supplied made of FSC-certified material from controlled forestry. The diverse range of Advent calendars for any budget can be custom-printed from just 100 units upwards. This year, again, the Advent calendar experts are expanding their range with innovative new products, such as the Exklusiv Edition Advent calendar tree filled with premium Ferrero chocolate. The customers are treated to the pralines Küsschen, Raffaello and Rocher in one calendar. The popular table Advent calendar Gourmet Edition with melt-in-the-mouth Lindt & Sprüngli Minis is now also available as a wall calendar in portrait format. The top model among the Advent calendars is Cube, with five spaces for advertising on the cube for maximum promotional messages. To guarantee top quality and a good price-performance ratio, the fillings are exclusively of premium quality from prestigious brand manufacturers, such as Lindt, Sarotti, Milka and Bahlsen. CD-Lux offers distributors full service from the design to the finished Advent calendar, from the choice of motif and modern printing techniques to the professional individual delivery of the product to the customer.

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Christopher Pfahl, Corinna Lenz and Anastasios Paliakoudis (from left) invite us to take a nostalgic trip to the world of sweets in their corner store 2.0.

DER ZUCKERBÄCKER GMBH

CORNER SHOP 2.0

The three young entrepreneurs making up Der Zuckerbäcker would like to bring more joy into the world. And this they do – with their corner shop 2.0, they conjure up nostalgic feelings. Visiting the online shop is like taking a trip into the past, back when the next-door kiosk was a place to meet each day, and candy canes or lollipops were on everyone's lips.

Christopher Pfahl, Anastasios Paliakoudis and Corinna Lenz are the people behind the young company Der Zuckerbäcker. If you visit the operators of the online shop in Germany, you will be faced with great temptation – the huge jars filled with lollipops, fizzy drinks and candies, and the bags of sweets in all shapes and colours evoke memories of a nearly forgotten trip to the kiosk on the corner. Lovingly decorated preserving jars and paper bags full of treats adorn the showcases

from grandma's day in the offices. A hint of nostalgia lingers in every room of the now 12-employee company. With its offering of cola strings, sour tongues or blue Smurfs, the three young entrepreneurs would like to offer more than just sweets: they fulfil individual wishes and invite those who visit their shop to take a nostalgic trip back to the past. If you go along, you will be surprised, for the shop offers many treats which were thought to have "died out". Now the three can also conquer the

promotional products industry with their charming website. This is no wonder, for everyone likes a little gift of nostalgia, especially when it tastes so good.

HAPPY MOMENTS IN RETRO STYLE

The two managing directors Pfahl and Paliakoudis have known each other since schooldays. The original plan was to build up a corporate consultancy in which the two 26-year-olds intended to specialize in internet and website consultancy. We have mainly Christopher Pfahl to thank for the



fact that everything turned out quite differently, for he liked to think back on his visits to his grandmother, those happy moments of childhood, evoked by the many delicious sweets. What finally came out of it all is an online shop for sweets. But not an ordinary online shop, but one where you like to linger because the corporate identity in retro style alone is already something special. In October 2010, Pfahl and Paliakoudis went online with Der Zuckerbäcker, together with their college friend Corinna Lenz, who mainly takes care of

the marketing segment of the new enterprise. Within two years, the young businesspeople grew their company to a total of twelve members of staff, and have moved from 60 to 700 square metres. However, this was fuelled less by the so-called American dream, and more by hard work, a good portion of confidence in the world and, above all, a good idea.

CHARM AND INDIVIDUALITY

The product range of Der Zuckerbäcker comprises about 250 different sweets with growth potential, for the three young en-

trepreneurs try to fulfil every customer wish, no matter how unusual. What is most important for them, say Pfahl and Paliakoudis, is individuality. They do not want to be mainstream, but rather to retain the charm which is a large part of the company philosophy. And to this end, not only is every customer wish fulfilled if at all possible, but there is also a great deal of attention paid to individuality. And this means that all orders are packed by hand. The production room of the Heilbronn-based company houses a sophisticated system of pack-





Der Zuckerbäcker offers all kinds of sweets, packed in charming retro style.

ing tables laid out to make the work of packing fast and effective. In the pre-Christmas season, the place is all a-buzz, with everyone – including the managing directors – working at least 12 hours a day in the production room, packing bags of treats, filling preserving jars and decorating every product affectionately in grandmother's style.

CORPORATE SNACKING

Making use of corporate inquiries, Pfahl and Paliakoudis have also managed to open up a market for themselves in the promo-

tional product industry. In January 2012, the young company exhibited at the PSI fair for the first time. After that, a lot changed in this sector for the young company: the catalogue was restructured, inquiries from the industry increased and "corporate snacking" now accounts for 50 per cent of sales.



A bag full of treats.



DER ZUCKERBÄCKER GMBH

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SENZ° UMBRELLAS BV

WEATHERPROOF AND WINDPROOF

Innumerable umbrellas are thrown away every year. Simply because they don't perform in the wind. Not only the Dutch company senz° from Delft, which recently joined the PSI, believes that such environmental pollution is unnecessary.

We believe that an umbrella can be much more than a disposable product. We believe it can be a statement. A statement against a polluted world and a statement for taking responsibility", says the chief executive officer of senz°, Gerwin Hoogendoorn, and adds: "Our senz° fans around the world live by that statement. They understand that instead of buy-

ing lots of crappy umbrellas each year, it's wiser to invest in a great products that last."

ONE GENIUS IDEA

The senz° story begins with three friends who meet at the University of Technology in Delft, the Netherlands and decide out of pure frustration with traditional umbrellas to free the world of all well known um-

brella struggles. Their quest led to the design of the senz° original umbrella, which always finds the best position in the wind, doesn't go inside out and is windproof up to 100 km/h. "We're thankful that our designs have won all major design awards in the world and have been embraced by many innovators from around the world", asserts Hoogendoorn.



Visitors to the PSI Trade Show were able to convince themselves of the effectiveness of the umbrella.

ONE BRAND, TWO PRODUCT LINES, ONE DREAM

“Our dream is to contribute to make our world a little bit better and to change the way people perceive umbrellas. Our exciting journey started with the much loved senz° original collection, a stylish, high quality umbrella line for people who fancy only the best of the best. In addition, we recently introduced its fashionable younger sister, the senz° smart line, for people who simply desire the best value for money. Check out our assortment and enjoy the weather,” requires the CEO of senz°. The senz° smart line consists of a long model (smart) and a folding version (smart s), which are wind resistant up to 80 km/h and 60 km/h. Both versions are available in various colours and printed patterns. Hoogenboom: “The senz° smart line will first be launched on the market in the Benelux countries and in England. After that, sales will be extended in the rest of the world. We are pleased to be able to show that we continue to be innovative even in turbulent times. Ultimately, one should not wait until the storm is over, but learn to dance in the rain.”

ONE PERFECT BUSINESS GIFT

The senz° storm umbrellas are the perfect business gift to emphasize the innovative and sustainable nature of a great company. With the new smart Collection, the orig-



inal storm-proof umbrellas are available to trade customers at a “sensationally low price”, according to the company. Promotional product distributors were able to convince themselves of the quality of the storm-proof umbrella for the first time at the PSI anniversary Trade Show. The headquarters of senz° is located in Delft (Netherlands); there are 20 employees and the company does business in more than 50 countries in Europe, Asia, North and South America. After many years of good cooperation with PF Concept, senz° has been working directly and independently with the promotional product industry since the beginning of 2012. The company delivers direct to promotional distributors in Denmark, Norway, Sweden, Italy, France, Germany, Austria, Switzerland and Greece, where senz° umbrellas are sold to retailers through local distributors. <

CONTACT

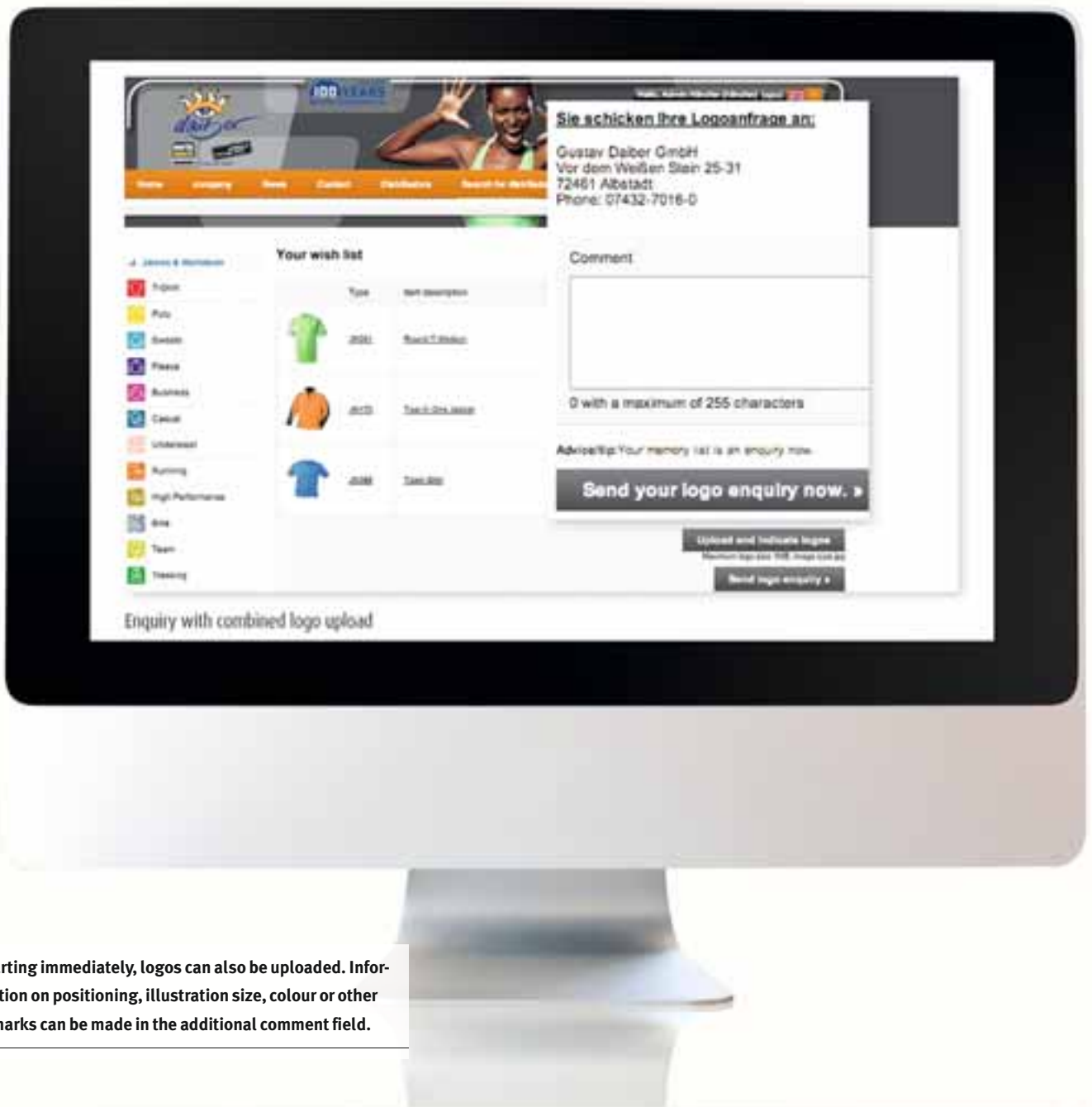
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GUSTAV DAIBER GMBH

EXPANDED ONLINE TOOLS FOR AN OPTIMAL SERVICE

Starting immediately, customers will find Daiber to be even more customer-friendly and transparent. New media are the future of distribution, which is why Daiber is already building up a foundation with innovative distribution technologies. The new managing director, Kai Gminder, has been instrumental in pushing ahead with the expansion of the future-oriented online services.



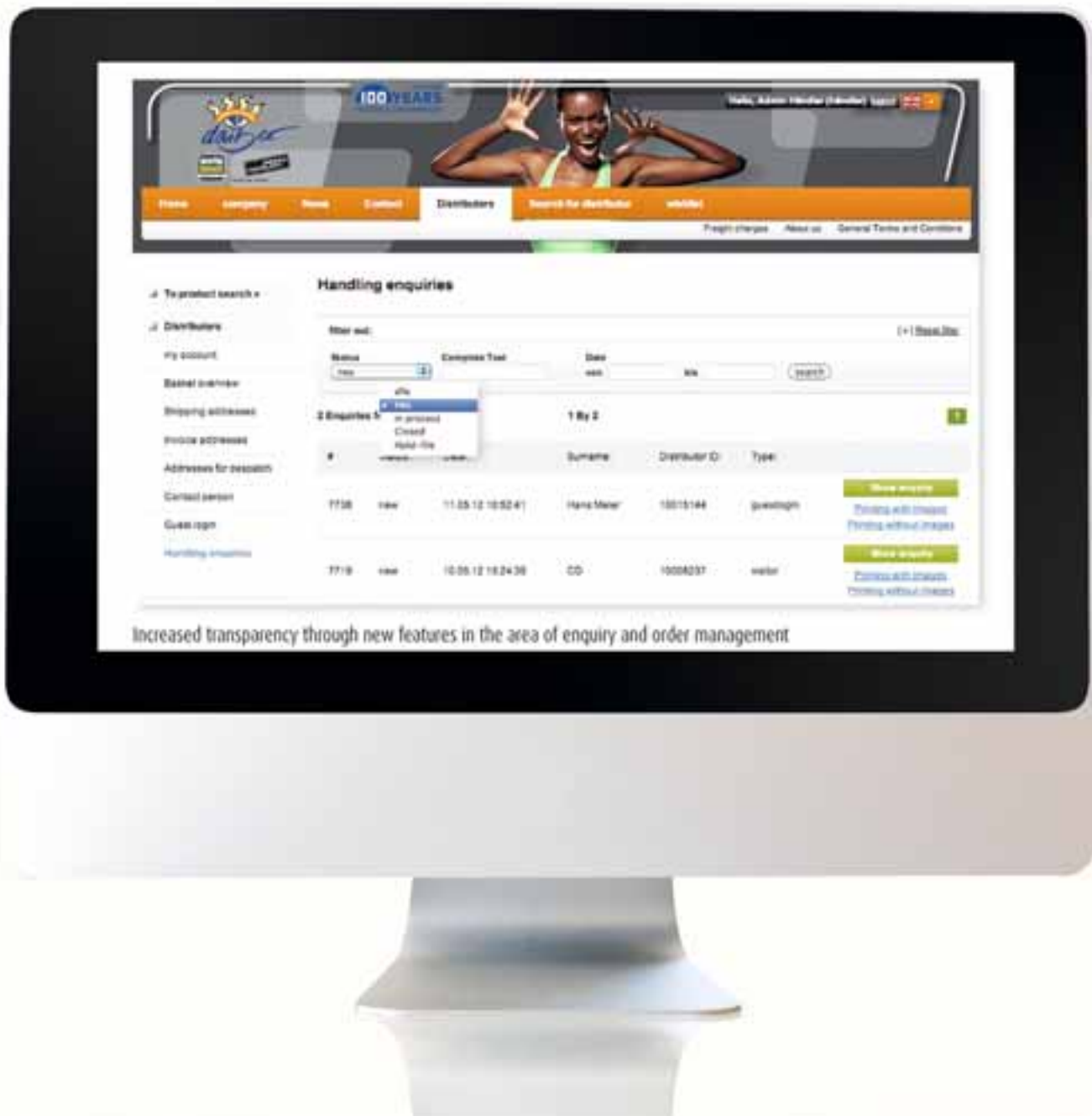
Starting immediately, logos can also be uploaded. Information on positioning, illustration size, colour or other remarks can be made in the additional comment field.

Daiber is taking neutral, “impersonal” web pages and personalizing them for distributors. At www.daiber.de online customers can now file their own company logo and address – generated from Daiber’s master data – for the neutral pages. As soon as an existing industrial customer with guest access, obtained from a distributor, registers at one of the neutral pag-

es, the logo and contact data of the distributor will automatically be displayed in the header. This clearly and immediately identifies the distributor as a qualified Daiber distributor, capable of handling questions on the Myrtle Beach and James & Nicholson brands. This gives distributors a higher recognition value among their customers.

NEUTRAL PERSONALIZED WEBSITES WITH LOGO VIEW

The websites are divided up into those with a .de extension and those with a .com extension. Industrial customers will receive data on prices and inventories according to which pages they are on. On the .de pages, industrial customers can easily send the items that interest them directly to their



Displaying the respective status enables distributors to keep an overview at all times of the processing status of the inquiries they receive.



Kai Gminder, Managing Director of Gustav Daiber GmbH:

“Distributor loyalty is a very important concern for me. Our new functions in the online segment mean that we offer optimal service at all distribution levels.”

distributor by way of the watchlist. The related prices are filed to match the respective distribution stage – for instance, on the .de pages the basic industrial price including a 50 per cent markup is displayed. On the .com pages, industrial customers with guest access can also query the inventory of the item. Inquiries on products and prices are not possible on these pages. In order to enable distributors to see how the logo and contact address will be displayed on the neutral pages, Daiber has set up a test guest access for the neutral pages (see box).

CUSTOMER ACQUISITION TOOL, FAST AND EASY

Inquiries from new customers are no trouble at all thanks to the distributor search. The neutral .de pages called fashion-tunes.de and american-style-caps.de enable interested parties who have found the page by way of a web search, for instance, to simply put the items they desire on a watchlist. By indicating their personal postal code when queried, the interested parties can be shown a list of distributors in their immediate vicinity from which they can choose the distributor to receive their inquiry. The

chosen distributor is then informed by e-mail of the new inquiry, but will see it in the „inquiry administration“ of this distributor’s access to www.daiber.de. At this distribution level, the user is shown the end consumer price incl. VAT. On the .com pages, Daiber offers completely neutral product information, without price or distributor search.

INQUIRY MANAGEMENT OFFERS ENHANCED TRANSPARENCY

To process the incoming inquiries from industrial customers, distributors have the “inquiry administration” menu item at their disposal on www.daiber.de. Here Daiber makes all inquiries which a distributor receives from existing or potential industrial customers available in an easy-to-read form. By setting the status, such as “in progress” or “finished”, distributors can keep an overview of the processing status of the inquiries they have received.

INQUIRY WITH LOGO UPLOAD EXCLUSIVELY FOR DISTRIBUTORS

Another first and a highlight for Daiber distributors is the logo inquiry in the online shop at www.daiber.de. Starting immediately, logos of a product can also be up-

loaded by way of the watchlist. These are filed by Daiber directly on the web server and are thus available to the person in charge at any time together with the distributor inquiry. This greatly speeds up processes. In addition, Daiber provides its distributors with a comment field in which wishes concerning positioning, size of illustration, colour or other remarks can be made. And this is not all: the processing status of their logo inquiries can be viewed by the distributors in addition at any time by way of the inquiry administration. This new service enables Daiber to create even more transparency for its distributors. Thus Daiber provides support for its distributors directly at the point of sale with this future-oriented distribution tool. <

JUST TRY

At the www.fashion-tunes.de or www.american-style-caps.com websites, distributors can see how the logo and contact address will look on the neutral pages.
users: 400
password: Test

MARCEL SPIESS

ALWAYS TWO MOVES AHEAD

He is the founder and manager of two well-known Swiss full-service suppliers in the promotional products industry, cadolino and Lacoray, both of which are ideally positioned. Since 2005, he has headed the Swiss promotional products association Promoswiss as its president and, together with his colleagues on the board, has accomplished a great deal so far. Now Marcel Spiess is retiring from this post, completing a course of training as sports economist and may well be returning to his roots: sports.



We meet Marcel Spiess in the sumptuously decorated foyer of the venerable Schweizerhof on the fringe of the PSF Forum, the Swiss trade fair for promotional products and textiles. He is here as president of the Swiss promotional products association Promoswiss, the organizer of the trade fair. Later we were able to see this for ourselves, since the PSF Forum is not a trade fair in the usual sense of the term, but rather a “community with the goal of positioning promotional products and talking about how the industry is going to develop in the future.” This is how it is described by Michael Mätzener, member of the board of Promoswiss responsible for marketing, who is a colleague and at the same time a good friend of Marcel Spiess. The astounding development of the association and its contact platform, the PSF Forum, is also the work of Marcel Spiess, who has presided over the Promoswiss since 2005 – although he stresses that this development could not have come about if not for good teamwork. In the course of the talk, we will come back to the person of the association president Marcel Spiess.

IN THE BEGINNING WAS FOOTBALL

First, though, we will stay with the term “teamwork”, for this is also a key to the life and history of Marcel Spiess, pointing to the roots of his career in the team sport of football. Like many men his age, Marcel

Spiess, who grew up in Zurich, Switzerland wanted to be a football player in his youth. He had talent and was lucky enough to be discovered. Thus he began a career in the youth team of Zurich Grasshoppers. However, because it was already clear to him at the time that only a relatively small quota are able to make a living as professional football players, or enjoy the success of star players, he was preparing for his football career to end and completed a course of advanced training at a trade school during his time in the youth football team.

REASON AND INTUITION

During this phase of his life, it was already becoming clear what would characterize Marcel Spiess when he later turned entrepreneur. “I learned from my parents to keep both feet on the ground.” This character trait makes Marcel Spiess able to look at things or situations objectively and judge them with reason. “I am a rationally thinking person,” he says of himself, yet without disregarding intuitive moments. Both were of help to Marcel Spiess when he was a player on the football field. In his position as midfielder, his challenge was to direct the game intelligently, anticipate moves and yet put his trust in spontaneous ideas. His trainer recognized the rational nature of his protégé early on. “Once he told me ‘You’re like a chess player. You always try to think a move or two ahead – what could happen, what is possible’,” Spiess recalls. Despite his departure from this professional career, Marcel Spiess is still of a sporting nature – also in the figurative sense. Moreover, football was an ideal way for him to prepare for his career. “On the field and during the game, I noticed what it means to be courageous and assume responsibility. This correlates with business life, where responsibility, conviction and courage are needed; courage to make certain decisions and bear the responsibility for them, as well.” In this connection Spiess also refers to the meaning of the idea of a team in football and its parallels in working in a company or association. “The team has to work as a whole to achieve success-

ful results. Everyone should be aware that they are all pulling together. Although individual skills are also needed, they must fit the team concept and be incorporated in the teamwork.”

FROM ADVERTISING TO PROMOTIONAL PRODUCTS

These experiences and insights accompanied Marcel Spiess on his further path, which first took him to a conventional advertising agency where he gained his first practical career experience. “The work was fun, but I soon noticed that I was the type of person who has to make a difference himself.” And so it was not long before Marcel Spiess started off on his own personal path as a young entrepreneur. He was only in his mid-twenties when he founded his own firm in Zurich in 1991, which bore the idea of team spirit in its very name: comTeam AG, whose early years were taken up with communication services of all kinds. At that time, the trend was toward telephone tax cards and pins. The first step into the promotional products sector came with a large order from the Swiss post office in 1994. Motivated by this success, Spiess and his team launched the “cadolino” brand especially for the promotional products market. From then on, the company did business in promotional products under the name of cadolino by comTeam AG. Soon the catchy name “cadolino” became a well-known Swiss label for complete professional service covering everything related to promotional products. “During this time, we gained a huge amount of expertise as promotional products consultants in needs-oriented customer consultancy and sourcing of products. We know exactly what our customers consider to be perfect service,” says Spiess.

FURTHER GROWTH

Under the aegis of Marcel Spiess’ farsighted planning, cadolino enjoyed steady growth. In 2002 it took over the Swiss branch of the German promotional products forwarder Hach, which had filed for bankruptcy. At that time, Hach Switzerland was the biggest mail order company in Switzerland. Spiess was able to “bring Hach Switzer-

land back into the fast lane” and resell the company in 2007, with both sides benefiting. Because the promotional products sector was prospering, comTeam grew further in 2005, adding Lacoray SA, founded in Geneva in 1968. The “La” in the name stands for wool (“laine”), the “co” for cotton and “ray” for Rayon, which was ideal for the company’s main purpose at that time, procuring and selling textiles. Soon the textile segment was supplemented with promotional products, which were then coming on strong. In the eighties, headquarters moved from the western to the German part of Switzerland, first to Dübendorf and then to Zurich. Thus the name also changed to Lacoray AG Promotion. In 2005, its owner sold the company for reasons of age. From then on, it was called Lacoray Werbeartikel GmbH and was based in Schlieren. On 1 January 2011, Lacoray was integrated into comTeam AG and has since been doing business as Lacoray by comTeam AG. “These two companies are almost like children to me,” says Spiess, who likes to contact customers directly himself.

THE SEARCH FOR THE BEST POSSIBLE PROMOTIONAL PRODUCT

“Both parts of the company are full-service agencies offering customers an extensive package of services, from warehousing to address registration up to dispatching by post, for example, for mailings or competitions. In order to find our customers the best promotional products to be part of a successful marketing mix, we obtain a comprehensive briefing in which the subsequent conditions, such as starting date, target group, purpose, quantities, CI/CD, price category, branding and delivery date are clarified. Upon request, our graphics department will develop a design for a promotional product that is entirely tailored to the customer’s needs. The drafts are then presented to the customer step by step until production starts,” is how Spiess outlines the spectrum of his company’s offering. While cadolino appeals to a broad range of different customers, Lacoray specializes in key accounts.

MARCEL SPIESS IN PERSON

What was your first thought this morning?

Jogging or going to back to sleep?

When is your day a good day?

When I decided for the former.

What puts you in high spirits?

Taking a shower after jogging.

And what can really make you livid?

Arrogance and dishonesty.

What do you find easiest to forgive yourself for?

If I've gone back to sleep after all.

What makes you lose track of time?

Playing a nice round of golf and having a small wager.

Four weeks of forced holiday – where would you go?

Canada or Sweden, depending on whether I am traveling alone or not ;-)

What do you like to spend money on?

Unfortunately, on a new golf club so that I can hit the ball further and straighter ...

Do you allow yourself to be seduced by advertising?

Yes, of course, as soon as the new golf season begins ...

What makes a good promotional product?

If the message is communicated accurately with the promotional product.

What was the best promotional product you ever received?

I hope to still get it ... Otherwise, the pen with which I signed my first contract as a footballer.

What do you find annoying about some promotional products?

If they are selected without affection and devotion and then handed over in a completely impersonal manner.



ASSOCIATION WORK AND ITS FRUITS

Marcel Spiess has served in the role of president of Promoswiss since 2005, and so far it has been "lots of fun" for him. At that time, the association had 24 member companies. Now they number 54. Promoswiss has financially consolidated itself. The PSF Forum was brought

into being, has since grown gratifyingly and this year achieved record results. A strong program of basic and advanced training has been initiated, which includes courses for those wishing to become a promotional products consultant. "We have accomplished a great deal in our work on the board – and here in the team. We have called to life a set of association statistics which documents how much potential is concealed in the Swiss promotional products market. For two years now we have had our own press department and have managed to become recognized throughout Switzerland. This is something to build on," emphasizes Spiess. The reason for his dispensation is "I am trying at present to reorganize my professional life. That is also why this is the right time to make room for a creative successor. The highway has been rolled out. Now it is time to step on the gas," deems Marcel Spiess, who recently completed his training as sports economist at a technical college. He plans to hand in his thesis in September.

BACK TO THE ROOTS?

So is it back to the roots in sports for him? "The world is round and keeps on turning," says Marcel Spiess. And so Marcel Spiess' life could well come full circle. The comTeam group of companies is ideally positioned, Spiess knows that the operative business is already in good hands, so the former football player could now turn to his "old" and yet always young profession, football – whether "in working for clubs or associations, marketing the games, or managing the stadiums. However, I do not see my future career as being limited exclusively to the sports sector. A lot is still possible," smiles Spiess, who "needs and enjoys" the freedom he has created for himself to shape his own future life. During the private time his well-planned business enables him to enjoy, he occasionally plays oldtimers football ("as long as my Achilles tendons cooperate"), but even more often he is a "passionate golfer with a handicap of five". Golf gives him a way to "offset professional life", but is also a "great way to learn about life" for him. "Play a round of golf with me and I will know what kind of person you are," says Spiess. This father of a 14-year-old daughter, who also considers friendships to be very important, reveals another of his passions to us: "I am an epicurean." And he does not shy away from new things in this area, either. You can tell by looking at him that nothing can throw him off course very easily. We are looking forward to his next moves.



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Verena Hilgendorff | Tel.: +49 (0) 211 – 90 19 12 90 | Email: Verena.Hilgendorff@reedexpo.de | www.psi-network.de/award

 **PSI**

INNOVATIVE PROMOTIONAL PRODUCTS



PRESENTATION CENTRE FOR THE IPAD

The new Aventura iPad organiser by Aristos turns the iPad into a complete presentation platform. The stylish holder that's packed with extra features first and foremost serves as a case for the valuable tablet, but is quick to demonstrate its additional strengths. The iPad can be propped up in the organiser to allow the content to be presented to business partners. At the same time it enables notes to be made on the integrated notepad. iPad and writing pad can be rotated as necessary for right or left-handed users. The versatility of the organiser is rounded off by practical pockets for business cards, writing utensils and a variety of other accessories needed to create a professional presentation.

45456 • Aristos GmbH • Tel +41 41 7432047

info@aristos.ch • www.aristos.ch

CREAMY FOAM FOR BATHROOM AND KITCHEN

With an optimized pump mechanism, the second generation of the foaming soap dispenser from Cuisipro, distributed by Profino, also conjures up a creamy foam of water, air and liquid soap. For use in the kitchen, the dispenser can, of course, also be filled with washing-up liquid. In both cases, besides its convenience, the focus is on saving resources and ecological benefit. The provider confirms that up to 75 per cent of the previous soap consumption can be saved by the foam dispenser. This useful and attractively shaped accessory for the bathroom and kitchen is now available in the summery colours of pink, green, orange and red, as well as the classic black. Alternatively, there is a chrome version. All the variants have a filling capacity of 390 millilitres.

47807 • Profino GmbH & Co. KG • Tel +49 212 64564895

info@profino.net • www.profino.net



BIG FASHION FOR LITTLE PEOPLE

When it comes to fashion, like other things, children naturally do not want to be inferior to the grown-ups in any way. For Daiber and its own brand James & Nicholson, this is ample reason to place special focus on the range of sports and leisurewear for this particular target group. The current image is marked by cool looks that range from the T-shirt and classic sweatshirt to casual soft shell jackets and functional clothing. Finally, the right caps and hats to go with them can be found in the Myrtle Beach range by Daiber. Since wearing comfort and high-quality materials are particularly important in sports clothing for kids, the emphasis is on breathable fibres, such as the functional Topcool, in conjunction with flat seams that are kind to the skin. Combined with reflective transfers and piping, the Running-T Junior is a safety back-up even in bad visibility conditions.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de



A NEW OUTFIT

With the new retractable ballpoint pen Candy M SI, uma Schreibgeräte has further developed its successful model Candy SI. A linear design and selected variety of colours were the aims of this update. The new model therefore not only puts you in a good mood but also cuts a great figure in all its variations – not least thanks to the version with a high-quality metal clip now also available. Modern trendy colours, such as aubergine, petrol, magenta and brown make this model a highlight. With its metal tip, metal push-button and metal clip, the Candy M SI is also visually particularly attractive. The writing utensil is available in the variants of shiny muted, shiny transparent and shiny silver.

41848 • uma Schreibgeräte Ullmann GmbH

Tel +49 7832 70740 • info@uma-pen.com

www.uma-pen.com



LITTLE MOUSE SAYS THANK YOU

It fits into any pocket and will soon become an indispensable companion when on the move: the Pocket Mouse from Intraco, supplied in a luxury gift box including an ED drive, is the ideal promotional product to say “thank you”, not just at Christmas. Both the mouse and the drive can be custom printed on the entire surface and come into their own thanks to the award-winning LED light with which the logo is specifically highlighted.

43540 • Intraco Trading bv

Tel +31 756475420

info@intraco.nl • www.intraco.nl



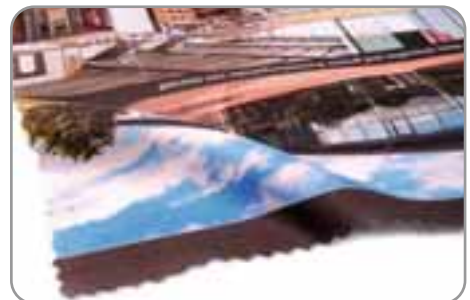
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DONUTS FOR YOUR EARS

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

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

POWER AND SOUND ON TOUR

Xindao presents its new model "Sonus" from the XD Design series, a unique combination of charger and speaker. Sonus consists of a solar panel that is attached to an integrated 800 milliamp lithium battery, as well as a powerful 2 watt speaker. Thus, the Sonus serves as an all-in-one power and sound station, not only on the desktop but also when travelling the globe. Mobile phone and MP3 player can be connected via 3.5 millimetre audio port or mini USB connector (cable included in package), allowing music to be played while charging the devices at the same time.

42772 • Xindao B.V. • Tel +31 70 3199900
h.vanhouten@xindao.nl • www.xindao.nl



TRENDY BAG NOW ALSO IN NYLON

In addition to an extensive and modern selection of truck tarpaulin bags, Trendbagz now also offers a stylish shoulder bag made of nylon. The multipurpose bag, which is always available from stock, is incredibly practical and makes an ideal trade fair bag or eye-catching promotional bag. Refinement of the bold advertising space is possible using screen printing or embroidery. The manufacturer can also use digital printing to customise the bag upon request.

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

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ASOCIACIÓN DE IMPORTADORES, MAYORISTAS Y FABRICANTES DE ARTÍCULOS PROMOCIONALES
Association of Importers, Wholesalers and Manufacturers of Promotional Goods



CLOCKS MADE TO MEASURE IN GERMANY

Alongside the distribution of the successful Smartlite light series, HNC specializes in the customized manufacture of wall clocks. Customers have free choice in the material, the kind of clock mechanism, the shape, the colour and even the printing of the clock face. Clocks made to measure can be produced in a very short time even on small order quantities, HNC promises. Carrying out the entire production process within their own company is what makes HNC so flexible. Thanks to the modern machinery with laser cutting technology, any desired format can immediately be realized. A large range of standard clock bodies with a diameter of 25 to 40 centimetres in many standard colours can, of course, be delivered particularly quickly.

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

info@hnc-ag.de • www.hnc.ag

COLOURFUL DATA STORAGE

The new and fast 2.5 inch metal hard disks by Deonet come in 320 and 500 gigabyte capacities, thus making them a practical tool for every occasion. The fresh new model complements the product range which already features the well-known PU leather hard disk. The hard disk is no larger than a smartphone and features a fast USB 3.0 data bus, which is compatible with USB 2.0. It allows photos, films, catalogues and presentations to be transported anywhere with ease. The hard disks can be printed on both sides with photo-realistic full colour printing. Personalisation with individual names is also possible. The metal housing is available in black, white, red and blue.

46660 • Deonet B.V. • Tel +31 40 2554414

info@deonet.nl • www.deonet.nl



STYLISH, WELL-THOUGHT-OUT T-SHIRTS

Style and a certain attitude to life are communicated by B & C's T-shirts thanks to the wide variety of products. The fact that there are 45 different styles in 69 colours alone conveys a clear message. A particularly striking example is the Exact Line: here you can find a collection of unusual T-shirts in eight different styles and a total of 37 colours. What they all have in common is a high quality of workmanship, with the use of premium ring-spun yarn and elastane. This combination is the key to both high wearing comfort and good printability of the material for branding. The flagship of the product line is the B & C Exact 150 series with 37 different colours and sizes available from S to XXXL.

45235 • B & C – The Cotton Group S.A./N.V. • Tel +32 71 870100

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



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HANDY MULTIFUNCTIONAL HELPER

The multifunctional opener promises to render a great service and provide an intelligent solution to an old problem, according to Dr. Beller. The handy device prevents cuts and contamination when breaking open ampoules of all sizes. No ampoule package should therefore be without one, according to the supplier, A & M Kreativfabrik. For users in the field of medicine and cosmetics, however, this practical tool has a lot more to offer: alongside the function of ampoule breaker, it can also be used to open capsules and break tablets.

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

SPEAKS FOR ITSELF

A business card with images, film and sound, constituting a multimedia message-bearer for the company advertising, is no longer a mere vision. I look innovations GmbH specializes in high-tech promotional products for audiovisual presentations and is presenting a business card of the next generation with its Video Business Card. An integrated 2.4-inch TFT display, a speaker and two gigabytes of memory make the handy card into an appealing promotional medium with space for around 90 minutes of informative film material. Just like a "proper" business card, the Video Business Card can be printed with the classic contact details and, if anyone prefers to store an instruction manual, a catalogue or other information rather than a video clip in the memory, this can easily be achieved by means of the integrated USB interface. This USB port is incidentally also used to charge the integrated battery.

48684 • i look innovations GmbH • Tel +49 2372 552540
me@i-look-innovations.de • www.i-look-innovations.de



UNLIMITED FLASH DRIVE VARIETY

When searching for shapes and colours for a truly personal USB flash drive, there are virtually no limits to the choice for customers of MemoriasUSB. The company will realize any design and colour in the production of customized USB flash drives in soft PVC. It does not matter whether it is a product image, company logo, the presentation of a target group or some other fictional motif. The advice and support for

the customer covers everything from the initial design study to the finished product. In this context, the capacity of the memory, which can be between 1 and 32 gigabytes, is, of course, also determined. Following production, if requested, the manufacturer will also arrange for appealing packaging, as well as additional useful accessories for the presentation and application of the product. To give its customers a helping hand even in finding design ideas, MemoriasUSB has developed an online tool for converting particular occupations into the form of a flash drive. On the company's website, you can, for example, select the gender, occupation, hair and eye colour. It is even possible to choose objects that the characters hold in their hands. It makes no difference whether they are firefighters, chefs, health-care specialists, police officers or photographers.

48554 • MemoriasUSB S.L. • Tel +34 91 7875857 • marketing@memoriasusb.com • www.memoriasusb.com





CLARITY AND ADDED VALUE

A clean and streak-free display on mobile phones, MP3 players and co. not only makes a striking impression on the eye, but also maintains the value of the devices. The new Miniwipes and Mobile Stickers by Kandinsky now also create this brilliant effect when out and about. The trendy mobile phone accessories are available as eye-catching display cleaning pads as well as in the form of practical stickers. Both varieties remove irritating fingerprints and dust from the displays of mobile phones or digital cameras, whilst the customised advertising message grabs the attention of the user. Miniwipes are available for orders of 500 pieces or more with either cloth or microfibre covering and include a fastening loop. Minimum orders for the self-adhesive mobile stickers with microfibre coating start at 1,000 pieces.

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

IN VIEW THROUGHOUT THE YEAR

Hardly any promotional product is in the focus of the customer every single day of the year as much as the calendar. To make looking at the date less boring, Notes offers a large number of different types of calendars that can be used in various ways. For instance, stand-up calendars with post-it notes adorn the workplace, wall calendars spruce up the masonry and pocket calendars are always at hand in the briefcase. The “made in Germany” range of calendars from Notes is distinguished by extraordinary flexibility with regard to design, quality, advertising application and delivery time, right up to the all-inclusive price covering four-colour printing. By using modern digital printing techniques, moreover, even small orders for customised products can be filled at short notice. Along with single-language calendars, the manufacturer also has international calendars in up to five languages on offer.



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

GREEN STAMP OF APPROVAL

The stamp specialist Heri from the Black Forest has provided another example of environmentally sensitive and forward-looking design with its innovative printer generation “Green Line”. Using a sustainable and environmentally friendly manufacturing process, the series is made of at least 80 per cent recycled plastic according to the DIN ISO 14001 standard. What’s more, the (up to) four lines of the stamp are also made of renewable natural rubber and come in a standard size of 38 x 14 millimetres. The stamp pad is replaceable. The green-black casing provides the usual generous space for advertising on the front side. Of course, the popular stamp service, which allows customers to order their personalised stamp text via online code, is also available for the complete Green Line series.

41016 • heri Geräte-Produktions GmbH • Tel +49 7725-939312
mail@heri.de • www.heri.de • www.rigoni.com





SUMMER COLOURS FOR FLASH DRIVES

Sunny beaches and juicy fruits as the prevailing trends of the summer inspired the designers at Wilk Elektronik in creating the new flash drive series Goodram Colour. The combination of vivid colours and advanced technology runs through the entire series of new USB flash drives. The model Twister serves as the flagship of the series with its rotating casing. All of the Goodram Colour flash drives can be adapted to meet the customer's requirements both in terms of colour and individual branding. A glance at the company's website provides you with information about the options and the capacities available on the flash drives.

47688 • Wilk Elektronik S.A. • Tel +48 32 7369000
sales@wilk.com.pl • www.goodram.com

A STURDY HARD-COVER NOTEBOOK

The company Karl Knauer KG offers universally usable reminder notebooks with a robust hard-cover. This original and clever way of keeping notes is a quick and indispensable helper during meetings, research work, on the go, or at home. These hard-cover products can be used anytime and everywhere. The strong binding makes them reliable companions in nearly every situation. They are available in several attractive variations: in pocket format equipped with adhesive pads for notes and neon marker strips, as a spiral college block with plenty of space for important information, or as a box with loose slips of paper for quick sketches, which can be exhibited on your desk. The notebooks, which can be custom-printed and finished off with foil lamination, convey long-lasting advertising messages.

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



ALMOST TOO NICE FOR EXERCISING

Sophisticated cuts and cheeky colours make the current Running Collection from Daiber a real eye-catcher. In these outfits, which it is almost a pity to wear "just" for exercising, dance groups and cheerleaders will also cut a good figure. Whether outside, at the gym or in the sports hall, fashion-conscious sportswomen will have perfect style. Seams and cords in contrasting colours give the Ladies Sport Shirt that special upbeat look, which is further emphasized by the kangaroo pockets, V-neck and hood. Sportswomen can achieve perfect performance with the Bratop and Ladies Running Shirt: the sports bra will impress with its preformed cups, racer back with mesh insets and reflective print. The collection is rounded off by the appropriate headwear from Myrtle Beach by Daiber.

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



STABILO SMARTCASE

The Stabilo Smartball already has a sizeable fan base: The retractable ballpoint pen with touchscreen functionality is also scooping up one award after the next. A smart companion is now available exclusively for the promotional products market. The Stabilo Smartcase, a matching case for almost all standard smartphones with the clever holder for the Smartball, offers double ingenuity for technology-savvy owners of smartphones

and tablet PCs. With touchscreen and pen function, it's the ideal pen for digital natives. The high-tech touchscreen tip puts an end to unsightly fingerprints. But it also serves as a convenient tool for handwritten notes, boasting a ballpoint refill with a line width of 0.5 millimetres. The pen design comes in five trendy colour combinations. Space is provided for advertising on the Smartball's 360-degree rotatable clip, whilst fine embossing on the Smartcase is sure to make every promotional message a hit.

43287 • Schwan-STABILO Promotion Products GmbH & Co. KG • Tel +49 911 56734-55 (Sales Germany) • Tel +49 911 56734-65 (International Sales)
service@stabilo-promotion.com (D) • info@stabilo-promotion.com (International) • www.stabilo-promotion.com

DOUBLE PROTECTION IN ONE

Handy, practical and stylish are words to describe the products from the Fix n' Go series from DUO-Care. Under the category of "useful aids for outdoor activities", these multi-purpose tools with double benefit are certainly quite impressive. Their modern reddot design is an additional plus point for the recipient. Fix n' Go provides double protection under many circumstances. The ergonomic product design guarantees very easy operation with just one hand. In the internationally patented multi-spray system, two complementary sprays are combined within the handy container. The range covers the products Help (skin cleanser plus spray plaster), Travel/Hygiene (disinfectant plus hand lotion), Insect (insect protection plus after-bite), Sun (sunscreen plus after-sun) and Sport (cooling spray plus muscle ointment).

48677 • DUO-Care GmbH & Co. KG • Tel +49 2357 90850
info@fix-n-go.de • www.fix-n-go.de



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PLENTY OF OPTIONS FOR ORIGINALITY

Offering a multitude of different options, the promotional calendars by Kaai are unique transporters of effective advertising that grabs customer attention. Specific customer ideas can be turned into reality for even the smallest of orders starting at only 50 calendars. The desk/wall calendar Idea DT1 is a combination of desk and wall calendar, featuring 12 sheets – one for every month of the year – and can adorn a table or wall. A white wire-o binding, spacer and hanger make the different uses possible. The desktop calendar Tavola Primus DT12P is the ideal product for individualists. Kaai provides the possibility to fully personalise the calendar including the calendar pages, footer and/or cover sheet. The desk calendar Table TK is yet another practical alternative. It displays the advertising directly on the customer's desk. The classic three-month calendar provides advertising space on the entire cardboard stand-up, not only at the top of the calendar, but also on the footer and back. The company imprint is added at no extra charge.

46091 • Kaai Kalender GmbH • Tel +49 711 5306080

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

FOR A HAPPY TURN OF THE YEAR

You can never really have too much luck and, especially at the turn of the year, there is always a reason to wish someone happiness. At Multiflower, luck has been put together in a set in what is virtually an “all-round lucky package”. The decorative wooden box first of all contains a little book with wise words on the subject of luck and happiness. This promotional message is emphasized by a small Buddha figure, a candle with five incense cones and, finally, a little lucky clover pot from which the lucky charm for the coming year can grow over the weeks to come. Advertising space is available on the accompanying greetings card.

45974 • Multiflower GmbH • Tel +49 6223 866560

services5@multiflower.de • www.multiflower.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 Brecht 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

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JOINT STATEMENT:**THE PROMOTIONAL PRODUCTS DAY WILL NOT TAKE PLACE**

In order to underpin the power of promotional products as effective marketing instruments with data, the PSI suggested a controlled, guided market research study incorporating a few end customers at the 51st PSI Trade Show. This suggestion triggered controversy in the German and European promotional products industry. In some cases, obvious resistance to the plans of the PSI emerged. In the further course of the constructive exchange of opinion between PSI, BWL, bwg and EPPA the necessity of showing the industry the high communicative benefit of promotional products was emphasized, but the PSI Trade Show was not considered to be the right platform for market research initiatives involving end customers. Measures to help the promotional products industry exploit additional sales potentials had yet to be developed, it was decided. It was made clear that, as always, only PSI member companies would take part in the PSI Trade Show. The joint statement issued by the PSI and the German and European associations is worded as follows:

“The German associations of the promotional products industry, Eppa and PSI share the view that promotional products must be better positioned. There is agreement that, in order to achieve this, further initiatives emphasising the potential and the advertising effectiveness of promotional products are required. In this context further market research must be initiated in order to obtain additional reliable data and findings. Following an intensive exchange between the associations of the promotional products industry and PSI, a consensus was also reached that the leading Trade Show of the promotional products industry in January does

not offer a suitable platform for the intended market research and that the visitor structure of the January event should remain unchanged. The intention is to devise suitable tools and platforms together in which end customers will also participate in order to achieve due significance and appreciation of promotional products.”

**LIMITED NUMBERS****ORDER TICKETS FOR THE PSI NIGHT NOW**

A big party for networking and celebrating has always been part of the PSI Trade Show. The 51st PSI will once again include a glamorous evening event: on the first day of the fair, 9 January 2013, at 9:00 p.m., the already legendary PSI party will begin at Düsseldorf's Nachtresidenz. Rousing music, drinks and chatting, as well as the presentation of the PSI Campaign of the Year Award and the Genius Award: these are the ingredients of an eventful and exciting party night. Anyone who wants to be part of the PSI Night should order their free tickets now. This can be done safely and conveniently via the PSI Online Ticket Shop. Since the number of tickets available is limited, do not hesitate to make your order now. Exhibitors will receive their tickets for the PSI Night as of 15 August at the PSI Service Center. For them, too, the motto is: first come, first served. Whether exhibitors or visitors, all the participants at the Trade Show can look forward to another top-class event.



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PSI TRADE SHOW PRICES REMAIN STABLE

ORDER TICKETS NOW WITH EARLY BOOKING CONDITIONS

As of this week, PSI members can order their tickets with attractive early booking conditions for the 51st PSI. The best thing is: the admission tickets are available at the same prices as the previous year. So anyone who does not want to waste their valuable time at the entrance to the Trade Show on the first day should order their badge from the PSI Online Ticket Shop. This convenient platform is even available in six languages for the first time (German, English, French, Spanish, Italian and Turkish). The useful Online Ticket Shop has already been well frequented even in the first week. The favourable early booking conditions apply until 30 September 2012. Everyone who has registered online by then will receive their visitor's ticket plus magalog for the price of € 57. This amount additionally includes a free ticket per registration. Tickets and all additional information on the early booking conditions can be found at: www.psi-messe.com/tickets.



E-COMMERCE PLATFORM FOR PROMOTIONAL PRODUCTS DISTRIBUTORS

THE PSI WEBSHOP IS NOW UP AND RUNNING



Online distribution channels are increasingly gaining in importance in the promotional products industry. That is why the PSI has added a PSI Distributor Webshop to its portfolio of solution-oriented online services. This e-commerce platform can easily be incorporated into the distributor's website and its appearance adjusted as desired. The PSI Webshop has a data pool of more than 90,000 promotional products that is constantly being updated, and makes many useful services available. For instance, the tool can automatically enter changes in article data into the system. In addition, the PSI Webshop has its own customer and order administration. The various items listed on incoming orders are divided up among the various PSI suppliers within the system, so that distributors can see at a glance which

suppliers must be contacted for order processing. Users also have informative assessments at their disposal which reveal valuable data on visitors to the Webshop. In this way, distributors can track which promotional products are viewed most frequently, for instance, and which products are selling best. Accordingly, they can then adjust the product range or shift its emphasis to enhance their success. The PSI Webshop costs € 29 per month. A set-up fee of € 49 is charged for each order. PSI members who would like more information on the PSI Webshop are welcome to contact the Webshop team. Tel.: +49 211 90191352 or by sending e-mail to: Alexandra.Wust@reedexpo.de.



ROADSHOW ON THE PSI WEBSHOP: REGISTER NOW

In order to familiarize PSI members with the PSI Webshop, the PSI will be holding informative events in the following cities:

- 12 September 2012, Madrid**
- 13 September 2012, Madrid**
- 18 September 2012, Barcelona**
- 24 September 2012, Brussels**
- 25 September 2012, Paris**
- 25 September 2012, Zurich**
- 26 September 2012, Vienna**
- 26 September 2012, Marseille**
- 10 October 2012, Rome**

You can register using the following link:
psi-network.de/roadshow_anmeldung

VISCOM 2012, 25 – 27 OCTOBER IN FRANKFURT

PSI MEMBERS CAN VISIT THE VISCOM FOR FREE



Digital printing methods are also revolutionising the promotional products market. Simple and inexpensive, they promise individual solutions for the industry. For materials of all kinds can be printed today, whether it be wood, glass, fabric or plastic. PSI members who want to update their knowledge of finishing techniques can visit the viscom this year free of charge. The International Trade Fair for Visual Communication, Technology and Design will be presenting a large variety of application examples and related techniques from 25 to 27 October in Frankfurt. For over twenty years, it has brought together the fields of visual communication, machinery, components, materials and services for digital printing and industrial inkjet printing, engraving, illuminated advertising, digital signage, textile processing, presentation technologies for point of sale, outdoor advertising and ambient media. If you want to take advantage of this free offer, simply register at www.viscom-messe.de/ticket on the viscom website. By using the “Redeem Voucher” button, PSI members can register and then redeem the coupon code 22iw-qc5m-cem5-6sm5. The complimentary viscom admission ticket can then be printed out. <

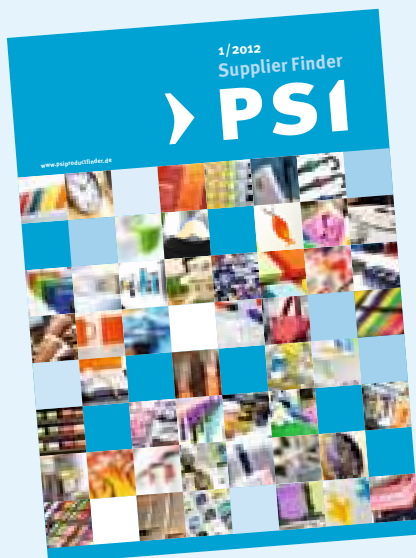
ENJOY MEMBERS' BENEFITS

EXCLUSIVE DISCOUNTS ON APPLE PRODUCTS AND ACCESSORIES

The PSI offers its members selected ongoing discounts with over 500 prestigious brand partners. Members can easily access the PSI's discount portal: simply go to www.psi.mitgliedervorteile.com and log in with PSI and the password “vorteile”. Then the shopping tour can begin.

GRAVIS OFFERS UP TO 30 PER CENT DISCOUNT

The latest highlight from this select “World of advantages” comes in the form of exclusive offers from Gravis. Germany's leading Apple distributor is offering you exclusive discounts on Apple products and accessories. If you have been toying for a long time with the idea of acquiring an Apple device or have heard of the outstanding quality of these products and always wanted to check it out for yourself, you should make the most of the benefits for PSI members. Gravis and mitgliedervorteile.com are presenting an exclusive offer for this: whether it is a laptop, desktop computer, iPod, iPad or accessories – Gravis is offering a discount of up to 8 per cent on all Apple products – and up to 30 per cent on accessories from reputable manufacturers, such as Logitech, Sennheiser, Samsung and HP. www.psi.mitgliedervorteile.com <



EASY AND FAST SEARCH

PSI SUPPLIER FINDER NOW ALSO ONLINE

For many distributors, the PSI Supplier Finder has been an indispensable reference work for years. After all, a quick glance at the directory provides the distributor with important information about the suppliers in the PSI network. In order to make the directory even more user-friendly, the Supplier Finder has been revised. The PSI Supplier Finder 2012, published in July, comes with a new look and an optimized concept – even more clearly laid out, more user-friendly and in cross-media form: the guide to the world of PSI suppliers is now also available in the extremely “handy” online version. Members who are logged in can find the brand new edition as a flip-page version at: www.psi-network.de/supplieronline. <

COOPERATION

ASI, SOURCING CITY AND PSI FORM INTERNATIONAL ALLIANCE

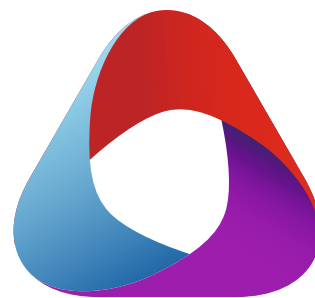
The Advertising Specialty Institute (ASI), Sourcing City and PSI today announced the joint formation of PromoAlliance, a new international alliance to identify and introduce best practices and market development concepts benefiting the US, UK and European markets. ASI, the largest media, marketing and education organization serving the US \$ 18.5 billion promotional products industry in North America, joined forces with Sourcing City, which serves the UK promotional merchandise industry, and PSI, which hosts the PSI Trade Show in Düsseldorf each January, with international attendance of 20,000. The goals of the international alliance for the promotional products industry include introducing best practices, developing fresh market concepts, explaining new marketplaces and fostering education.

"We can see many benefits and opportunities for the trade from the new PromoAlliance," said Alistair Mylchreest, CEO of Sourcing City. "Having three major players working in alliance, sharing ideas and exploring new concepts will create exciting opportunities for all of our customers. We are delighted to be a founding member of what is going to be a significant organization in the worldwide promotional merchandise marketplace."

Timothy M. Andrews, president and chief executive officer of ASI, said PromoAlliance will leverage the strength of all three organizations while providing insights into new markets. "We now work in a worldwide economy, so there is no better time to form a strategic alliance with respected global partners to improve and expand the promotional products marketplace," said Andrews. "We are certain our distributors and suppliers will benefit greatly from increased communication, education and understanding and look forward to kicking off what promises to be an exhilarating new era in our industry."

"PromoAlliance will offer major benefits to PSI members within our business network, including new ideas, inspiration and opportunities in the European market as well as within the transatlantic partnership," said PSI Director Michael Freter. "PSI's distributors and suppliers will gain new market perspectives and sources of information. Furthermore, PromoAlliance is an international recognition of the quality standards that are the hallmarks of our organizations."

Sourcing City, ASI and PSI are in active discussions with other potential PromoAlliance partners and will announce further information as PromoAlliance develops. For more information visit www.promoalliance.com.



PROMO ALLIANCE

ASI SOURCING CITY PSI

PromoAlliance ushers in new global era for promotional products industry.

ABOUT ASI

The Advertising Specialty Institute (ASI) is the largest media, marketing and education organization serving the promotional products industry, with a network of over 27,000 distributors and suppliers throughout North America. ASI leads the industry in technology solutions, providing cloud-based e-commerce, enterprise resource planning software (ERP) and customer relationship management software (CRM). ESP Web is the industry's leading tool for sourcing hundreds of thousands of products. A family-owned business since 1962, ASI also provides online research, marketing, advertising opportunities, trade shows, education, award-winning magazines, newsletters, custom websites and catalogs to help members sell, market and promote their brands. Visit ASI at www.asicentral.com and on Facebook, Twitter, LinkedIn, YouTube and the CEO's blog.

ABOUT SOURCING CITY

Sourcing City is the market leader in the provision of specialist online digital and mobile trade services and networking trade events to the promotional merchandise industry. Founded in November 2002, Sourcing City has continually created and launched unique online and mobile services and trade events which had never been seen before in the UK promotional merchandise industry. The company now has a portfolio of market-leading and established brands to support distributors and to promote supplier products.



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KNOCKING ON DOORS ...

Europe is in a financial crisis. But that is not its only worry. Europe is in an identity crisis. The European ideal is threatening to fall victim to national interests. If this really happens and Greece leaves the Eurozone, Europe and its currency will have failed. The current signs are anything but favourable. The crises in Spain and Italy are noticeably worsening. Mario Draghi's initiative to do everything necessary to stabilize the euro did not go down very well. Buying up government bonds of countries in a crisis cannot be the solution. This would force us even deeper

into debt. Frau Merkel continues to vehemently oppose this. How long will she be able to maintain this stance? But there is no going back for Europe! If the currency fails, the importance of Europe will diminish even more rapidly than is already the case. The only chance is a common domestic market.

The major international suppliers in the industry have clearly noticed the crisis with the order intake in the respective countries for a long time. Only Germany and Scandinavia are still stable. The financial crisis will still claim many victims here.

For the promotional products distributor, the question of the right sales approach arises once again. In addition to Internet which continues to become the major sales channel, at the end of the day it is yet again the good old visit to customers and potential new customers that is necessary to promote sales. In former times it was disrespectfully called "knocking on doors". But it worked! <



» In addition to the Internet which continues to become an important distribution channel, the personal visit to a customer still remains an effective means of ensuring customer care and customer acquisition.«

Best regards,

A handwritten signature in dark ink, appearing to read 'M. Freter'.

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

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EVERYTHING RELATED TO WINTER

Winter brings not only Christmas with it but also snow, frost and cold temperatures. Snug woolen blankets, warm scarves and cuddly jumpers help you to get through the cold season without catching a cold. You can find everything you need for winter in the Product Guide of the October edition. Moreover, you can look forward to diverse aids in the category of Fire and Lights.

Please bear in mind the theme of our November edition "Lifestyle, Ambience and Living" and "Toys and Games" and send your product presentations (image and text) by 14 September 2012 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany; e-mail: hoechemer@edit-line.de.



150 YEARS IN THE SERVICE OF QUALITY

This year, the Stroetmann company is celebrating its 150th anniversary. The well-established textile supplier has always consistently focused on two guarantees for success: closely orientating itself to the needs of its customers and meeting high-quality standards. This has paid off. Founded in 1862 as a "weaving mill, dye-works and finishing establishment", the company has succeeded in maintaining its textile tradition even in difficult times, simultaneously modernizing itself step by step over the course of one and half centuries. We will be presenting Stroetmann Frottier GmbH in the October edition.



EYE-CATCHING PRODUCT PRESENTATION

We have dedicated the theme of "Trends and Brands" to the extraordinary promotional products of PSI members. The tastefully designed theme pages will present innovations and bestsellers, thereby offering a quick overview of the trends and developments of the industry. Supplemented by interviews and studies, the product pages additionally provide background information and facts on the key topic covered. You can look forward to the October product selection with anticipation.



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